Tips for writing a press release

- Always use headed paper or paper that states **PRESS RELEASE** or **NEWS RELEASE** at the top.

- Always state when it is to be released eg for immediate release.

- If you specify when it is to be released, state the time, day and date clearly.

- Use 1.5 or double-line spacing – this allows the editor/journalist to make notes and write instructions inbetween.

- Use A4 paper, single sided.

- Never split a sentence over two pages.

- Provide a simple reference at the top of the release, anything relating to your story will do. This will act as a point of reference if the pages become separated.

- Date your press release with the date it was written in the top right corner.

- Mark the bottom of the page 'continues' if it goes onto a new sheet.

- Number the pages (eg 1 of 3) – it helps the journalist keep the pages in order.

- Mark the end of the story "**ENDS**" so that it is clear to the journalist where the text finishes.

- Provide two persons' contact details with telephone numbers. These must be people that are able to talk about the story in question.

- If there are any technical terms or issues that need explanation or if you feel the need to provides some more background information, put these in "Notes to the Editor".

- Details of photo opportunities should go in "Notes to Picture Editor". This section should always specify a time and place (be accurate – give a grid reference if need be) and a short description of what will be photographed.

- Remember that your story must be educating or entertaining and not a free advert or promotion. It must have news value.

- Read the publications to which you are sending your press release or articles to get an idea of their "house style".

- Remember what makes news – disasters, people, rarity.

Your logo here

PRESS RELEASE

For immediate release

TITLE IN LARGE FONT, CAPITALS, BOLD AND CENTRED

First paragraph:

A good strong lead is essential and must include the five W's:

• Who
• What
• Where
• When
• Why (this should be *expanded on* in the next paragraph).

Second paragraph:

More explanation of "Why" should be written here.

"How" should also be included.

Quote:

• You can give opinions
• Make it **short** and simple
• Always state the name of and role of the person being quoted
• A quote always "stands alone in speech marks"

Sum up: *briefly*

ENDS

• **Contacts**: give two contacts here with telephone numbers

• **Notes to editors**: background information, statistics, explanation of technical terms

• **Notes to picture editors**: details of photo opportunities, specify who will be doing what and when. Name your time and place.