

Tips on Writing a Press Release

A press release is a way to get The Maine Council of Reflexologists' name and/or your name in the newspaper and in so doing promoting our organization and your business without paying for it.

A press release is a short article which you write yourself about something you've done or are doing that the editor thinks will be of general interest to the readers. Editors look for the following:

- timely element,
- something interesting, or
- something significant--or all three.

Add a human interest element and the chances of it being used increase dramatically. However sending a press release is no guarantee it will be published. Press releases are used to fill in space, if there is space available. If not, and a week goes by in all likelihood it won't get published no matter how well it is written because it simply isn't news any more.

One paragraph has twice the chance of being used as two, two have twice the chance of being used as three. So always send the shortest release. Here are some suggestions:

In the first paragraph answer who, what, where, why and when. Ideally releases contain a description of the event, the location, time, who sponsored it, and what you learned. When writing your press release think in terms of news. Is it informational? Is it about something that happened recently--in the last week?

In the second paragraph mention your background and your membership or involvement with reflexology. You could also send a black and white photo. A head and shoulder shot of you, or a fuller shot showing you working on someone is fine also. Tape a caption for the photo on the back of the photograph.

Your news release should be sent to the Health or Feature editor. With a few clicks you can send it via the Internet (see list of Maine Newspapers by region). Send your release as soon after the event as possible. You may want to call the editor three or four days after you have sent your press release and ask if it was received and if they have any questions. You have your best chance of being published in small local or neighborhood papers, so send it to several.

Writing press releases takes practice, so don't get discouraged if your first one doesn't get published, just keep trying.