

Writing a Press Release

Communicating your news to the media doesn't need to be scary

Keep your press releases short and newsworthy, know your journalist and keep your email pitch friendly. Jot down your WHAT, WHY, WHO, WHERE, WHEN, HOW before you start.



Put your press release in the body of your email. Journalists inboxes are rammed and they don't have time to click on attachments. Add relevant, quality imagery just in case and make sure your subject line makes them want to read your email!

Template

Start with PRESS RELEASE (underlined) and indicate where the key content finishes with -ENDS-

PRESS RELEASE

Date:

HEADLINE

Paragraph 1

This is your vital paragraph. It tells your story in a nutshell. Remember to include what is relevant in this paragraph as this is what makes the news. Try and keep this to no more than 25 words. Edit out any unnecessary words!

Paragraph 2

Now you've got their attention, expand on the first paragraph with a little more detail about your story.

Paragraph 3 QUOTE

Introduce your main spokesperson and explain what they are about to say. Name them in full i.e Emma Collins, 37, Director of Blossom Lane Creatives.

Paragraph 4

Wrap the story up with a clear call to action. What do you want people who read this to do?

- ENDS -

NOTES TO EDITORS

This includes extra information that the journalist will need to know. Include;

- Company information
- Any facts and figures
- Recent awards
- Company website and social media details

CONTACT DETAILS

For more information, contact [name], [your company], [your email], [tel number]



*Write in rough to start, don't worry about spelling, grammar or logic - just get your key points down then re-read and edit after.
Look back through your Brand Foundations to refresh yourself on your brand message, key words and phrases.*