



Tips on Writing a Press Release

Publishing a press release is a good way to publicize your organization. It can help increase the public's knowledge about your organization and bring your organization more attention. There are different elements to writing a press release that will gain you the media coverage you are looking for!

The press release will start with "For Immediate Release" if you need to send the release right away or mention the date of the release if it's for a later date. Then you will give your contact information (name of contact person, contact number and e-mail) so that the journalists can get back to you for any query.

Now comes the single most important line of the entire press release. **This is the headline**. The Headline should be interesting, relevant and eye catching. It needs to build an interest among the readers that when they see it they want to read more about it. We are fortunate that Arab American/Muslim American related stories are unique and many media outlets are interested in capturing these stories.

The first paragraph always starts with the date line with i.e. name of the city and state and the date. After the dateline you will give a summary of the newsworthy information regarding the organization. You can give a detailed explanation of the news in the following paragraph.

It is always healthy to use quotations to support the point that you want to make. The quotes can be from influential people from within your organization or they can be from outside the organization. Quotes should be relevant to the press release and the story and help you emphasize the message you are trying to send.

End the press release with some information about your organization. It can be the mission statement or the past achievements. At the end of the release you will also mention your contact information i.e. Contact person's name, his title, contact number, fax number, email address, website and physical address of the nonprofit organization.

What's worthy of a press release?

- Your organization was awarded a significant grant from a foundation or city, state entity.
- Your executive director or senior staff member is being acknowledged/presented with an award at a prestigious event.
- A community wide event that's relevant to a current political debate or issue being addressed in the media – economy, immigration reform, national security, etc.
- Your annual gala – you can send a press release or press statement after the event announcing amount of money raised and distinguished attendees that attended. If you already have distinguished guests confirmed and you are honoring very influential people, you can send the press release out prior to your event.
- Your organization is holding a press conference.

How far in advance to do you send out a press release:

- If it is for an event, it is suggested to send it out before 10am, one week prior to event than 48 hours prior to the event.
- If it's breaking news, than you want to send it out immediately.
- If you want to send it out after an event, you should send it immediately after the event (you should have it prepared and just add quotes or other details from event.) The latest you should send it out is the next morning after the event.

**Tips take from NNAAC*