

## Writing a Press Release

### What is a press release?

A press release is a way of getting your stories into the media. Usually emailed to newspaper editors they announce things you think are newsworthy. They are written in third person.

### Why do it?

It gives reporters the basics to create a news story around your site or event. It helps to promote you and acts as an official statement on news stories.

### How to write a press release

- Make it interesting! The reporter doesn't want to help you, they want a story, if it is well intentioned but they find it boring they will not print it. They may well print it as you have written it or with very few changes, so make sure it reads naturally and without jargon.
- Give enough notice, let them know if they can attend the event and film or take photos.
- Keep to one side of A4 ideally, no more than 300 words. Keep it concise and sentences short.
- Leave them wanting more, if they want more information they will contact you.
- Don't use acronyms, instead of OP make sure you write Opportunity Peterborough (OP) so they know what you are talking about.
- Add a small photo of low resolution, with a note they can get high resolution
- if needed, photos (especially of people in un posed situations) draw the eye and provide a point of interest.

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### PRESS RELEASE TEMPLATE

Logos of all parties

**PRESS RELEASE:** On the first line, **in bold.**

**FOR IMMEDIATE RELEASE/ EMBARGOED UNTIL:** If it is for immediate release put this and the date, if it is embargoed, for example if you are waiting for a funder's permission to say you have received funds, put the date the news can be released into the public domain.

**HEADLINE:** Make sure this has your charity name in it and something catchy!

**BODY OF TEXT:**

The first paragraph should go straight to the action, tell them who, what, when, where and why. They may only read this far.

The second should be more detail orientated. What is different and new about your story?



The third paragraph should contain 'facts and figures' to reinforce the first two, and to back up your assertions.

Add a quote towards the end, *in italics*. This should be from someone involved in the project and should read as if it is really someone speaking.

If it is longer than one page write 'more' at the bottom so they know to read on.

When the Press release finishes write 'ENDS'

**NOTES TO EDITOR:** Include specific details including:

Details of your organisation and mission

Opening hours, prices, location and so on

If you have more photos

### CONTACT DETAILS

For further information please contact:

Name:

Job Title:

Telephone Number:

Fax number:

Email address:

Website:

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Follow up after the event to let them know how it went, with another Press Release.

Keep a record of all the Press Releases you send and when they are picked up, this can be useful information for future funding bids and for sending information to current funders.

### Further information

#### MediaTrust:

<http://resources.mediatrust.org/writing-a-news-release/>

MediaTrust provides free information on how to publicise your charity or organisation.

#### WikiHow:

<http://www.wikihow.com/Write-a-Press-Release>

Part of Wikipedia and a great source of advice and templates.