

A Guide to Writing Newsworthy PR



Get your press releases noticed

Amber Wellington, spokesperson for Goodell Gardens and
former Gazette Newspapers Editor

GOODELL GARDENS
& HOMESTEAD



Newsworthy



Newsworthy



☞ **Newsworthy**: interesting enough to the general public to warrant reporting (Merriam Webster)



General Public



- ❧ Who is going to be interested in your news release?
- ❧ Think about target audiences.
- ❧ Do you and the news outlet share a common audience target?
- ❧ WHY would the news outlet want to share your information with their audience?

Newsworthy

- ⌘ **Timing**
Things that are new -- if it happened today, it's news. If it happened last week, it's "olds."
- ⌘ **Significance**
Based on the number of people affected by the story.
- ⌘ **Proximity**
How close is/did this happen to their readers?
- ⌘ **Prominence**
Famous people get more coverage.
- ⌘ **Human Interest**
Human interest stories appeal to emotion, and don't always have to meet the other criteria.

Newsworthy

- ❧ Is this timely?
- ❧ Who does this affect?
- ❧ What audience am I trying to reach?
- ❧ Does my audience match the news outlet's?
- ❧ Is there anyone famous (and at what level are they famous) involved?
- ❧ Are there any timeless aspects to this story, or can it be used as a human interest piece?

Press Release



A press release is a statement prepared for distribution to news media announcing something *newsworthy* with the intent of gaining media coverage.

GOODELL GARDENS
& HOMESTEAD



FOR IMMEDIATE RELEASE
CONTACT: Amber Wellington
(814) 734-6699 or amber.wellington@goodellgardens.org

Make & Take Worm Bins at Goodell Gardens May 5

EDINBORO, Pa. - Telltale signs of springtime in Edinboro include Robins, flowering trees and - now - worm bins at Goodell Gardens & Homestead.

On Sunday, May 5, Goodell Gardens will present the first installment of the 2013 Lecture Series: Tea Time Talks, with Make & Take Worm Bins. Attendees will learn how to use vermicomposting - the practice of using worms to make compost - to compost kitchen scraps. Vermicompost is a natural, slow-release fertilizer for plants.

Learn from Penn State Master Gardeners Judy Vespoli and Maria Blakeslee, who will teach you why worms are worth their weight in "black gold." Following their instruction, you'll learn how to build a working worm bin, what to feed your worms and how to care for them.

Cost of admission is \$15 for members of Goodell Gardens, \$20 for nonmembers, and includes all materials needed (including worms!) and refreshments. Class will begin at 3 p.m., and will be held in the Events Barn.

Because class size is limited, preregistration is required. To register, email info@goodellgardens.org or call (814) 734-6699.

Goodell Gardens & Homestead is located at 221 Waterford Street (Route 6N), just east of downtown Edinboro. For more information, or to purchase a membership, visit www.goodellgardens.org today!

Press Release Anatomy



- Headline
- Dateline
- Introduction
- Details
- About or “Boilerplate”
- Media Contact information

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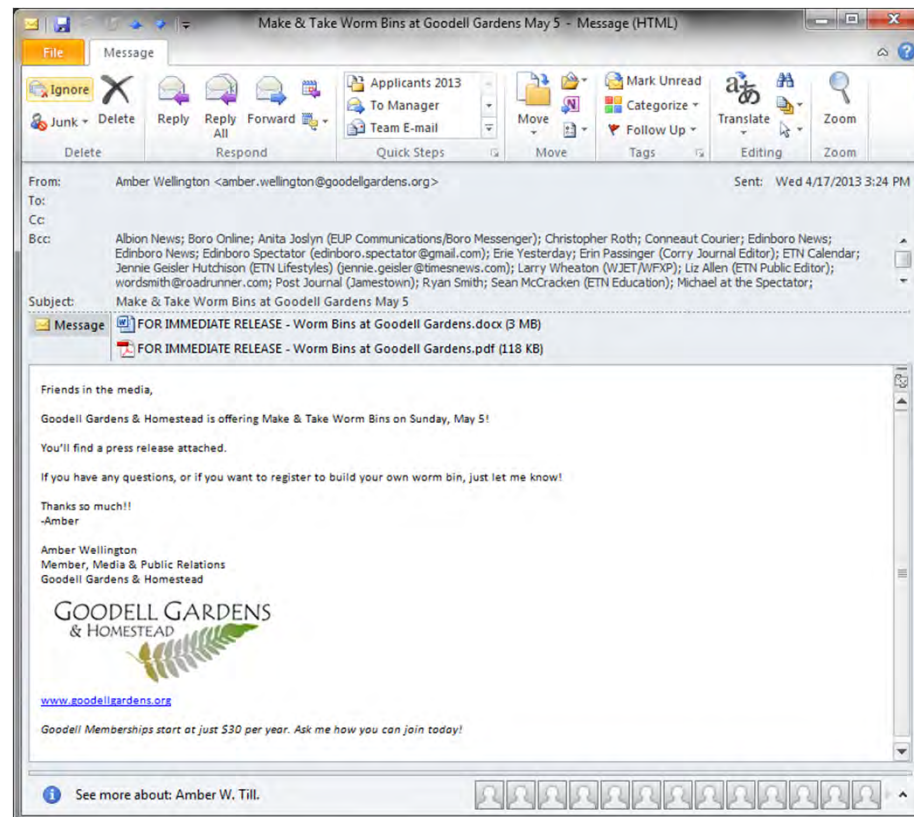
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Tips for getting noticed



- ❧ Form a relationship with your media contacts.
- ❧ Learn their deadlines.
- ❧ Include a photo, if possible.
- ❧ Provide grammatically-correct, well-written copy and adhere to AP Style Guidelines, if possible.
- ❧ Be funny, personable and include quotes, when appropriate.
- ❧ Realize that sometimes big news happens, and you might not always get covered.

Send it out!





*Don't forget your
"P's and Q's!"*



*Thank you
media contacts.*



Questions



Thank you!