

Tips for Writing a Press Release



A press release template is available at www.fightbac.org for you to distribute to local press to secure coverage of the produce handling recommendations and the activities you are planning to educate your community. For repeated exposure throughout the year, you may want to draft subsequent releases tailored specifically to the unique needs and opportunities within your local community.

Writing a press release is very straightforward. Following are some tips and suggestions to get you started.

- Be concise and specific with your information.
- Include date and contact information. Contact information should include the contact's name, phone number and e-mail address.
- When writing the release, be sure to include who, what, where and when.
- When possible, tie the release to a timely community event or specific community needs to reinforce the relevance to the publication's readers.
- Lead with the most important news and include background and supporting information as necessary.
- Use quotes when possible from someone relevant to produce food safety. Quotes from a local public health official or a local educator, for example, add personality to the release.
- Check your release carefully for spelling and grammar errors.
- Use photos when possible. Often times publications like to include photos when running stories, and it adds visibility to your message. Photos of a community event featuring BAC!, for example, would be great to include with your release.
- Explore the possibility of e-mailing and/or faxing the release. If you elect to distribute in this way, you may want to redirect the recipient to your website for photos rather than faxing or e-mailing them.