

4

# Easy Steps to Write a Press Release

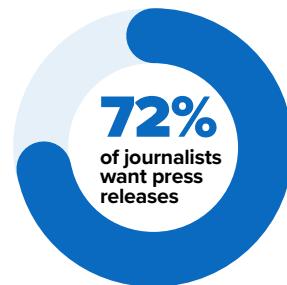
## Press releases remain an essential tool and source of truth

The media landscape has changed dramatically in recent years. Audiences have scattered and are consuming content on various channels, and the rapid evolution of AI search has changed how people search for, discover and absorb information.

But while the landscape may be evolving, the fundamentals of media relations remain the same, whether you're launching a product, handling a crisis or contributing to a trending news topic. **The press release remains a trusted, verifiable staple of media relations and PR.**

It's also what journalists want to receive. [Cision's 2025 State of the Media Report](#) found that 72% of journalists want press releases from brands and comms professionals, ranking well ahead of other content types.

To make sure you're producing the best press releases possible, we've created a guide to help you create great press releases in four easy steps.



1

## Identify the News Hook

If you want to get the attention of the press, you need to think like a journalist. That means that the first job when writing a press release is to identify the "news hook."

This will be the most newsworthy element of the story and will form the press release headline and lede. Try to sum it up in 30 words or less.

Ideally, you'll be able to use this central message to form the subject line of a media pitch to catch a journalist's eye. It'll also make a good "elevator pitch" if you're calling a reporter and need to pique their interest immediately.

Remember, different outlets cater to different audiences, meaning the best hook may differ depending on who you are pitching to. For example, a consumer publication may be interested in a different aspect of a story than a trade publication.

In many ways, this is the hardest part of the process. It requires familiarity with your target audience and a strong grasp of what makes a story newsworthy. The best stories have a human angle which resonates with the audience.



Sum up your news hook in 30 words or less

## 2

## Decide Which Information to Include

Journalists barely have enough time to breathe given the number of stories they are expected to produce daily, so they do not have time to read through heaps of superfluous information.

When thinking about what information to include in your press release, remember six questions to help you deliver the key information to a journalist, their readers, and AI bots or LLMs that surface your content in search results.



Answer 6 key questions

- **Who** are the important people in your story?
- **What** are the key facts the reader should know?
- **Where** did this news happen, or will it take place?
- **When** did this news happen, or will it take place?
- **Why** is this something the reader should care about?
- **How** did this story come about and how does it affect your audience?

## 3

## Structure the Release to Engage Readers

When writing your press release, start with the headline. Keep it concise—under 100 characters, if possible—and use the space to clearly convey to readers what the news is and why it's important. Avoid clickbait or vague headlines.

From there, list the information in order of newsworthiness, with the most important facts first. Be sure to weave your brand's messaging in with the story and include unique and engaging quotes to add an authentic voice and emotional context to the story.

To achieve maximum coverage and engagement, include multimedia assets (logos, photos, videos, infographics, etc.). PR Newswire data shows that engagement can double when a press release includes an image, compared to a text-only announcement (and generate **up to 6x engagement** when multiple assets are included).



Maximize interest and engagement with multimedia



Write a clear headline, 100 characters or less

Multimedia can also be a great way to break up the press release. Dense blocks of text won't engage readers. Include other structural elements like bolding, lists/bullets and section headers to keep journalists and readers moving through the page. These will also make it easy for AI search tools to pick out key details to provide in search results.



Format text to move readers through the page

Finally, make it as easy as possible for a journalist to answer any questions they might have about your story. Include a company boilerplate at the end, providing background information about your brand, along with your contact details so the journalist can get in touch directly.

## 4

## Use PR Newswire's Free Press Release Optimization Tool

PR Newswire is dedicated to helping communicators do their job better and improve the relationship between PRs and journalists. To that end, we've enhanced our customer dashboard with AI-powered tools to analyze your press release draft (or create a new one) and suggest ways to optimize your story before it's distributed.

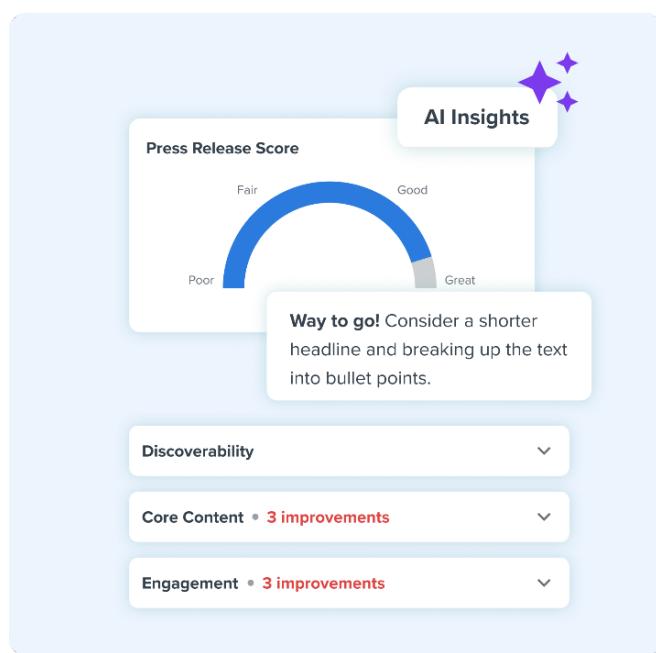
The **PR Newswire Amplify™ Press Release Score** uses data-driven insights to determine whether your release is written for maximum visibility and engagement, analyzing aspects such as the length of the headline, quality and tone of the copy, use of quotes and whether you've included multimedia.



Get the coverage your story deserves—score your press release against data-driven insights with PR Newswire Amplify™

Use our tool built for PR and communications professionals to hone your press release and get the coverage your story deserves.

To score a press release, PR Newswire customers can access the Amplify dashboard by clicking below.



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