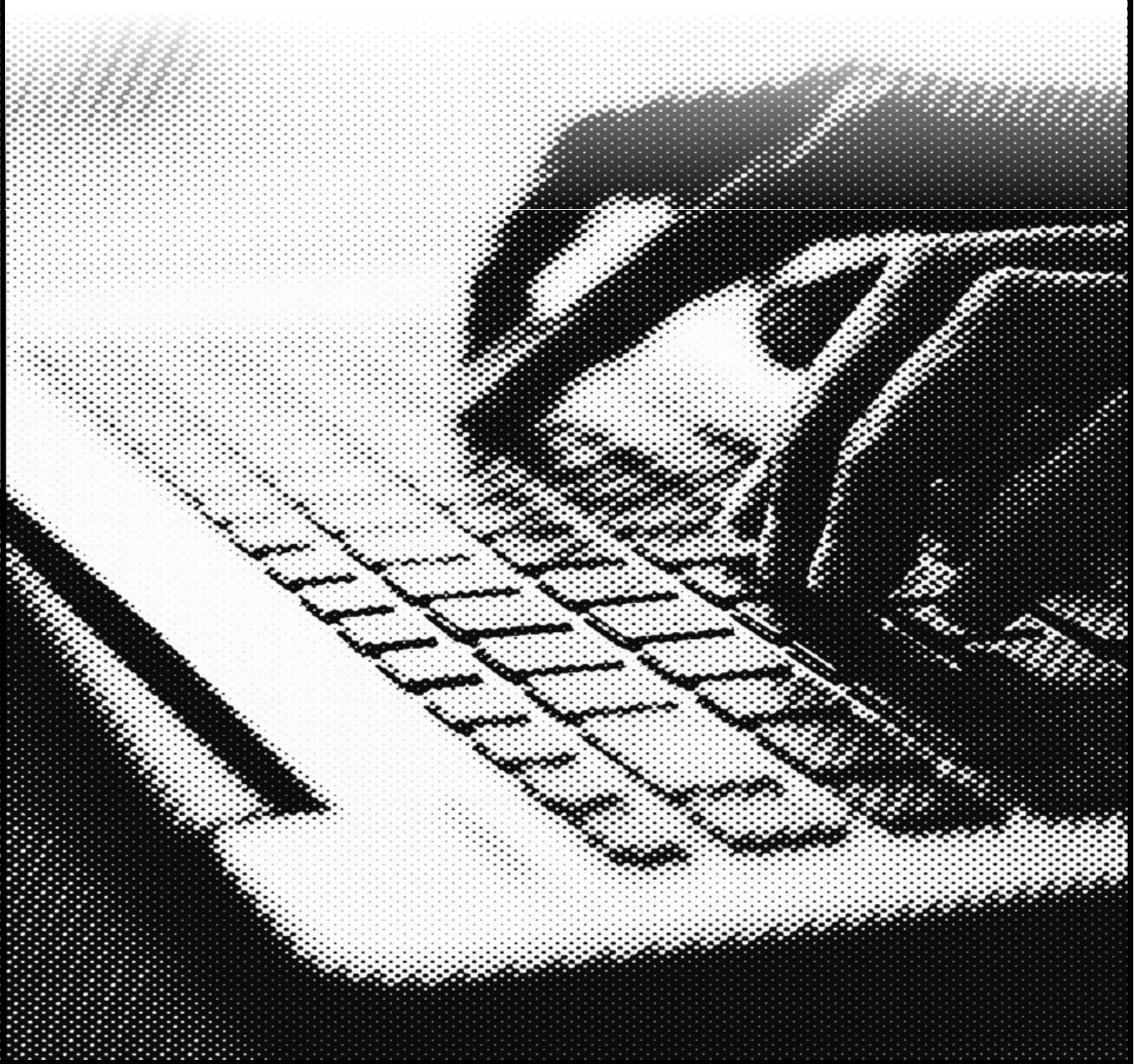


HOW TO WRITE A PRESS RELEASE



HOW TO WRITE A PRESS RELEASE

What is a press release?

A press release is an official statement shared with journalists and media outlets to announce timely and newsworthy information, such as an upcoming event, a campaign launch, a public statement, or an urgent call to action.

What is the purpose of a press release?

A press release increases visibility and raises awareness about your issue, your organization's stance, or a new campaign or report you're launching. It establishes your organization as a trusted leader and authoritative voice on key issues, while inspiring supporters, partners, and the public to take meaningful action.

What is the difference between a press release and a media advisory?

A press release provides detailed information about newsworthy events or announcements, giving journalists the facts and background needed to create a story. In contrast, a media advisory is a short notice that invites reporters to attend or cover a specific upcoming event, focusing mainly on the essential details like who, what, when, and where. Press releases aim to inform and tell a story, while media advisories are meant to generate media interest and attendance.



SAMPLE PRESS RELEASE



FOR IMMEDIATE RELEASE

2

3

Contact Information:

Zachary Crow
zachary@anthropocenealliance.org
[Phone Number]

4

**FRONTLINE COMMUNITIES IN NEW ORLEANS
LEAD MUTUAL AID AS CLIMATE DISASTERS WORSEN:**

*Coalition fills gaps in government response with
cooling kits, food, and wellness checks.*

5

[New Orleans, LA] As climate disasters intensify across the South and beyond, frontline groups within the Anthropocene Alliance (A2) coalition are organizing rapid-response mutual aid to protect their communities—filling the gap where government systems continue to fall short.

Over the past month, A2 member organizations in Louisiana have provided emergency cooling kits, food and water distribution, and wellness checks during heat waves and flooding events. “When government systems fail, our communities don’t wait—we take care of each other,” said John Doe, organizer with [Organization].

As climate disasters grow more frequent, A2 calls on officials to formally recognize and fund grassroots responses as essential to equitable disaster planning.

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Anthropocene Alliance (A2) is the nation’s largest coalition of frontline communities fighting for environmental protection. For more information, visit: www.anthropocenealliance.org.



SAMPLE PRESS RELEASE CONT'D

- 1 While not required including a logo in a press release reinforces brand recognition and lends visual credibility to the press release.
- 2 **"FOR IMMEDIATE RELEASE"** signals to journalists that there are no timing restrictions and they're free to report on the news as soon as they receive it. If you want to embargo a press release—meaning it shouldn't be published until a specific date and time—replace that line with something like: **"EMBARGOED UNTIL July 30, 2025 at 6:00 a.m. ET"** Embargoes are often used when giving media early access so they can prepare coverage in advance. Just remember: embargoes are based on trust. so always clearly communicate the terms and only share with outlets you trust to honor them.
- 3 Include a media contact who knows the details of the announcement and can quickly respond to press inquiries.
- 4 A strong press release headline should be clear, concise, and free of jargon. Lead with the most newsworthy detail and highlight your brand's unique angle. Use active language to grab attention. The subheadline should add one or two key details—like impact or context—that support and expand on the main headline. Together, they should quickly convey the core message, even if no other part is read.

SAMPLE PRESS RELEASE CONT'D

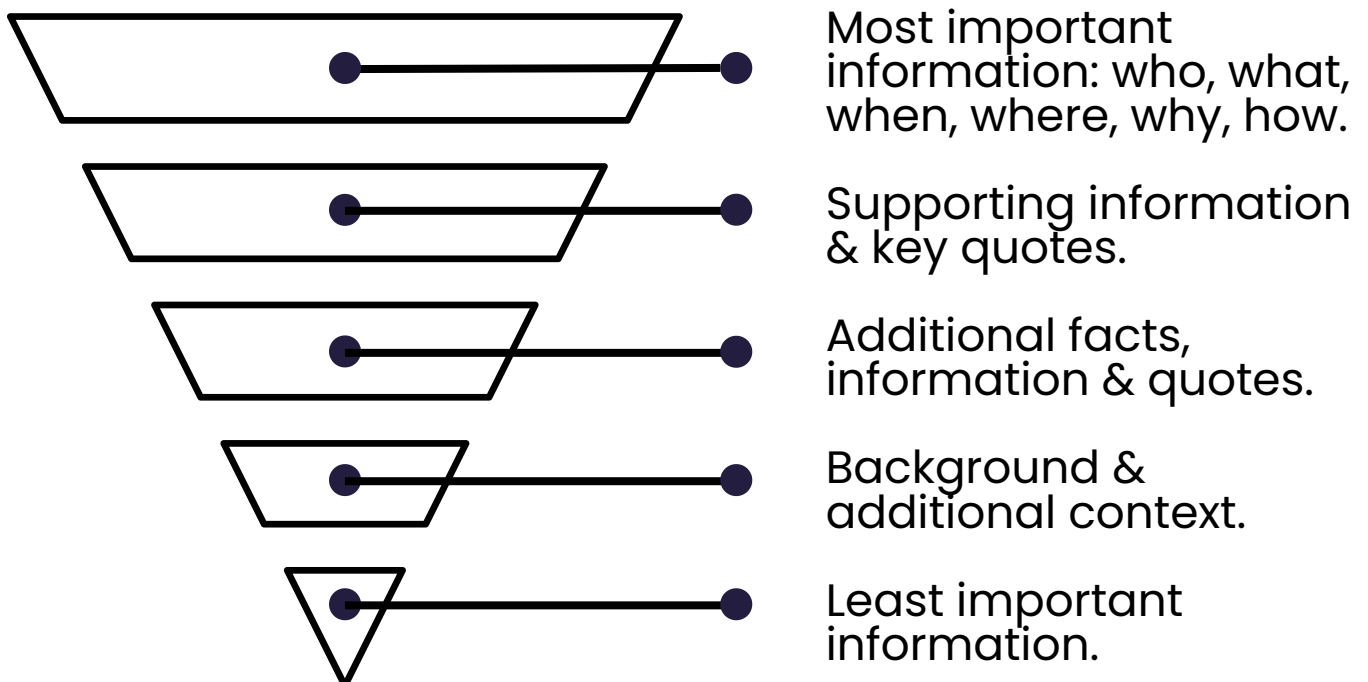
5

The city and state is included in brackets to establish the news location and provide geographic context.

When writing your press release, use the “reverse pyramid” formula by putting the most important details first so readers and journalists can quickly grasp the core message.

The first paragraph should answers the key questions: who, what, when, where, why, and how—giving readers the essential information right away. Use straightforward, engaging language and keep the release focused and fact-based, avoiding jargon or overly promotional tones.

Include relevant quotes from key people to add credibility and a human element.



SAMPLE PRESS RELEASE CONT'D

- 6 In a press release, the “###” (three pound signs or hash marks) are a traditional journalistic symbol that means “end of the release.” They signal to editors and journalists that there’s no more content beyond that point. It’s a standard practice, especially in the U.S., to prevent confusion or accidental inclusion of additional, informal notes or drafts.
- 7 Include a short “boilerplate” paragraph that provides concise information about the organization or organizations sending the press release.

When writing your press release, approach it as if it were the ideal news article you would want to see published about your event, action, issue, or announcement—including a compelling headline. This strategy allows your group to control the message and narrative while making it easier for reporters, bloggers, or media outlets to pick up and share the story.

Press Release Template

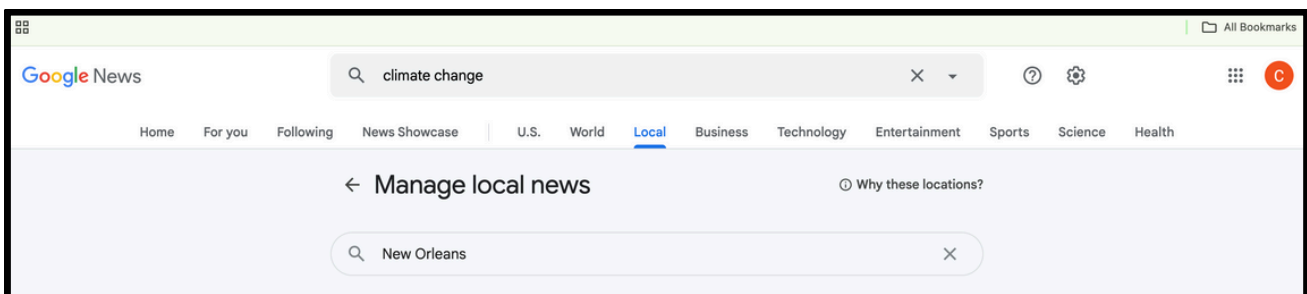
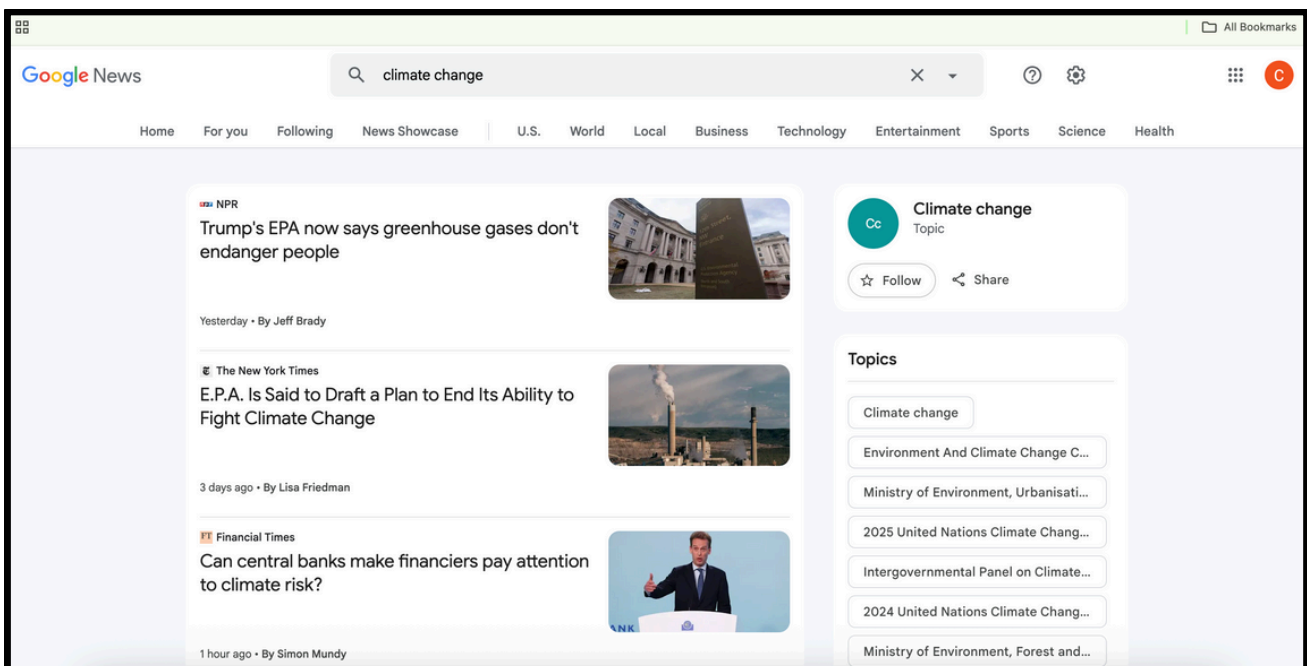
Use [this link](#) to download this template as an editable Google doc.



SENDING YOUR PRESS RELEASE

Build a Targeted Media List

Building a targeted press list is essential because it ensures your press release reaches the journalists most likely to care about and cover your story. Instead of sending your announcement to a generic or massive list, focus on identifying reporters who regularly write about your issue, industry, or geographic region. Start by researching relevant media outlets, then narrow your search using tools like Google News to find individual journalists by beat or location.



SENDING YOUR PRESS RELEASE CONT'D

Targeted Media List Template

Use [this link](#) to download an editable Google sheet that can be used for creating a targeted media list.



Cultivating Relationships

In addition to building this list, groups should start cultivating relationships with local reporters well in advance of any actions, announcements, or events. Developing these connections increases the likelihood that the reporter—or the media outlet they work for—will be interested in covering your story, attend your event, and provide more in-depth and accurate reporting. Personal outreach, such as introductory emails, phone calls, or informal meetings, helps establish trust and familiarity, making it easier to pitch your news when the time comes.



SENDING YOUR PRESS RELEASE CONT'D

Craft a compelling subject line and personalized pitch

Your subject line is the first, and sometimes only, thing a journalist sees, so it must be sharp, specific, and compelling. Avoid vague phrases like "Press Release" or "Big News." Instead, highlight the newsworthy angle in just a few words. For example, rather than writing "New Environmental Campaign," go with "Local Coalition Launches Bold Heat Protection Plan Amid Record Temperatures."

Once you have their attention, your email pitch should be short, personalized, and relevant. Get straight to the point in the first sentence.

Include a link to your press release or attach it to your email, and close with an offer to provide quotes, visuals, or interviews upon request.

Choose the best time to send

Timing plays a crucial role in whether your press release gets noticed or buried. Research shows that the best days to send press releases are Tuesday through Thursday, ideally between 10 a.m. and 12 p.m. This window aligns with when journalists are most likely to check their inboxes and plan their stories.

Avoid sending releases late on Fridays, over the weekend, or during major holidays, when pitches are more likely to be overlooked. If your news coincides with a big event or holiday, make sure it's directly relevant, otherwise, it's best to wait for a quieter moment.

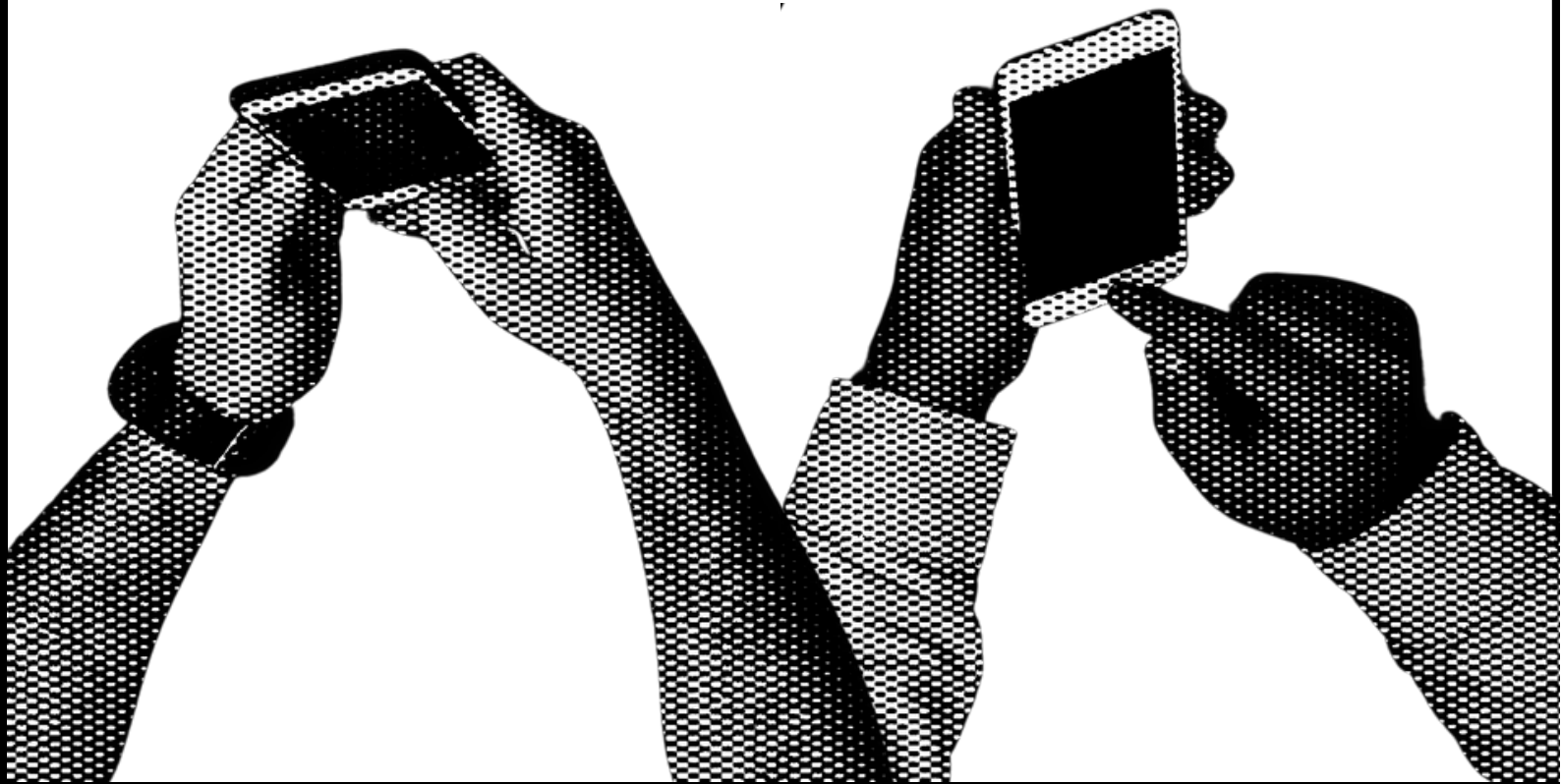
SENDING YOUR PRESS RELEASE CONT'D

Follow Up with Journalists Respectfully

A well-timed follow-up can boost your chances of getting coverage, but it's important to strike the right tone. One or two polite follow-ups, spaced a few days apart, is generally considered appropriate. Keep your message brief, courteous, and helpful.

Example: "Hi [Journalist's Name], just checking in to see if you had a chance to review the press release I sent about [Topic]. I'd be happy to share more details or set up an interview if you're interested."

Avoid sending repeated messages too quickly or sounding pushy, as this can damage your credibility and relationship with the journalist.



SENDING YOUR PRESS RELEASE CONT'D

Printed Copies for In-Person Events

If your press release is connected to an event, such as a press conference, community gathering, or protest where media are invited, make sure to have printed copies on hand to distribute directly to reporters attending the event. In such cases, distribute the press release on the day of the event.

In some cases, it may be appropriate to distribute the press release the day after the event, reaching both those who were present and those who were not. In these instances, you should write the release in the past tense to show that the event has already occurred. For example, "A2 organized a national day of action on..."

