

Press Release FAQ

What is a press release?

A press release is a news announcement written in the third person that illuminates the value of an event, person, product or service. Press releases are essential tools that companies use to market their value and control their public image.

What is PRWeb?

PRWeb is an online press release service used by public relations professionals to help businesses achieve more media coverage.

Why take advantage of PRWeb?

This service offers free exposure for your products, events and services. The Frederick County Business Development and Retention Division offers this service to all businesses and organizations in Frederick County on a complimentary basis. Participate with PR Web and expand your outreach:

- Free business exposure
- Increased search engine optimization (SEO)
- Stronger social media engagement, as our office will tweet your information

What kind of tone should I use in a press release?

A press release should be written in the third person and maintain an objective tone. The purpose of a press release is not to sell, but to inform. For that reason, avoid opinions and stick to the facts.

Why send a press release?

The reason behind sending a press release is simple: to gain exposure. By sending a press release, you greatly increase the chances of your business or organization receiving media coverage among reporters, journalists and bloggers, thus increasing awareness of your brand.

What does “newsworthy” mean?

Candidly speaking, if the information would not be considered relevant to the general public or to your industry, do not write a press release. Please use the “Is it Newsworthy?” document to determine the appropriateness of your release.

How long is a press release?

Typically a press release should contain an introductory paragraph, two or three body paragraphs and boilerplate text indicating your company’s services, philosophy or history. Typically, press releases should be a page in length, but longer press releases are sometimes necessary.

Why are hyperlinks important?

Hyperlinks in press releases drive traffic to your company's website. They also increase your search engine optimization (SEO), which impacts the visibility of your website in popular search engines.

Why should I include a photo with my press release?

Including relevant, quality high-resolution photos with your press release might just get it placed at the top of an editor's pile of potential stories. Read the "photos" document to learn more.

What should I avoid when writing a press release?

Do avoid offensive language, colloquialisms and controversial political or personal positions. Poor writing and controversial statements erode relationships with the press and with the general public.