



Homegrown Media Inc.

Guidelines for Press Release

The maximum length of your press release should be between 300-400 words.

**Title:** Should be the gist of the news piece/event

**Subheadline:** Expounds on the title in just one sentence.

**Body:**

- Begins with the city and year in which the event took place (ex. <http://bit.ly/1DHTNd9>)
- Answers who, what, when, where, and why.
- Covers one or two relevant events/pieces of information (There is no need to give lengthy backstories for each of the entities..)
- Must have an objective tone and written in the 3rd person
- Must have at least one link, preferably a descriptive link.
- Must have at least one photo of the event/product.
- Italicizing or putting in bold font certain parts to highlight a point is accepted.

**Footer:** Contains the contact information of the business being reported on.

Other reminders:

No special characters or special formatting in the title.

The release must be about a product available in the Philippines or to the Philippine market, or about an event that happened in the Philippines.

If it is an upcoming event, please announce it on Homegrown's event page [here](#).