

# How to write a press release

## Before you begin writing....

### **Be clear on what you want to say**

See if you can summarise what you want to tell everyone in just one sentence. Keeping things as simple as possible will make your message clear and easy to understand.

### **Know the facts**

Check and double check dates, times, locations and contact details. Make sure these are all included in your press release.

### **Who is going to be your spokesperson?**

Most press releases include a quote towards the end; so have a think about who this might be.

### **Is your story interesting?**

Look for a 'hook' – what is it that makes your story stand out? If it's boring to write, then chances are it's not going to be of interest to your readers.

### **Do you have a suitable image?**

A colourful, fun or interesting image will give your press release an edge over others competing for space in the publications that you are approaching.

### **Know your audience**

Have a clear understanding of who you want to speak to. What interests them, which publications do they read, what influences them? Knowing your audience even helps you in the way that you structure your release and the language that you use.

## Writing your release....

### **The headline comes last**

Write your headline AFTER you've finished your press release, otherwise it can restrict your writing.

### **Think of a triangle**

Ideally a press release should be written so that it starts with the essential information and expands as it gets longer. The idea is that your release can be cut at the end of any paragraph and it will still make sense to the reader.

### **Get everything in the first paragraph**

Your first paragraph should include the name of your event, that you are fundraising for Martlets, the date, time and place.

### **Be engaging**

Write in a way that will draw your reader in and get them interested from the first paragraph. Watch out for jargon or unexplained acronyms that could be a barrier to your reader's understanding.

### **Short paragraphs**

Paragraphs for a press release should be two sentences long, three at an absolute stretch. This is because when news is printed in columns it looks unwieldy if the paragraph is too long.

### **One page only**

Keep your press releases short, sharp and to the point. Rambling on for several pages will lose your reader's interest and it will be cut by an editor anyway.

### **Spellcheck**

Check spellings; especially people's names and get a friend to proof read for you.

### **Finally.....**

#### **Have fun!**

Get creative with your writing, if your press release is fun to write then it will definitely be more interesting to read!

### **For further support and advice on fundraising for Martlets contact:**

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### **Local media contacts:**

#### **The Argus**

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#### **The Brighton & Hove Independent**

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