



The Press Release Guidelines

Press releases need to be newsworthy, not self-serving advertising. Use them to announce new products and services, achievements, accreditation and events.

What is newsworthy to the reader?

1. Consider the timing of your press release; think of a reason the story should run now instead of a later date. Know the deadline dates of publishers when you are targeting a specific publication edition.
2. Consider the news value of your press release. This is determined by the value of the information and its importance to the reader. Reiterate your main point early and often.
3. Identify a key point that benefits the reader, i.e. “ABC Company has met national standards for improving the quality of services provided to patients”, or “ABC Company has been validated as an organization dedicated to quality patient services by successfully meeting national standards”.
4. Be informative – don’t just try to sell something.

Things to do/include in the Press Release

1. Company name and address
2. Contact information for a specific person
3. A bold headline leading to the content and explanation of the press release
4. The who, what, where, when, why, and how in the first paragraph
5. A brief quote from management and a customer, if appropriate
6. Use clear and concise short sentences and paragraphs
7. Have more than one person edit before a final draft is distributed
8. End with a brief description about your company and its services
9. Generally, the length should be no more than one page double-spaced
10. Distribution is typically by e-mail or mail, or using a wire service