

Liberty Performing Arts Theatre

LPAT.org • 1600 S Withers Rd, Liberty, MO 64068

Press Release Tips For Coming Events

- Keep it objective. Do not insert personal feelings about your event.
- Keep it factual. Write only what can be confirmed as true.
- Voice the release as if somebody else wrote it about your event. Use third-person pronouns – *they, them, the ensemble, etc.*
- Be careful with the use of adjectives. Bad example: *Come see the most exciting show ever. You'll be absolutely amazed and delighted.* Good example: *The performer next does a double reverse somersault through a hoop just 20 inches in diameter suspended 10 feet above the stage.*
- If you use personal feelings, insert them as a quote. Always identify the source of a quote. The best quotes are taken from recognizable sources. Examples: *After seeing the event, the Mayor said, "Wow, I was deeply touched."* Or: *"Two thumbs up."* – *Time Magazine*
- Answer the questions: Why should the public attend this event? How will it benefit them? Why is it worth their time and money?
- Answer the questions: Why is this newsworthy? What slant or special feature makes this event interesting to someone who covers news? Is there something about the event that is "new", "first", "unique", "biggest", or otherwise exceptional?
- In addition to regular questions of newsworthiness – who, what, and why – answer five primary questions for events: Where is it happening, What date & time, How much does it cost, How do I get tickets, and How do I get more information.
- At the top of the release, clearly display the following: name, address, and phone of the presenting organization; name and phone of the contact person or persons; a list of any available photographs. Fax numbers, email addresses, and related web sites are also helpful. Date the release.
- Double and triple check the release for grammar, spelling, and accuracy before distributing it. Use a proofreader if necessary.
- Be sure to honestly thank members of the media when they print or broadcast information about your event.