



Press

Release

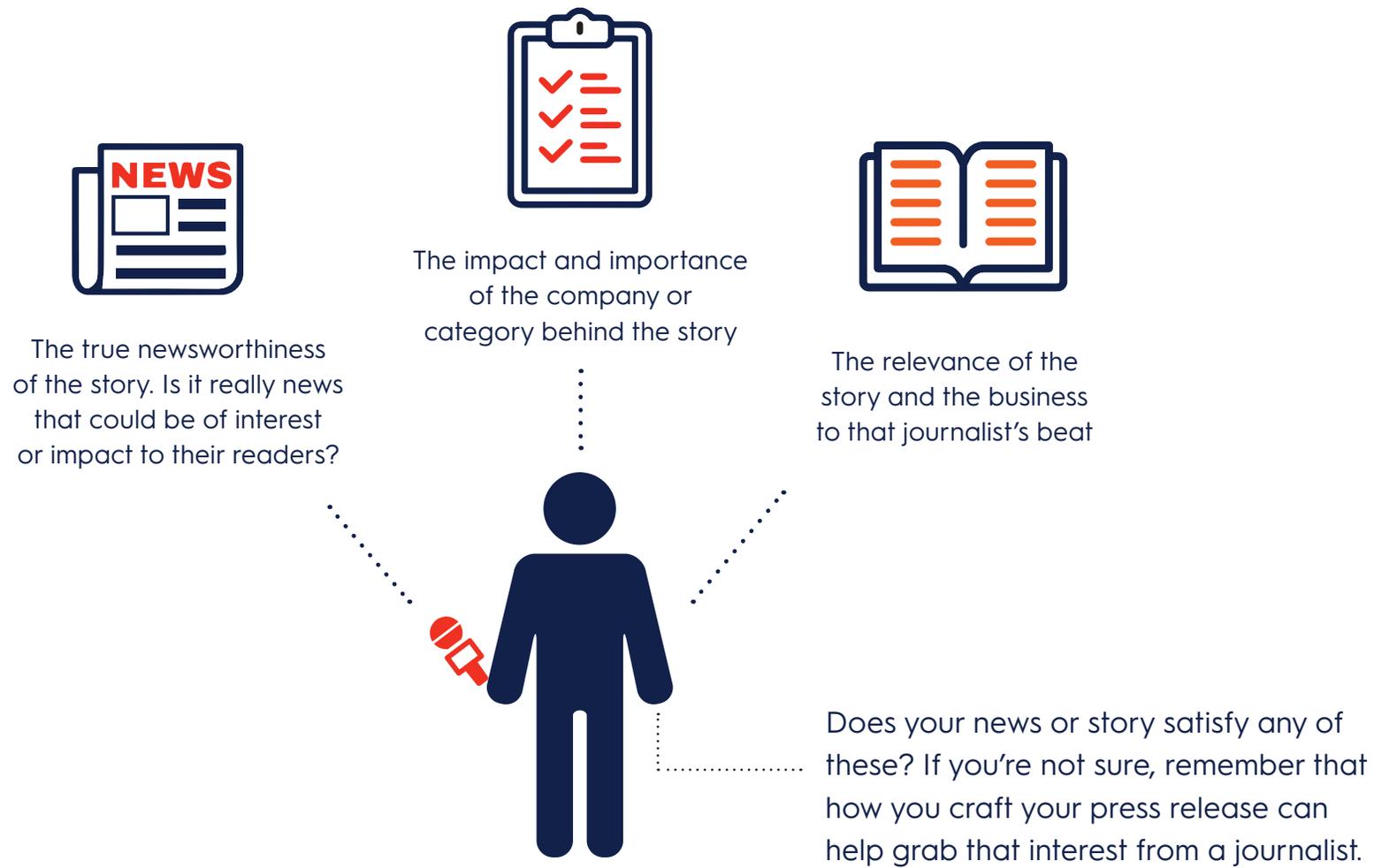
Best

Practices

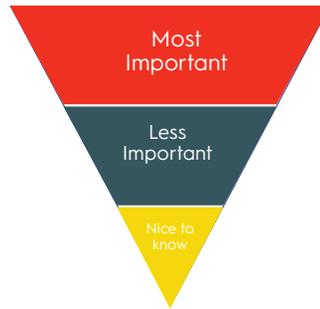


Before you get started, it's helpful to understand the journalist's perspective

What is most important to them when considering a story or pitch?



In general, press releases use the inverted pyramid style of journalism where you start with the most important information at the top of the release and work down to supporting details.



1. You're in control. One of the benefits of a press release is that it's news that you are in complete control of. Combining creative quotes with efficient text allows companies to use releases for brand building/storytelling opportunities for the company, rather than just communicating news. For this reason, press releases should always have an overall message of growth and positivity for a company and the announcement should reflect the company's forward-looking growth potential.

2. Hook 'em with the Headline.

Explain the value in the headline – the 'why should I care'.



Don't just report a fact but rather compel the journalist to read on with a compelling stat or bold insight. And keep it short, you want your full headline shared so make it easy for journalists to work with what is there.

3. Choose your words carefully. It's also always best for a release to be efficient in word choice and avoid any unnecessary text or "fluff" material.

4. Get to the point.

Your lead-in paragraph should get right what matters most. The 5 W's are a good framework from which to start. Just use the most relevant ones for your story.

- Who** is it about?
- What** have they done/are doing?
- Where** did it take place/is it taking place?
- When** did it happen/will it be happening?
- Why** does this matter?

Industry Veteran Gregg Castano launches News Direct - Upending Traditional Paradigm of News Wire Category

News Direct is the only news and content distribution platform purpose-built for the demands of modern-day storytellers

NEWS RELEASE BY News Direct

New York, NY | June 29, 2020 10:00 AM, Eastern
News Direct, the first content and news distribution platform purpose-built for contemporary media outreach, officially launches today. News Direct enables both journalists and PR professionals to do their best work. It's the only platform with the exclusive capability to release standalone multimedia and features a self-directed, collaborative workspace powered by AI-assisted advanced automation software.

Amid the coronavirus global pandemic, the volume and scale of pitches sent to journalists has exponentially increased - prompting brands and PR pros to determine the best way to convey and distribute COVID-related information in digestible bites. This is also reflective of today's communications landscape.

"Newswire services, which so many brands rely on to distribute their news and content, remain stagnant. This had to change. How news and information is disseminated and consumed today requires public relations professionals and journalists to create and deliver impactful multi-sensory stories. And this is what News Direct provides," said Gregg Castano, Founder and CEO of News Direct. "It is a platform that helps great content rise to the top and get discovered. Full stop."

The Future of News Distribution is Here

The Old Way

The News Direct Way

The Future of News Distribution is Here: News Direct disrupts the status quo with game-changing efficiency, flexibility and control.



5. Make your quotes count. Press release quotes should be insightful and not repeat anything already mentioned. They should offer a valuable perspective or information that reflects positively on the company.



6. Stand out with stats. If available and relevant, include interesting research findings or statistics. This will add credibility to your news or story and help it stand out - especially if you can include one in the headline. Further, make some stats into a clear and informative infographic. Journalists will then have an easy way to pull out impactful data points for sharing within their story or as standalone content.



7. SEO for the win! SEO is an important element of press releases today. But it should never be the sole reason for distributing a press release.

a. Link-backing: hyperlinks should be used to enrich your content. Make sure those external links bring value to your readers. To get the most SEO benefits from your links back to your website, you should include keyword-based anchor text rather than wording like 'click here'. This helps Google and alike better classify the pages on your site, and it also clearly lets the reader know what will be on the page you're linking to. News Direct performance reports include valuable link tracking including a click map.

b. Keyword & tags: Identify the keywords most relevant to your chosen topic. You can use the [Google Keyword Planner](#) to identify the top search keywords globally for your chosen topic. Google will return a number of matches, and you can then choose the most highly searched keywords. Include these throughout your press release but use natural sounding language so it doesn't feel forced or out of place in your story. With News Direct, you get unlimited keyword tags for no additional cost.



8. Multimedia makes a difference.

In our '8 Second Attention Span' world, journalists and story tellers need to use as many creative, visual elements to grab initial attention and help quickly make their point. High quality images, infographics or short videos will help to make any story that much more appealing to the media and the end reader. Adding Multimedia is guaranteed to boost overall engagement of a news release. News Direct offers more flexibility in formatting than any other wire. You can create a carousel or a list view of photos, add multiple logos, use our formatting bar to edit, add bullets, etc.

9. **Don't forget your boilerplate.** The boilerplate is the "About Us" section near the bottom of your release. Journalists want a brief synopsis of the company putting out the news. Always include your company's URL and social links in the boilerplate of your press release.

About News Direct

News Direct is redefining the content and news distribution industry – and we're doing it from the ground up. That's because the News Direct platform was designed and built from the ground up, to reinvent content delivery, re-engineer workflow, revitalize metrics and ROI, and bring security and pricing into the 21st century.

News Direct is purpose-built. Client-focused. Dedicated to modern media outreach, and to the PR and IR professionals who need a platform to make them the best they can be.

To learn more visit newsdirect.com or follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).

10. **Use your social links to increase engagement.** Including your company's social links in your release offers the media (and other readers) more opportunities to learn more about your brand and engage with your company online.

Launching Today: News Direct Disrupts the News Distribution Industry

The first and only distribution platform purpose-built for modern media outreach
DIGITAL ASSET DIRECT™ BY News Direct

New York, NY | June 29, 2020 10:05 AM, Eastern



News Direct is redefining the content and news distribution industry. And we're doing it from the ground up. That's because the News Direct platform was designed and built from the ground up – to reinvent content delivery, to re-engineer workflow, to revitalize metrics and ROI, and to bring security and pricing into the 21st century.

