

// DO'S AND DON'TS

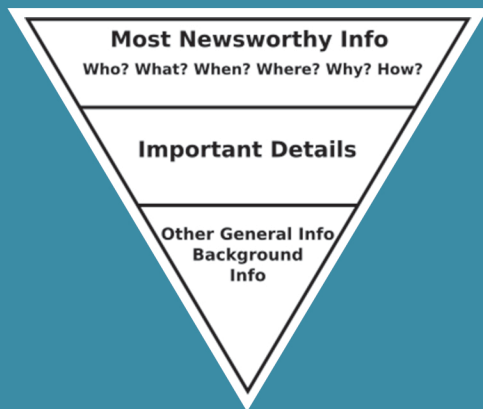
Write using the same journalistic rules as your recipients: accuracy, brevity, proper punctuation, the five W's (Who, What, When, Where, and Why), and the inverted pyramid. Write in third person whenever possible. Avoid buzzwords, branded terms, clichés, and jargon. Nothing torpedoed credibility like spelling and grammar mistakes. Proof and proof again.

// GET TO THE POINT

Journalists don't care what you think the story should be. They want to quickly peruse the pertinent information and determine whether they think it's a story. Give journalists what they are looking for: an easily executed story idea that their editors will love. Remember to keep your tone neutral and objective—like a newscaster vs. an advertisement.

// BE A GO-BETWEEN

Editors don't like quoting press releases. They want to ask their own questions. So instead of providing a sterile quote scrubbed by the PR department, let them know your CEO or another executive is available to be interviewed. Always offer the possibility of getting someone on the phone to talk about it. Put your name, e-mail and day phone number at the top.



// LESS IS MORE

Wait until you have something newsworthy to announce. Keep the information clear and concise so that journalists can quickly go through the information. Begin your press release with the news announcement, add important quotes in the middle, and end with a boilerplate about your organization, company or client.

// MIND YOUR GOAL

- Include only one call to action, otherwise you confuse readers and convolute your measurements.
- At the very least, send readers to a website or social media page where they can find more information.

// START OFF RIGHT

Think of a headline as a billboard people are cruising by in a fast sports car. Keep it short and sweet as possible. Those 6-10 words can be the difference between your release being read... or being deleted. Avoid emoji's and all caps. Don't try to be funny. Use a key stat if possible. And, above all, clearly communicate the essence of what you're promoting.

// RELEVANCE IS KEY

Keep the demographic of the reader in mind when writing. A 14 year-old- pony hunter rider has very different reading habits than a 55 year-old-dressage rider. Both demographics love horses and that is the common denominator. Keep the demographic in mind and bridge any gaps in your writing by focusing on the passion for horses they undoubtedly share.

// NEED MORE TIPS?

Download [45 Ideas: Best Practices for Writing Press Releases](#) from the panel presentation at the 2016 AHP Orlando Seminar.

Available at www.americanhorsepubs.org under Educate.