



Media Coverage -

Writing a Press Release



Why? It takes a very minimal amount of time to prepare a press release to send to your local newspaper. If you are coordinating this with an event that you are planning, you should submit your press release about two weeks prior to your event date. You may also want to contact your local news station to see if you can get coverage from them also. When writing your press release and speaking with the news, make the focal point on how their audience is going to relate and connect to the event. The idea is to try to get your name out into the community in a big way and for free!

How? There are seven basic elements that every press release should have in terms of content and how it appears. They are listed below.

*A great web site to visit
for additional information
on how to write a media
worthy press release is:
www.press-release-writing.com*

FOR IMMEDIATE RELEASE: These words should appear in the upper left-hand margin, just under your letterhead.

Contact Information: Skip a line or two after the release statement and list the name, title, telephone/fax numbers of your company spokesperson. Make sure you include your home phone number so reporters can contact you after hours.

Headline: Skip two lines after your contact information and use a boldface type.

Dateline: This should be the city your press release is issued from and the date you are mailing your release.

Lead Paragraph: The first paragraph needs to grasp the reader's attention and should contain the relevant information to your message such as the five W's (who, what, when, where and why).

Text: The main body of your press release where your message should fully develop.

Recap: At the lower left-hand corner of your last page restate your event specifications and highlights.

Here is a sample of an actual press release that was submitted and printed by an agent to his local newspaper. This release is a great example of using the seven principles listed above.

Spotlight: This particular agent held a movie event at a local theater for their clients. They sent a press release to their local newspaper which resulted in a nice profile about them in the Neighbors section of their local newspaper. Although the paper did not write about the actual event, the profile was read by many people in the community and still helped to validate this agent's business. In addition to getting free media attention, they were also able to get the theater to put the name of the movie and a "Sponsored by John Smith of Smith and Associate's." on the marquee outside of the theater!

All personal information has been edited from the following press release to maintain the privacy of the agent

FOR IMMEDIATE RELEASE

Contact: [John Smith, President](mailto:John@smith.com)

[Smith and Associates, Inc.](mailto:John@smith.com)

100 Appleton St.

City, NJ 07000

Phone: (201) 529-1234

Email: John@smith.com

Grandparents Grab Your Grandkids and Enjoy an Afternoon at the Movies – Free

[Appleton, NJ](mailto:John@smith.com) – February 21, 2006 – Grandparents, take a couple of hours and spend some quality time with your grandchildren while watching the 1938 Classic – *The Adventures of Robin Hood*. Whether you have grandchildren or not, perhaps you'll want to grab a friend to see the free screening of Robin Hood at the beautifully preserved historical Theatre in downtown [Appleton](mailto:John@smith.com). All area retirees and seniors are welcome to attend this free screening sponsored by [Smith and Associates, Inc.](mailto:John@smith.com)

According to Mr. [Smith](mailto:John@smith.com), President of [Smith and Associates, Inc.](mailto:John@smith.com), "Many retirees and seniors have been recently overloaded with the recent Medicare Part D information and expenses as well as dealing with the increases of cost for everyday living. One thing I continue to hear from our clients and friends is that they would love to spend more time with their family and grandchildren. At [Smith and Associates, Inc.](mailto:John@smith.com), we see this movie event as a way to help bring grandparents, their children, grandchildren and friends together for some good clean fun without adding additional cost to their lives."

No newcomer to senior issues and concerns, Mr. [Smith](mailto:John@smith.com) has worked as a financial professional/retirement consultant exclusively for retirees and seniors for over 8 years. He currently sits on the Board of Directors of the [Appleton Senior Center](mailto:John@smith.com) as President. He also is the Vice President of the [Appleton](mailto:John@smith.com) County Council on Aging and a member of the National Council on Aging.

Mr. [Smith](mailto:John@smith.com) is passionate about helping area retirees and seniors gain the independence and security they desire through education. Through his educational meetings, workshops and speaking engagements, hundreds of local retirees and seniors have become informed consumers.

Event Details:

Movie: *The Adventures of Robin Hood*, starring Errol Flynn and Olivia de Havilland

When: Sunday, March 12th, 2006

Where: Historical Theatre, downtown [Appleton, NJ](mailto:John@smith.com)

Time: 2:00 pm

Reservations Required, seating is limited*: Call [201-529-1234](mailto:John@smith.com) by March 3rd. The movie is open free of charge to all area seniors, their children and grandchildren. All minor children must be accompanied by an adult. Free unlimited drinks and popcorn available. Door prizes for the adults and chocolate gold coins for the kids.

*Seating will be handled on a first come basis.

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