

## How to... Write a press release

A good press release should always capture in the first paragraph the **who, what, why, where, when**. Give the journalist all the information required within one page and remember to include quotes from people and provide supporting information or statistics. Below is our step-by-step guide with a link that will to some examples/templates.

- Always put the release date at the top of the press release
- If it is not to be used until a certain day or time – or “under embargo” – make sure that this is right at the top (above the headline) with very clear instructions i.e. ***“STRICT EMBARGO – not for publication before 09:00 on Tuesday 24 January 2013”***.
- Don’t forget your attention grabbing headline!
- 1<sup>st</sup> paragraph – who, what, why, where, when – should all be here.
- 2<sup>nd</sup> paragraph can expand on the first, giving a bit more of the detail.
- 3<sup>rd</sup> paragraph should contain some background information.
- 4<sup>th</sup> paragraph and any subsequent paragraphs can be used for quotes. It’s always good to include a couple from the most relevant people (be sure to give their name and title/role). A couple of snappy sentences is all that’s required.
- The final paragraph should confirm the information such as the date/venue/time if its an event or if there is a particular course of action you want people to take. If appropriate also give a publicly available contact for more information. These details will be printed or broadcast so make sure you don’t give out a phone number or email address you don’t want people to have!
- **ENDS:** Always at this at the bottom of your text to that editors are aware that everyone is above is for use.
- **NOTES TO EDITORS:** This is where you can put additional background information, statistics or useful links. This is also where you can let editors know about the availability of photographs or interview opportunities.
- **FOR MORE INFORMATION:** Who the media (as opposed to members of the public) should contact for more information, interviews, etc.

**Now send it to your local (or national) media or chosen specialist publications. A search on Google will help you find out exactly who or where to send your press releases too – good luck!**