



Tips on Preparing an Effective News Release

Do you know what news is? It's a tougher question to answer than you think. Obviously, we all think that anything going on at the credit union is news, but is it newsworthy? When writing a press release, ask yourself, "If I was reading the paper, or watching or listening to the news, would this be interesting to me? If the answer is "yes," get to work. If not, second guess your news release.

Below are tips to apply to your credit union press releases.

- All press releases must be written in Associated Press (AP) style. Purchase an AP Stylebook at your local bookstore to help.
- Your press release should match your branding. Make sure each release looks consistently the same – logo, font, text size, boiler plate.
- The key to whether a press release should be written or not is its newsworthiness. Make sure what you are writing is news for a reader, viewer, or listener.
- Also, from top to bottom, structure your press release with the most newsworthy information at the top. Most reporters will only skim your release, and may only read the first paragraph, so keep that in mind while writing.
- Avoid using Credit Union Movement terminology. Keep it simple so that someone who may not even know what a credit union is can understand. Also, avoid abbreviations and acronyms, spell everything out. (Check your AP Stylebook when needed)
- Give two contact phone numbers to the reporter, your desk phone and cell phone. Also, add your e-mail address, if there is room, in the contact information section of your release.
- To give the release more strength, write in an active voice. News that is occurring right now is more important than news that occurred in the past. Example: "The credit union is bringing in more members than in previous years."
- Quotes should be relevant to the release and should come from the highest authority possible. Though all staff members of the credit union play an important role, the CEO title gives the quote more credibility.