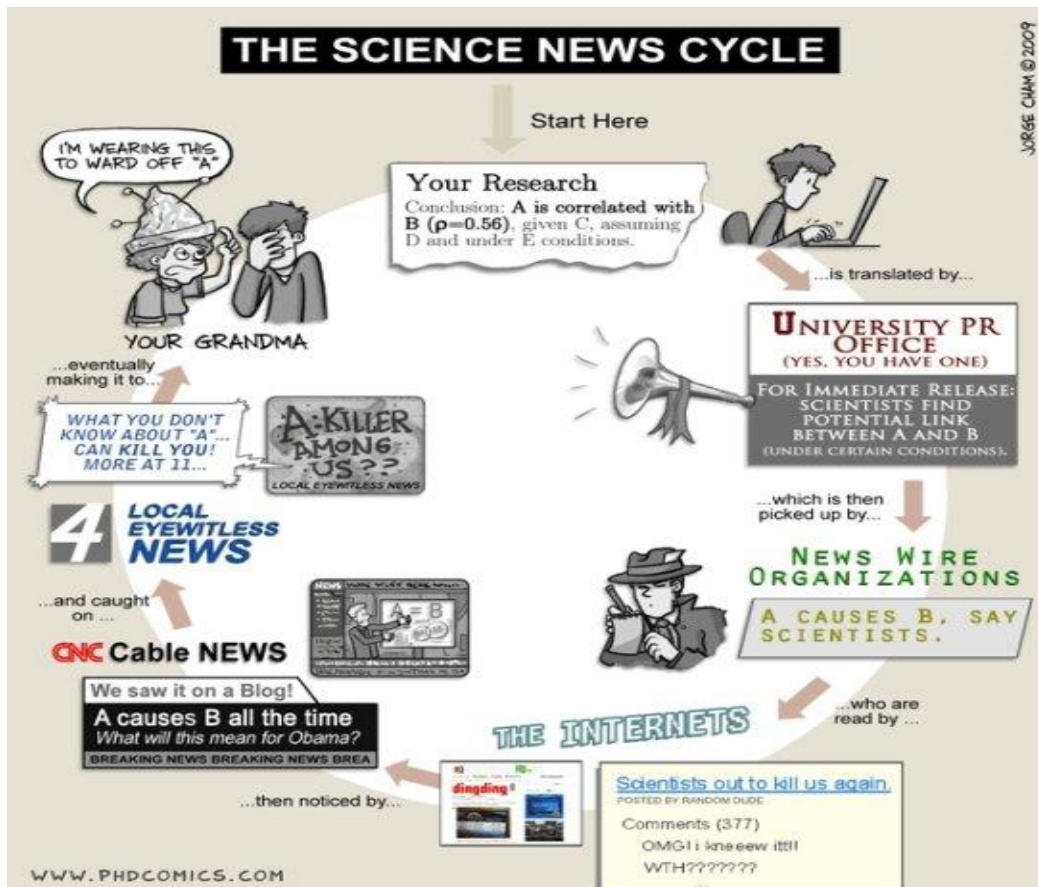


An example of a press release

To see how a press release is written, we will use a press release which was published on February 2013 under the title “Calcium Pills May Hurt Men's Hearts”---
<http://abcnews.go.com/Health/HeartHealth/calcium-pills-hurt-mens-hearts/story?id=18409085&page=2>)

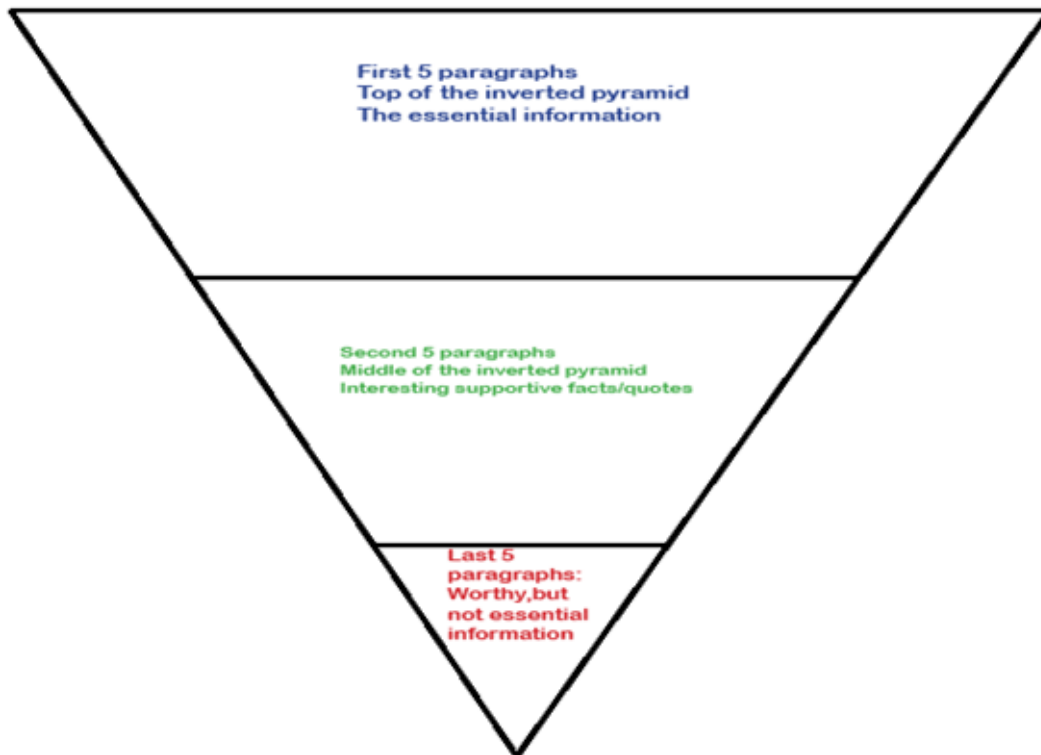
The picture below shows the process in which an original scientific paper gets to a press release therefore to the public.



The message is modified (without compromising the science) in a way the general public can understand.

When writing a press release you need to engage your audience with the most important and interesting information at the start of your story. It follows the following inverted pyramid structure.

The Inverted Pyramid used in a 15 paragraph NEWS REPORT



The introduction answers the WH questions – who, where, who, what and how. It says just enough to get an audience interested and want to keep reading.

Paragraphs 2 to 4 fit neatly into the top of the Inverted Pyramid by supporting and adding further detail to the intro. They add detail to the intro by pointing to the main findings of the paper.

The last 5 paragraphs, do not present very essential information as the main findings of the study are presented in the previous paragraphs.

Additionally, each paragraph has one idea and is 20 to 30 words long. It also needs to be interesting and have short, sharp sentences.