

Press release tips: practical advice on the content

A press release is a standardised way of communicating with journalists.

If written well it will succinctly say what the story is – making their job easier and making it more likely they will use your story. Journalists get hundreds of press releases every day so you need to make sure yours stands out from the crowd.

Top tips:

- **Make sure your story is new**

Let a journalist know something is going to happen before it does (remember to specify whether you want them to run the story immediately). If you do they may be able to send a photographer. Otherwise let them hear your story as soon as possible after the event.

- **Who, What, Where, Why?**

Remember to include the basics. What is the story about? Why did it happen or what was it in response to? Where did it happen? Who was there or who is/was affected by it?

- **Take photos**

Pictures make it much easier for people to engage with a story. Take high resolution photos or ask someone you know to. Avoid taking photos on a phone as journalists may not be able to use them.

- **Emphasize your story location**

People are much more interested in stories if it's from their local area or community.



- **Human interest stories**

Quotes, and stories of local people are always of interest. People want to know how this story has affected the community or the people who attended the event.

- **Short and sweet**

Keep the story to a maximum of one A4 sheet.

- **Contact details**

Include contact details and make sure the named person is contactable!

The named person needs to be easy to contact and know all the facts about the event/story.