



WEBINAR

# AI-Powered or Purely Human?

## How to write Press Releases in 2025



PRESSPAGE



**HOSTED AND  
MODERATED BY**



**Jan Willem Schalkwijk**  
Presspage CEO



As technology evolves...

At the end of the day...

In today's fast-paced  
digital world...

Cutting-edge...  
State-of-the-art...  
Game-changing...  
Disruptive...  
Innovative...

In this digital era...

We're witnessing history in the  
making...

We're unlocking new  
opportunities...

Creating a roadmap to  
success...

Transforming  
challenges into  
opportunities...

The possibilities are endless...



# SPEAKERS



**Tom  
Clarke**

Podcast Host  
Press Release Expert



**Fleur  
Willemijn van  
Beinum**

AI Content Strategist



# WHAT'S ON THE AGENDA

**01** Introduction w Jan Willem

**02** AI for PR & Comms Power Session w Tom & Fleur

**03** Panel Discussion: When (and where) is AI helpful in PR?

+ Q&A Session  
Closing Remarks and Summary







# TOM CLARKE

PRESS RELEASES: A CLASSIC  
STRUCTURE WITH A MODERN TWIST



**IT STARTED WITH A  
TRAIN WRECK...**



**...AND ENDED WITH THE WORLD'S  
FIRST PRESS RELEASE**





# THE PRESS RELEASE RULES

- You need a GREAT story... not just a good one
- Your story has to be NEW
- It also has to be compelling, newsworthy and relevant
- Know your audience: Write your press release like a news story, not an advert
- Describe the benefits, don't list the features
- Avoid jargon and cliché
- Learn to 'write short': can you boil your story into a single sentence?





## SPOILER ALERT!

- Avoid linear storytelling
- Use the 'inverted pyramid'
- Ruin the ending at the beginning
- Think about how you'd tell your story in an emergency

# THE TEMPLATE

## HEADLINE

*Captivate your audience's interest*

## SUB HEADER

*State what happened and why your audience should care*

## 1ST PARAGRAPH

*Answer all core questions and explain why it is relevant and newsworthy*

## MAIN BODY

*Describe the benefits, not the features, to emphasise the relevance.*

## QUOTE

*Give your piece more personality through a quote (from for example your CEO)*

**[ENDS]**

## CONTACT

*Clearly state how to get in touch for more information*

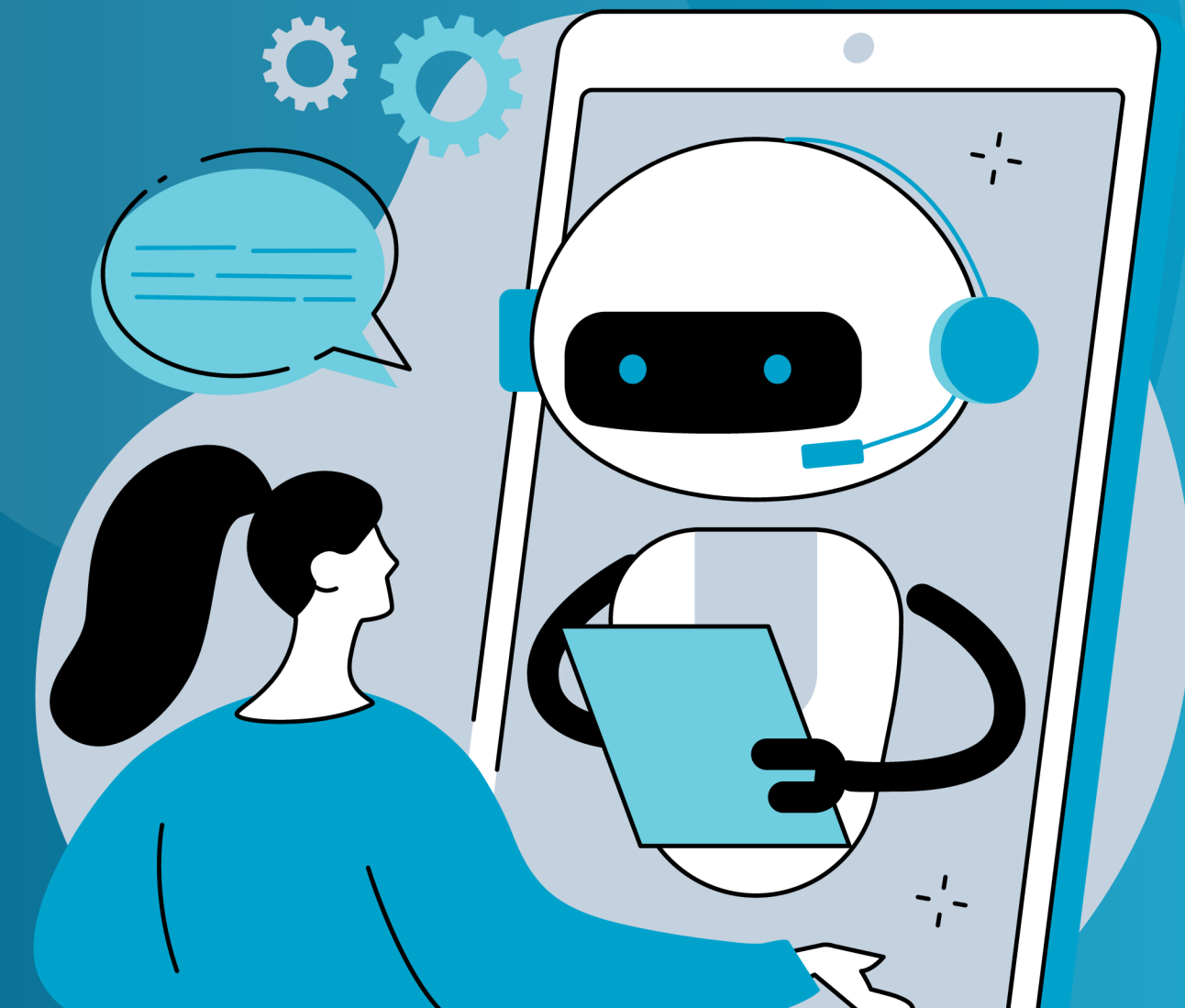
## ABOUT US

*More information about the company that is not perse relevant to the story*



**FLEUR**

HOW TO USE AI AND GPT'S





# IN 2 STEPS FROM MEDIOCRE TO GREAT

- What I'm not going to do:
  - explain pros and cons of AI
  - explain a proven 5-step process: human-AI-human
- Explain by example



As a fairy godmother I guide you through:

- 1. The secrets of a press release prompt**
- 2. Tone of voice check and automate the suggestions**

If we have time:

**'deep research' with ChatGPT 4.5**

# **LITTLE RED RIDING HOOD - A FAIRYTALE**

Once upon a time in a quaint village nestled at the edge of a vast forest, there lived a sweet little girl known to all as Little Red Riding Hood. She earned this endearing nickname because of a charming red velvet cloak with a hood that her grandmother had lovingly crafted for her. The cloak suited her so well that she wore it whenever she ventured out, making her a familiar and beloved figure in the village.

One bright morning Little Red Riding Hood's mother called her into the cozy kitchen of their cottage. "My dear," she said, handing her a basket filled with a freshly baked cake and a bottle of sweet wine, "your grandmother isn't feeling well. Please take these to her to



## PROOFREADER WITH AI

problem: you think you nailed your content super good, but not sure how and if it resonates with your audience.

a bit blindfolded is human, use AI to keep you sharp and improve quality.

solution: use AI to proofread on:

- structure and key message
- logic & reasoning
- relevance to your audience

benefit: it improves the quality of your content.

deeper benefit: get your message across better.

# HUMAN EXPERTISE

Think by hand





Can you please write a compelling press release using the inverted pyramid structure. The most important information must come first, ensuring the key message is clear and easy to digest. Ensure the press release is reader-friendly, benefit-driven, and immediately engaging Follow this structured format:

Headline (Max 15 words)

Clearly state WHO, WHAT, WHEN, WHERE, HOW ensuring it is newsworthy and grabs attention.

Focus on the benefits, not just the features—why does this matter to the audience?

Sub-headline (1–2 sentences)

Expand on the headline with additional context that reinforces the key message.

Use a newsworthy hook to trigger interest.

First Paragraph

Present the key message upfront—what is happening, why it matters, and how it benefits the audience. Ensure WHO, WHAT, WHEN, WHERE, HOW are included naturally.



Zoeken



Diepgaand onderzoeken





Here's a compelling press release based on the *Little Red Riding Hood* story, structured with the inverted pyramid approach:

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**Headline:**

Huntsman Saves Little Red Riding Hood and Grandmother from Cunning Wolf's Deadly Trap

**Sub-headline:**

In a shocking turn of events, a brave huntsman rescues a young girl and her grandmother from the belly of a deceptive wolf. This gripping tale underscores the dangers of straying from the path and the power of courage.

**First paragraph:**

[Village Name], [Date] – What started as a simple visit to her grandmother's house turned into a harrowing ordeal for Little Red Riding Hood. The beloved village girl, known for her signature red cloak, was swallowed whole by a cunning wolf who d already devoured her ailing grandmother. Just when all hope seemed lost, a courageous huntsman intervened, cutting open the wolf's belly and saving them both. This astonishing rescue not only highlights the perils lurking in the forest but also



thanks, can you now check the tone of voice or the press release above?



Objective: The AI will analyze whether a press release aligns with the desired tone of voice: professional, factual, clear, and business-oriented, with a focus on transparency, precision, and credibility.

The text should also be accessible at a B1 reading level and avoid unnecessary promotional language. The process follows three steps:

### Step 1: Text Analysis

General Assessment:

Does the text align with the professional, factual, and neutral tone of voice?

Is the tone credible and informative, without excessive commercial or emotional language?  
Is the writing accessible at a B1 reading level? Are there any complex sentences that should be simplified?



 Zoeken

 Diepgaand onderzoeken







## Press Release Tone and Readability Analysis

### General Assessment:

- ✅ **Professional, factual, and neutral tone:** The press release generally maintains an objective and informative tone, with clear storytelling. However, ↓ the phrases lean toward dramatic storytelling rather than strict news-style reporting.
- ✅ **Credibility and informative approach:** The structure follows a logical sequence, but some sections could be more precise and fact-based rather than narrative-driven.
- ❌ **Accessibility (B1 level):** Some sentences are slightly complex, with multiple clauses. A few minor adjustments could improve clarity and readability.

### Clarity and Precision:

- ✅ **Concise and to the point:** Most sentences are clear, but a few could be simplified to enhance readability.
- ✅ **Avoids unnecessary jargon:** The language is straightforward, though some phrasing could be more neutral and fact-based rather than suspenseful.

## Huntsman Rescues Little Red Riding Hood and Grandmother from Wolf's Attack

### Sub-headline:

A huntsman intervened just in time to save a young girl and her grandmother from a wolf.

### First paragraph:

[Village Name], [Date] – A huntsman rescued a young girl and her grandmother after a wolf attacked them in their cottage. Little Red Riding Hood, known for her red cloak, was visiting her grandmother when the wolf tricked her and swallowed them both. The huntsman, alerted by unusual noises, intervened and freed them unharmed. The event highlights the importance of caution and vigilance when traveling alone.

### Main body:

Little Red Riding Hood was on her way to visit her grandmother, carrying a basket of cake and wine. While traveling through the forest, she encountered a



ChatGPT



Consider making the headline more neutral by removing 'Attack' and opting for 'Rescue' or 'Incident' to maintain a factual tone.



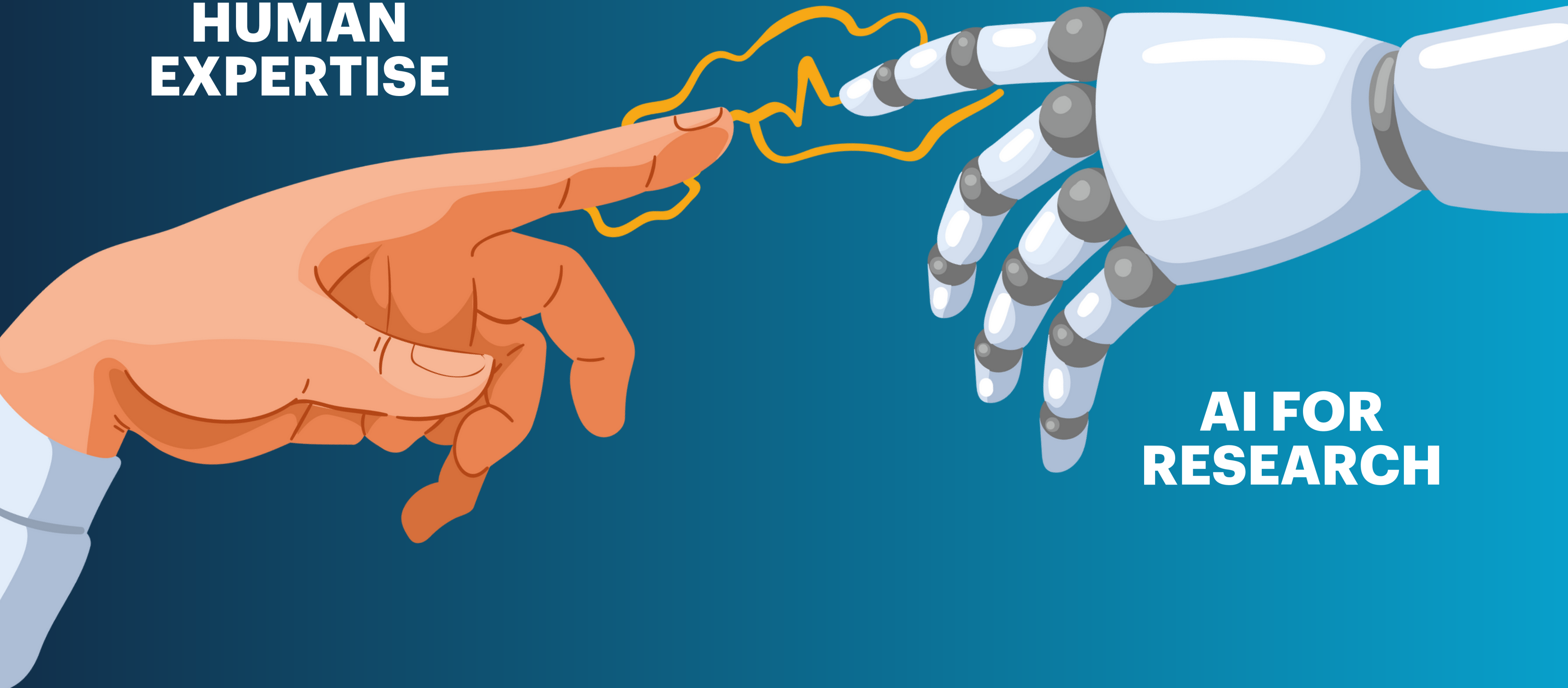
ChatGPT



The phrase 'just in time' adds urgency. Consider a more neutral phrasing like 'A huntsman rescued a young girl and her grandmother from a wolf.'



**HUMAN  
EXPERTISE**



**AI FOR  
RESEARCH**

# 'DEEP RESEARCH' CHATGPT 4.5




Can you do research on the growth or decline of the number of wolves in the enchanted forest? Please use trustworthy resources from the last 10 years and pull up the data.

Please focus on how this impacts the chances of encountering wolves in 2025 and how visitors of the forrest can adapt their behavior to minimize encounters.

Include [www.yourwebsite.com/corporatecommunications](http://www.yourwebsite.com/corporatecommunications) as a source and list all press releases from 2020 with this topic.



 Zoeken

 Diepgaand onderzoeken








Could you clarify which 'enchanted forest' you are referring to? If you mean a specific location, please provide details so I can find accurate data. Also, do you want sources in Dutch or English?



 Zoeken

 Diepgaand onderzoeken



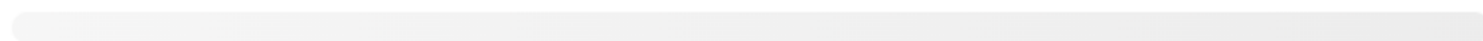


I'll gather data on the population trends of wolves in the Enchanted Forest at the Veluwe over the past 10 years. I'll also analyze how this affects the chances of encountering wolves in 2025 and provide guidance on how visitors can adapt their behavior to minimize encounters.

Additionally, I'll pull all relevant articles from [www.nu.nl](http://www.nu.nl) about wolves in the Netherlands to ensure we use trustworthy sources.

I'll update you as soon as I have the findings.

Onderzoek starten





# AI DETECTION



## ! Flagged User

User previously flagged by other Media users for SPAM and/or using AI in pitches. Proceed with caution: consider checking this pitch with a tool like [GPTZero](#).



**SOCIALS, ATS SYSTEMS,  
PRESS INBOXES AS WELL??**

# MY 3 LESSONS LEARNED

1

Invest serious time in  
configuration and  
learn to prompt

No lazy prompts!

2

If multiple press  
releases, have a  
project manager to  
safeguard the process

3

Iterate, feedback  
and update  
the configuration  
frequently

# **PANEL DISCUSSION**





# **CLOSING REMARKS & NEXT STEPS**

**THANK YOU  
FOR ATTENDING!**

