

- o A press release needs to short—try to stick to around 50 words. If they want more information they will ask.
- o Make sure you target your journalist and preferably send it to a named person.
- o Try and find out the deadlines of the publication you are targeting to avoid it ending up in the bin.
- o If sent by email make sure it is not sent as an attachment but within the body of an email as often journalists won't bother to open it.
- o Put the headline in the email subject box, not press release as it's obvious it's a press release.

**Content** Remember KISS  
 Keep  
 It  
 Short  
 Simple

Also it needs to be:  
 Timely  
 Relevant  
 Unusual  
 Trouble  
 Human

- o Start with a bang and aim to make impact.
- o It needs to be short and in simple snappy language, not vague. Not too much detail.
- o A story can only deal with three main points—no more.
- o A news story needs to be something new, an event, the first time something has happened or have celebrity participation.
- o Try to personalise your story and include quotes.
- o Journalists like it as easy as possible - Preferably use one and a half spacing and margins so notes can be made on it also use a quite large text.
- o You need a hook – something that will catch their attention.
- o A good picture is worth a thousand words

**This upside down triangle** is a useful tool for Press Releases. The width of the triangle represents the importance. If the first two boxes catch a journalists attention then you should be fine. The title is important if you can write a short provocative title that tells some of the story that's great.

**The 5 W's** - Try and keep it human - journalist like stories about people going through hard times and coming out the other side. Quotes are always very good.

**EN** is the Editors note – link to a website for further information, photos area available and a pack.

**C** is contact details – don't ever forget these and preferably give two contacts in case the journalist can't get hold of the first one.

