



# Make it Yours

## Writing a good 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.

Follow this step-by-step guide to writing your press release:

- 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– make sure that this is right at the top (above the headline) with very clear instructions, ie **STRICT EMBARGO – not for publication before 09:00 on Tuesday 24 January 2014**
- Don’t forget your **attention grabbing headline!**
- 1st paragraph – **who, what, why, where, when** – should all be here.
- 2nd paragraph can expand on the first, giving a bit more of the **detail**.
- 3rd paragraph should contain some **background information**.
- 4th 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 it’s 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 insert this at the bottom of your text to that editors are aware that everything 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 website search will help you find out exactly who or where to send your press releases to.