



SUPPORTING
WOMEN ENTREPRENEURS
IN BC

Writing a Press Release That Gets Media Attention

A PRACTICAL GUIDE FOR ENTREPRENEURS

Introduction

Press releases are one of the most powerful tools for sharing news with the public and gaining media coverage. Whether you're launching a new product, announcing an event, or celebrating a milestone, a strong press release can help you reach a wider audience, build credibility, and attract attention from the media. This step-by-step guide outlines how to write a professional, compelling, and media-ready press release.

Step 1: Know When to Write a Press Release

Not every business update warrants a press release — but when you have something timely, newsworthy, and relevant to share, it can be a powerful tool to reach the media and your audience. Understanding what qualifies as press-worthy is the first step in making sure your announcement gets attention.

Press releases are ideal for:

- Launching a new product or service
- Announcing a major milestone or award
- Promoting an upcoming event
- Responding to a crisis or issue publicly
- Sharing a partnership, funding round, or expansion

Make sure your news is relevant, timely, and valuable to your target audience and the media.



Step 2: Understand the Ideal Format and Structure

A press release follows a consistent format that helps journalists quickly understand and evaluate your news. A strong press release follows a consistent and professional format. Here's what to include:

- **Headline:** 6–12 words, bold and centered
- **Subheading** (optional): 1 sentence or 15–25 words
- **Dateline:** City, province, and date at the start of the first paragraph
- **Lead Paragraph:** Who, what, where, when, why, and how (50–75 words)
- **Body:** 3–4 short paragraphs with supporting details and quotes
- **Boilerplate** (About section): 50–100 words summarizing your organization
- **Contact Information:** 2–3 lines with name, phone, and email

Step 3: Follow Best Writing Practices

Good writing is essential for getting your press release noticed and taken seriously by the media. Follow these best practices when writing your press release:

- Use clear, concise, jargon-free language
- Write in active voice and keep sentences short
- Use the inverted pyramid structure: start with the most important information
- Include at least one quote from a spokesperson to humanize your message
- Limit your release to 300–500 words total

Step 4: Format for Professional Presentation

Presentation matters and proper formatting ensures your release looks credible and is easy to read.

- Use Times New Roman or Arial, 12 pt font
- Single space your content with a blank line between paragraphs
- Add “###” or “-30-” at the end of your release to signal completion
- Save your file as a PDF or paste cleanly into the body of an email

Step 5: Distribute Your Press Release

Once your press release is finalized, you'll need a clear plan for sharing it with the right audience. Here are some distribution tactics you can use:

- Build a targeted media list of journalists and publications relevant to your industry or region
- Send your release by email with a personalized note in the body



- Use a press release distribution service (optional) for broader reach
- Post the release on your website, blog, and social media platform
- Follow up with key media contacts to encourage coverage or offer interviews

Step 6: Measure Your Impact

Your work doesn't end after hitting "send". Tracking results is imperative for understanding what worked and how to improve next time.

- Track media mentions, backlinks, and social shares
- Monitor your website traffic after distribution
- Record engagement metrics (clicks, sign-ups, inquiries)
- Gather feedback to improve your next release

Step 7: Review with a Checklist

Before submitting your press release, review it using the Press Release Checklist (Appendix 1) to make sure it includes all elements journalists expect:

- Strong headline and clear dateline
- A compelling lead paragraph (5Ws and H)
- Informative body content with at least one quote
- About section (boilerplate) and media contact information
- Proper formatting and structure

Conclusion

Writing a compelling press release doesn't have to be overwhelming. By following a clear structure, keeping your content concise and newsworthy, and tailoring your message for the media, you'll increase the chances of getting noticed and published.

Whether you're promoting a milestone, launching a new product, or sharing your story, this guide gives you the tools to communicate with confidence and clarity. Use it as a foundation, and let your next announcement make headlines.

Appendix 1

Final Checklist: Writing a Media-Ready Press Release

Use this checklist to review your press release before distribution. Each item below reflects standard media expectations and best practices, aligned with the step-by-step guide.

Checklist Item	Complete	Reference in Guide
Headline is 6–12 words, clear, and newsworthy	☐	Step 2: Format and Structure
Optional subheading adds value without repeating the headline	☐	Step 2: Format and Structure
Dateline includes city and date	☐	Step 2: Format and Structure
Lead paragraph answers the 5Ws + H (who, what, where, when, why, how)	☐	Step 2: Format and Structure
Body contains 2–3 short paragraphs expanding on the announcement	☐	Step 3: Best Writing Practices
At least one quote from a key spokesperson is included	☐	Step 3: Best Writing Practices
Boilerplate 'About' section (50–100 words) is provided	☐	Step 2: Format and Structure
Media contact information is complete (name, phone, email)	☐	Step 2: Format and Structure
Writing is clear, concise, and free of jargon	☐	Step 3: Best Writing Practices
Tone is professional and informative, not promotional	☐	Step 3: Best Writing Practices
Uses inverted pyramid structure (important info first)	☐	Step 3: Best Writing Practices
Word count is between 300–500 words	☐	Step 3: Best Writing Practices
Formatting is clean: 12 pt font, single-spaced, spaces between paragraphs	☐	Step 4: Presentation
Ends with '###' or '-30-' to signal the conclusion	☐	Step 4: Presentation
Release is saved in a clean format for email or PDF	☐	Step 4: Presentation
Multimedia (images, videos, or links) are included if appropriate	☐	Step 3 & 4
Distribution plan includes targeted media contacts	☐	Step 5: Distribution
Metrics are in place to track engagement and media coverage	☐	Step 6: Measure Your Impact