

## Writing News Releases

### 1. **Know your goal.**

What should happen when people read this? What do you want people to do?

### 2. **Know your audience.**

Who are they? What are their needs and concerns?

### 3. **Know your media contacts.**

What do they want and when do they want it?

### 4. **Get to the point.**

You only have seconds to convince editors and readers that your message is worth their time.

### 5. **Explain why it matters.**

“Why should I care? What’s in it for me?”

### 6. **Keep it simple.**

Don’t introduce too many concepts at once.

### 7. **Keep it short.**

Short words, short sentences, short paragraphs, short articles.

### 8. **No, really.**

Don’t pad with extraneous information.

### 9. **Proofread.**

Print and read aloud. Have someone else read it. Don’t count on an editor to find and fix mistakes.

### 10. **Check out the style and usage guide.** Find

the editorial style and usage guide on the Communications and Marketing webpage.

Go to [muextensionway.missouri.edu](http://muextensionway.missouri.edu)

>Faculty & Staff Units > Strategic Communication and Marketing. The Editorial Style and Usage Guide can be found in the left-side panel.



**Curt Wohleber**, information specialist  
573-882-5409  
[wohleberc@missouri.edu](mailto:wohleberc@missouri.edu)

**Have more questions? Need help? Contact:**