FOR IMMEDIATE RELEASE: HOW TO WRITE AND SEND A MEDIA ANNOUNCEMENT

Since I'm still receiving some press releases that are not for me I've done some pointers on writing and sending them. Not an exhaustive list but here's some things that I've noticed going wrong lately:

Before investing time and resources into drafting a press release pause to consider: **is this truly newsworthy?** Should it be a blog post, social media post or op-ed? Not every announcement deserves media attention. Just because you are sending out a press release doesn't mean it's news.

One good reason for doing a press release is if it's likely that the story may be picked up by **local or regional media** who may be time and resource-stretched and may copy and paste large chunks of it or even the whole thing. Yes, this does happen.

Please keep press releases **short and to the point.** The shorter the better. One page is the best. I've done some that have been longer and had had people tell me that this doesn't matter, but people may not read to the end.

You will still need to **personalise the email** that you send a press release with. Please don't say "Dear Journalist" or "Dear Partner" (I've had both).

Please **don't include attachments**. Cut and paste the press release into the email body.

You will need to **follow up.**

I do think that you should have an **option to unsubscribe** on the press release. I do think that if you don't do this it does make you look unprofessional. I was also curious about whether this was a risk legally with privacy laws, so I asked the brilliant [K&K Legal Consulting](), who wrote my website's privacy policy. They said: "If you are on a mailing list and you are receiving emails that are not relevant to you, and you have asked to either be removed from their list or you have informed them that the content of the email isn't relevant to you, then this is not compliant." (This is for the UK. The EU, US, Canada and Australia have similar rules).

If you'd like to work with me please email me: amy@amyfallon.com