

The Basics of Writing a Press Release

1. Know Your Audience

Determine who you want to reach: the legal community, other law school students, the general public?

2. Include a Contact Name

Provide a name, phone number and email address at the top of your release the media can contact for additional information.

3. Include a Date

Put the date you plan to send out the release at the top of the page.

4. Answer the Five "W's"

Provide the Who, What, When, Where, Why and How in the first paragraph.

5. Make it Newsworthy

Let readers know why the subject of your release would interest them.

6. Provide all Necessary Information

Include all the important details, such as the location, date and time for an upcoming event.

7. Use a Strong Headline

But don't be overly cute.

8. Keep it Short and Simple

One to two pages - tops.

9. Include the Seton Hall Law Boilerplate at the End of Each Release

You can find that in the Sample Press Release.

10. Read Before You Send

Check for misspellings and any missing information.