ANATOMY OF A PRESS RELEASE

No two press releases are the same, but here are some basic elements that all of them should include:

1

FOR IMMEDIATE RELEASE: YOUR HEADLINE

Your HEADLINE is just that- think of what it might read if your news were on the front page of a newspaper. Try to keep it to one succinct line.

2

THE MEAT: YOUR SUBHEAD

Your SUBHEAD, or your first paragraph, should summarize as much of your release information as possible in 2 to 3 punchy sentences. No room for rambling here.

3

ELABORATE HERE: YOUR BODY TEXT

Your BODY TEXT is where you can provide more information, anecdotes, and questions. Don't get too excited though- remember that the goal of a press release is to provide media with the facts so they can create the story.

4

FOLLOW UP: YOUR CONTACT

Provide your CONTACT INFORMATION (at least your email address if not your phone number, too) for the best person at your brewery to handle media requests. Let media know that you're available for follow up about the content of your release, and beyond.

5

THE SKINNY: YOUR BOILERPLATE

Your BOILERPLATE is a short about paragraph that introduces media to your brand who haven't engaged with it before, or who may need a refresher on your story. Most boilerplates include opening date, ownership information, relevant company history, relevant milestones and achievements, and a tagline if the company has one. The challenge here is getting it all packed into just a few sentences.

SOME NOTES ON CONTENT

- Be sure to include the date, your logo, physical address, and website URL on each release you send out.
- Keep a press release to one page if you can. If you have more information than that, consider options like linking out to more content, or adding a second page for a beer or brewery pouring list- for example.
- Keep it simple. Press releases should succinct and easy to read.

AND SOME OTHERS ON DESIGN

- The design and language of your release should reflect your overall branding strategy.
- Again, kept simple. The cleaner the better.
- PDF each press release and save it for the archives.

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