



Anatomy of an Effective News Release Cheat Sheet

By

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The image shows a screenshot of a news article on the WebWire website. The article title is "Man of Steel Release Spurs Interest in Henry Cavill's 'Superman' Workout". The article is dated Friday, June 21, 2013. It includes social media sharing buttons for Facebook (0 likes), Twitter (2 tweets), Google+ (0 +1s), and LinkedIn (0 shares). The article text discusses the increase in interest in Henry Cavill's workout routine following the release of the movie "Man of Steel". It quotes Chris Cannon, founder of the Free Muscle Building Tips website, who notes that the combination of the movie release and the summer season has led to a surge in people wanting to use Cavill's workout and diet routine. Cannon also cautions against jumping into a workout routine as brutal and demanding as this without consulting a doctor. The article concludes by mentioning the Free Muscle Building Tips website, which provides critical analysis of celebrity workout and diet plans.

1 - Title

2 - First paragraph

3 - Second paragraph

4 - Third paragraph

5 - Fourth paragraph

6 - Fifth paragraph

7 - Sixth paragraph

1. Headline

- a. N_____ Related + _____ Related Headline
- b. Written in _____

2. Introductory Paragraph

- a. _____ the main point
- b. _____ stamp

3. Supporting Paragraphs

- a. _____ to _____ supporting paragraphs (third person)
- b. News releases are usually _____ to _____ words

4. Expert Quote

- a. The expert being quoted is _____!

5. Expert Resource

- a. _____ to your expert resource

6. Concluding Paragraph

- a. End with additional quote, another unmentioned fact
- b. Builds _____ and leaves issues _____

7. Mission Statement

- a. This is just like your _____

Recommended Resource: Newsjacking by David Meerman Scott