

## How to Write a Press Release for bwtech@UMBC Companies

**Identify a target audience:** Are you writing to customers, investors, colleagues, associates, etc.? It's important to remember, the information and tone should be different depending on who you're addressing. What do you want to tell your audience and why is it important in their life, today?

**Length:** The cliché of short and sweet, generally, works best when it comes to writing copy. We recommend keeping press confined to the 3-paragraph format below but it is okay to deviate slightly depending on the type of press you're sharing.

**TDLR;** Short and to the point copy works!

**Include the following information at the top of the document:**

- Company name: "Cupcake Computers"
- Release date: "July 28, 2023"
- Headline/ news: "Received SBIR grant for XYZ"
- Featured image .JPEG or .PNG files only. [Not Required]

**Paragraph 1:** (3-6 sentences) Tell the audience why this news is important (what is the significance of the industry, funds raised, new tech, etc.)? Who does this news impact? What is the news and what does it mean?

**Paragraph 2:**(3-6 sentences) Tell the reader what they need to learn about your product, service, team, etc. Give the audience insight into your product or service (technical features, impact, case studies, use case examples, etc.). Include a clear value add for ways to expand your audiences with this news of your product or service?

**Paragraph 3:** (3-6 sentences) Tell your audience the expected, or observed outcome, future plans or leave them with questions. Your PR campaign is generally considered when you leave your audience wanting to learn more about your businesses products, services, success milestones and/or team. **CALL TO ACTION:** What immediate action do you want the reader to take?

### **CALL TO ACTION:**

Now that people are listening, where do you want to send them next? For example, you can add a 'learn more about us' Link to website, phone # or email address. You can also let them know about future offerings or opportunities.

### **Additional suggestions:**

- Website landing page (Should include some the info below)
- Contact list or mailing
- Set up a meeting with a team member to talk more (Email/ Phone/ Calendly)
- Ask for feedback about your product, services or intended audience
- Invite to an event
- Google form/ opinion poll
- *Anything that compels your audience to take action!*

### **Where to post?**

We can post your story directly on the bwtech@UMBC website and in our newsletter. Otherwise, you're welcome to post your story on your own website and share a link with the marketing team.

*For questions, feedback, or to share your PR, please contact the Communication and Marketing director at [brown@umbc.edu](mailto:brown@umbc.edu).*