What distinguishes a good press release?

The text of a press release should fundamentally be crafted in a way that can also be printed unchanged in a newspaper. This requires adherence to some basic rules that set such a text apart in both style and form from other texts. Here are a few fundamental rules:

- The most important information, the news, should come first. (A text is shortened from the end but read from the beginning.)

- First paragraph: Answer the six Questions: Who? What? Where? When? How? Why?

- Less is more – Everything should fit on one page (single-spaced with a wide margin).

- Direct quotes are crucial and carry more significance than indirect speech. Do not overload the text with quotes. End each quote with "says..." and avoid clichés like "according to," "as," or "is pleased..."

- Those speaking should have something important to convey.

- Work with facts and data in a factual and serious manner.

- Timeliness is key.

- Don't forget a concise headline. The headline should accurately reflect the content of the news and avoid sensationalism; sensational headlines have no place in press releases.

- Avoid technical terms, foreign words, and complex sentences. Do not assume prior knowledge; the text should be self-explanatory.

- Always provide the full name in the order of first name/last name, so not F. Meier or Mr. Meier, but always Franz Meier.

- Include complete dates, not 13.08. but Saturday, August 13th. Avoid using terms like today or tomorrow without specifying the date.

- Write the times correctly.

- Avoid abbreviations.

- Spell out numbers up to twelve.

- Event announcements should reach the editorial office four to five days before the scheduled date.