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# Press Releases in the Digital Age

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# What is a Press Release?

- A press release is an announcement or statement written primarily for members of the news media, including reporters, editors and (increasingly) bloggers.
- While the intention of a press release is to gain media coverage for an individual or organization, today there are a number of reasons to regularly develop and distribute them.



# Press Releases: Before

- In years past, press releases allowed businesses and PR professionals to form relationships with journalists and gain positive coverage in newspapers, magazines and TV/radio news broadcasts.
- PR professionals would create press releases and send them out to the media, in hopes that reporters would write a story about an organization.



# Press Releases Today

While press releases are still important to a cohesive media relations strategy, they have found a new role in online marketing.

- Now organizations can create press releases and distribute them online, enhancing their search engine optimization (SEO).
- They can also use email and online distribution wires to reach journalists and bloggers across the U.S. and around the world.



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# Press Release Distribution

- Most companies choose to distribute their press releases through a national distribution service, such as SBWire, PRWeb, PR Newswire or BusinessWire.
- By doing so, you can include links, images, videos, audio and more, while targeting your release to certain types of publications.
- This gives you the ability to expose your release to hundreds of thousands — or even millions — of people worldwide.

# What Makes a Good Press Release?

First, a press release needs to have a newsworthiness. The following are four primary elements that make an announcement newsworthy:

- **Timing:** You should be announcing something that recently happened or is about to happen.
- **Impact:** The announcement should affect a significant number of people, such as your staff members or customers.
- **Prominence:** The subject of your release should involve someone of significance, such as an executive, public official or other high-profile individual.
- **Proximity:** Many releases have a local impact, such as the opening of a new retail location in a specific city or town.

*Note: Your press release does NOT need to contain all four of these elements, but should have at least one.*

# What Makes a Good Press Release?

Like any good news article, a press release should address the “five W’s.”

- *What* happened?
- *When* did it occur?
- *Where* did it happen?
- *Who* was involved?
- *Why* did it occur?



# Working with a Professional

Most organizations choose to hire a professional copywriter to create their press releases. These writers:

- Know how to write releases that grab the attention of journalists and target audiences
- Can incorporate the right keywords to enhance a release's SEO value
- Write in AP Style and the "inverted pyramid" format, which reporters and editors know and respect



# How ProPRcopy Can Help

- Access to a team of copywriters and editors who have years of experience in journalism, public relations and communications
- We have written tens of thousands of press releases for businesses and organizations across countless industries
- We help distribute your press release to local, regional and national media markets



For more information, contact ProPRcopy:

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