

Perfecting the press release: Tips from a former news editor

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OKLAHOMA CITY
COMMUNITY COLLEGE

What is a press release for?

- Provide the NEWS!
- Win earned media
 - Not paid or owned, free
 - Increased credibility



PR history lessons



Ivy Lee, the father of modern PR



The event that started it all – October 1906 train wreck in Atlantic City, New Jersey



Today's press release



Taurus Marketing

<https://taurusmarketing.com.au> › 9-types-of-press-releas... ⋮

9 Types of Press Releases & How to Use Them



Agility PR Solutions

<https://www.agilitypr.com> › pr-news › public-relations ⋮

10 types of press releases—how each is used, and who ...



Fit Small Business

<https://fitsmallbusiness.com> › types-of-press-releases ⋮

16 Types of Press Releases & What to Include in Each Type




A ready-to-publish package

- Templated format
- Headline
- AP Style
- Art
- Body
- Boilerplate



Follow the Format

- Header
- Media Contact Info
- Status/timing
 - Immediate Release
 - Embargoed
- Headline
- Dateline
- Body content
- Boilerplate



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Media Contact:
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Executive Director of Communication
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FOR IMMEDIATE RELEASE

Oklahoma City Community College holds tuition rates flat for the seventh straight year

OKLAHOMA CITY, Okla. — Oklahoma City Community College (OCCC) tuition will remain the same for the seventh consecutive year.

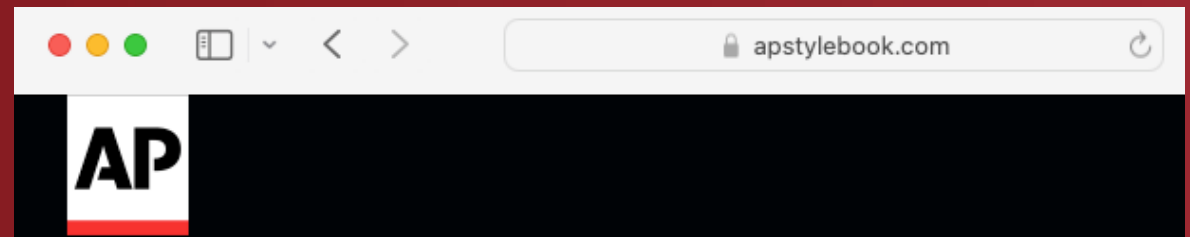
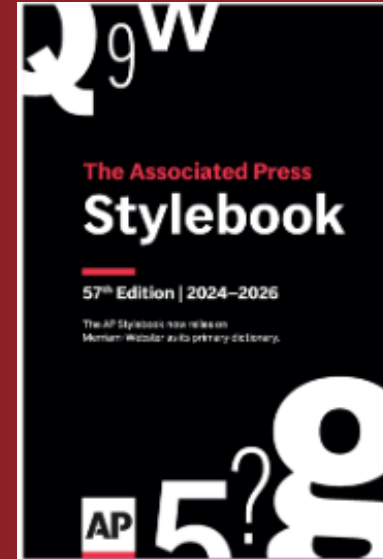
Headline Dos and Don'ts

- Capitalization
 - When I Type Like This, It Distracts Your Eyes And You Lose My Point
- Keywords/SEO
 - Branding opportunity
- To subhead or not to subhead?



Be an editor's BFF: Use AP Style

- AP = Associated Press
- The AP Stylebook, 57th Edition
- AP Stylebook Online
- Merriam-Webster Dictionary



Don't forget photos!

- One is fine – no more than three
- Attached files, not embedded
- Reasonable size (4 x 6 inches)
- Include captions or have them ready



Body-building: The lede

- The introductory section of a news story that is intended to entice the reader to read the full story (Merriam-Webster)
- The first line, often the first paragraph
- A declarative sentence that gets to the point with as few words as possible
- Think SEO, branding, keywords



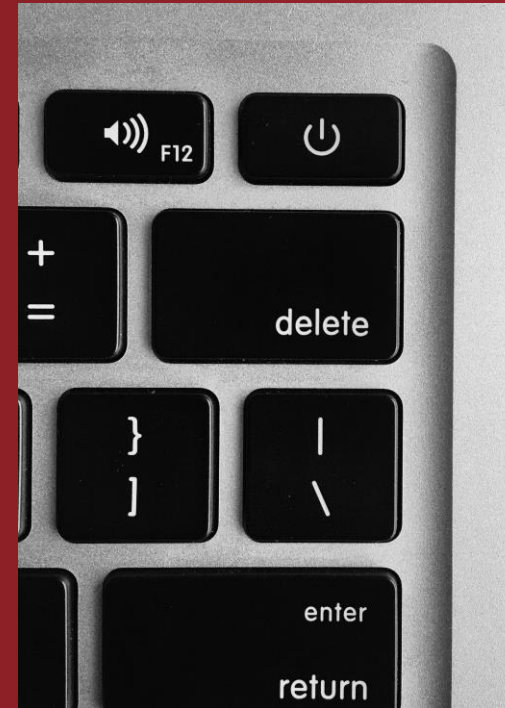
Body-building: Fight the Fluff

- Focus on the news
- Save the emotions for the quotes
- Cover the W's the top paragraphs:
 - Who
 - What
 - When
 - Where
 - Why



Body-building: The thrill of it

- Thrilled: extremely pleased and excited (Merriam-Webster)
- AI loves the word “thrilled”
- Schools, departments, companies cannot be thrilled
- An editor’s response – hit “delete”



Body-building: Strategic quotes

- Be intentional with who you quote
- This is where the fluff goes!
- Prioritize quotes to serve the potential story and not your institution – but be prepared to lose this battle



Boilerplate: Your brand bio

- Brief summary of who you are and what you do
- Brand identity
- Include hyperlinked URLs
- Revise/update as needed

About Oklahoma City Community College

Since its inception in 1972, Oklahoma City Community College (OCCC) has been the heartbeat of the Metro, dedicated to empowering learners and strengthening communities. Serving more than 18,000 students, we are committed to producing leaders. “Student Success, Community Enrichment” is our mission, and we offer more than 87 degree and certificate programs that provide a foundation for further education or immediate career readiness. We remain dedicated to providing accessible, affordable, high-quality education that equips students to achieve personal and professional goals. OCCC is more than an institution; we are a community catalyst, fostering growth and success in our city, our workforce, and the lives of our students. Discover your potential at OCCC, where your future is our purpose. Visit us at occc.edu.

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Big Picture: Think like an editor

- Is there a news angle?
- What's the big picture?
- What else is going on in the world?



Thank you!

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