

PREPARING A NEWS RELEASE

Date

**Photo op details below
For immediate use**

Main headline here!

First paragraph

It is absolutely vital that this is short, to the point and newsworthy. It must clearly state the 'five Ws' (in any order). The five 'Ws' are:

Who?

What?

Where?

When?

Why?

This paragraph must be able to stand on its own as a concise piece of information and a summary of the story.

Second paragraph

This should provide the next piece of information: either more details about the above or new information.

Third paragraph / additional paragraphs

Use these only if you have more new information. This paragraph could be a quote from someone involved who is willing to talk to the press if requested. The quote must add a new dimension, such as the personal side of the story. Alternatively it could be a quote from your spokesperson explaining the importance of the story in strong authoritative language.

Photo opportunity

The opportunity needs spelling out to the photo editor. Describe the photo.

Contact details

Your name, title, telephone number and home or mobile phone should be included in clear, bold print at the bottom of the document. Provide a contact number for when you are out of the office. This can make the difference between your story being covered or not.

Be available for a phone call or a visit from a reporter when you have sent your news release. They will want to give your release an angle of their own. Think out in advance what further information you are willing to disclose.

ENDS

Additional information for editors

Describe the organisation in a few words. Give any relevant basic information and statistics. Include your website address and social media addresses. This information might go over the page.