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As with any news article, a press release needs to answer the very basic questions of who, what, when, where, why, and how. It should be written in an inverted pyramid format, with the most important information at the top. Not everyone will get to the end of a press release, which is why we recommend that if you are quoting someone from your organization, her quote should be at the bottom.

For example, a new product press release needs to answer these types of questions:

WHO

- Who are you targeting as the audience for this press release?
- Who is involved in the project?
- Who needs to be quoted?
- Who should be credited?

WHAT

- What will your product do for the target audience?
- What has been created?
- What happened?
- What is going to be done about it?
- What makes your product unique?

WHEN

- When is the product available?

WHERE

- Where will your product be available?

WHY

- Why should your target audience care about this press release?
- Why was your product created? What problem is it solving?
- Why does the market need it?

HOW

- How does the product work?
- How are you distributing the product?
- How can people order it?

Much of this can be gleaned from your messaging document, which should clearly delineate the benefits of your tech/product to all the key players (CTO, CISO, CEO, CFO, etc) whom you want to attract. *If you don't have a messaging document, stop all else and create one immediately.* It'll also make sure everyone in your organization is on the same page, presenting a unified face to the public.

Need help? [Contact us!](#)