

Press Release

A press release is a written communication directed at members of the media for the purpose of announcing something newsworthy. A typical release would be one typed page and would rarely be any longer than two.

Every press release should contain the following elements;

- (1) The word 'press release' or 'news release'
- (2) A date
- (3) A headline that describes the release and attracts the interest of the journalist
- (4) The body copy. The main part of the release (four to six paragraphs)
- (5) The word 'ends' is generally used at the end of the body copy
- (6) For further information please contact ... - name and phone numbers
- (7) Note or Notes to the Editor

Some things to remember;

- Try to tell your story 'in a nutshell' in the first paragraph or introduction
- Answer all the important questions - Who, Why, What, When, Where and How
- Keep it short! Try to aim for 2-3 sentences per paragraph and don't use more than two pages
- Write in the third person e.g. X-Hale group launched their anti smoking campaign today
- Include quotes from one or two people involved
- Get the details right! Include full names, ages, and areas people come from. Always check the spelling of any names
- Always include your contact number at the end so the reporter can call you
- If you want to send a press release, use email. It's a good idea to paste your press release into the body of the email because reporters sometimes have technical problems opening attachments
- Write a simple headline for your press release (don't worry about conjuring up puns!) and put it in the 'subject' box



See our Sample Press Release to get started!