



Writing your press release

- Keep it short and succinct. Use plain English, avoid jargon and ensure it is actually news not puff or advertising.
- Add the date. Check that you will meet the copy deadlines of your target media.
- Add a headline that sums up your news in no more than 10 words.
- Keep paragraphs short – no more than two sentences and ideally one.
- Structure your press release so that all the crucial information appears in the first three paragraphs as editors will often cut your release from the bottom up.
- Write a first sentence of no more than 30 words containing the main news points to catch the journalist's attention.
- Elaborate on this initial information in your second paragraph.
- Include a quote. Remember to attribute quotes with the name (first and surname) and position of the person giving it. Quotes are ideally included as the third sentence.
- At the end of your press release write – ends – so that the journalist knows the news element has finished.
- Add your contact information. Ensure you give a name, position, email and telephone number as well as your website address.
- If you want to give further information on your business or organisation, you can include a notes to editors section. This could include who you are, where you are based, what you do, a bit about your history, significant facts and figures.
- And finally ... remember a press release is not paid advertising. It is designed to encourage journalists to find out more about your business or organisation and they may use the information you provide in many different ways, sometimes months later.