

# YOUR GUIDE TO THE PERFECT PRESS RELEASE

Are you among the thousands of businesses or agencies trying to land your news in publications across the African continent?

Read on to find detailed information about what your press release should look like, what it should say, how it should say it, and when to distribute it.

Keep an eye out for our **key tips** as these should smooth your path to success!

**DID YOU KNOW?**

Journalists receive hundreds of releases per day?

## STEP ONE: UNDERSTAND WHAT MAKES FOR A GOOD PRESS RELEASE

A press release is generally an official statement (written or recorded) that an organization issues to the news media and others who may be interested. You should write it in a newsy, straightforward way, making it easy for journalists to imagine it as an article on their news site.

**Types of new releases:** New Product Launches, Mergers and Acquisitions, Product Updates, Events, Grand Openings, New Partnerships, Rebranding, Executive Promotions/Hiring, Awards

## STEP TWO: HOW TO SECURE INTEREST WITH MEDIA?

The best way to land your release across media in African markets is to follow their preferred processes.

- Make sure your news is relevant to the region
- Share your news with an image
- Add elements that make it shareable on social media
- Don't be too company specific
- Translate your copy to suit your media

## STEP THREE: KNOW WHEN TO DISTRIBUTE?

- Issue your release early in the week – **AVOID FRIDAYS**
- Issue your press release first thing in the morning
- Factor in the various time zones across Africa: there are six in total from Cape Verde to the Seychelles and you can check your timing by bookmarking this page - [www.timeanddate.com](http://www.timeanddate.com).
- If your release is not ready until the end of the day (or on a Friday), rather wait until the next morning (or Monday) to click send. People in the media are not likely to check mail at night or on Fridays, so your email has a higher chance of getting lost.

### A reliable format to follow looks like this:

- Contact information at the top left corner of the document
- "For Immediate Release" at the top right corner of the document
- Headline - use action verbs to grab the reader's attention while keeping it short and specific.
- Sub-headline - make sure to grab the reporter's attention here.
- Dateline (city, country, date)
- Introduction - this should be short, to-the-point and compelling.
- Body - showcase your narrative using quotes and background information.
- Final paragraph - the reporter should have all the information they need at this point, so it's time to strengthen your story with a unique take on your announcement or relate it to a trending news story
- Quote
- ###
- Media Contact
- Boiler Plate

### KEY TIP

APO Group has released a Language Search Tool, which includes all 54 African countries – available for use [HERE](#). The Language Search Tool will show you which languages are spoken in the areas you are targeting for your press release, or other public relations activities in Africa.

### KEY TIP

To help PR professionals plan their press release distributions in Africa, APO has released a Calendar of non-working days in Africa, which can be found by visiting this [LINK](#)



**1000 WORDS**

the longest your press release should be



**20 - 30%**

recorded increase in pick up when releases are issued with images



**2000**

number of languages spoken across Africa



**57**

number of non-working days across Africa in July alone



**100 000**

number of Africa-based media on APO's contact list