

What is a press release?

Chapter resource

It is usually one to two pages in length, and is traditionally sent to journalists, who use the content as a way to inform their stories. Below are some tips and a template on how to produce an effective press release.

- Find the reason that your news is newsworthy. To do this look at the headlines in the sector and find a common thread that makes your contribution something people will be interested to learn more about.
- Once you have decided this, you can start considering your headline. This needs to be punchy and engaging but leave some intrigue so the reader is inclined to read on.
- Consider your audience. If this is going to professionals consider the content, language and angle. You may find you want to edit your content slightly depending on who you are sending the press release to.
- Every press release should answer who, what, where, when, why and how.
- If you are inserting a quote ensure it is has meaning and adds value to the content.

Top tip Consider your branding, where will the logos be placed? If you put another organisation's logo on your communications, there is an insinuation that they agree and support the message and story you are publishing. Read our branding and communications document for more detail!

Press release template

FOR IMMEDIATE RELEASE

Headline

Italicised subheading

Image

Paragraph 1: Summarise the story in two sentences using who, what, where, when, why and how.

Paragraph 2: Go into more detail about the summary above.

Paragraph 3: "Insert a quote."

Paragraph 4: Expand on any relevant points of interest.

Paragraph 5: Conclude the information that has been presented.

Note to editors: This is a space to give further background information on the people involved in the story. This is also where you would write the contact details of who to contact to follow up about the story in your organisation.

Boilerplate: This refers to the space where you can concisely describe the organisation referred to in the story, by giving context and/or history.

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