

Media

Press Releases

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Additionally, your press release should be:

- No longer than one page.
- Single-spaced with no paragraph indentation.
- Written in the third person. Don't use "I" or "we" unless in a quote.
- Written using a business tone. Avoid hype or exaggeration.
- Tied to an event or current activity. For example, Venture Teams could announce the receipt of an award, the achievement of a specific milestone, a new partnership, or an upcoming event.
- Clear enough for an audience that may not know anything about your Venture.
- Sent to a reporter via email, if possible. **Note:** Many people won't open attachments from a stranger, so copy and paste your press release into the body of your email.
- Proofread! Make sure that someone else re-reads your work to avoid mistakes and make sure the press release is read-able. What makes sense to you might be confusing to someone else.

"You can speak well if your tongue can deliver the message of your heart."

-John Ford

Sample list of where to send press releases:

Media Type	Name of Organization	Contact Name	Contact Role/Title	Date Sent
School Paper				
Local Newspaper				
Community Magazine				