

There is a special format to use when sending information to newspaper editors. It's known as the Inverted Pyramid. Prepare yourself for writing in this format by making a list of all the information you wish to include in your press release. Now prioritize the information. Editors cut from the bottom up, so your most important information should be listed first (answering the 5 W's --who, what, when, why & when), with the least important information falling last. Here's a helpful outline:

1. **Contact Information:**

Name & Title: _____
Phone: _____
Mobile: _____
Email: _____

2. **Release Date:** A few choices are...

- Release Upon Receipt
- For Immediate Release
- Release (date)

3. **Headline (The Hook)**

Use a clever or informative headline to entice the reader into your article. This is your chance to "hook" them in!

4. **First Paragraph:**

Contains all the most important information. Provide the "who, what, where, when, and why."

5. **Second Paragraph:**

The second paragraph should contain supporting information or more details about the event or topic.

6. **Quote:**

Here's where you can put your descriptive and opinionated information:

Ex: "We're excited to be based in Amherst. Our new practice will offer personalized health care, close to their own home."

7. **Additional Paragraphs:**

Should emphasize the benefits of the event/topic, especially the local benefits.

8. **Last Paragraph:**

Develop a "tag" that you can end your news releases with that summarizes your organization or business.

Ex: Bartlett Medical Associates is a member of the Allcare Physician Network. For more information, visit bma.com, email info@bma.org or call (617) 975-2500.

