

[Tips for Writing an Effective Press Release](#)

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by [Kevin Peterson](#), Guest Blogger

1. Just the Facts, Ma'am Don't rack your brain trying to craft some clever lead. Just get to the facts. That's all the reporter wants anyway. If you've gotten all your facts down and the information lends itself to a catchy lead then write one.
2. Put the Most Important Information First
Editors are busy. If your press release doesn't grab their attention in the first paragraph it will never see the light of day. So don't bog down the first paragraph with event details like registration deadlines or contact information. Save that for the last paragraph. Give your news angle in the first paragraph.
3. Use Short Sentences and Paragraphs
Why use a comma, when a period will do the same thing? You are not trying to emulate a Pauline Epistle here. Keep your sentences short and to the point.
4. Always Use Active Voice
A press release is a call to action. Use strong, vigorous language. Don't say, "Won't you consider joining us for revival next week?" say "Come to First Church next week for an inspiring revival."
5. Avoid Jargon and Cliches
Don't use "Christian-ese" in your releases. Don't use "VBS", say "Vacation Bible School." Don't say "he was saved in 1985," instead try "he became a Christian in 1985."
6. Proofread, Proofread, Proofread
Obviously anything you submit for publication should be proofread. Find someone to proofread your release. Then find someone else. You aren't going to catch your own mistakes, but someone else will.

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