



## How To...Write a News Release

### Questions to ask:

- Is the information newsworthy?
- Is there enough substance to interest a journalist?
- How do you expect readers to relate to the information?
- General release or target journalists?

### Make an impact

- First 10-20 words are the most important
- Put the interesting facts first
- Tell your audience that this info is for them and why they should care

### Keep it short

- Short and to the point
- Not too many adjectives
- One size of A4 – aids reading and faxing
- Stick to the facts

### Keep it simple

- Maximise white space between paragraphs
- Use bullet points to separate key facts
- Highlight key information in bold
- Keep internal information to absolute minimum

### Quotes

- Use good, short relevant quotes
- They help personalise the release

### Notes to Editors

- A section at the foot of the release
- Gives basic info about the key players in the subject of the release
- Typically about the organisation, funders, sponsors etc.

### Essential Information

- Name of organisation and contact details
- Date, time, place and purpose of release



- Name and contact details for people available for interview (make sure they know ahead of time)
- Supplementary information – in the Notes to Editors

## **Final Checklist**

- Who is involved in the story
- What is going to happen?
- Where is it happening?
- When will it happen?

## **Do's and Don'ts from a journalist from The Times Education Supplement**

### **Background**

- He is targeted by 3000 UK institutions and organisations for learning skills
- Key journalists receive about 300 emails a day
- If they spend 30 seconds on each email it would take 2.5 hours a day
- To respond would take double the time
- On average a journalist can afford 1 hour a day
- So each email has 10-12 seconds to sell its story

### **Don't**

- Don't send releases emails attachments without concise and clear explanations under the address
- Don't say interesting story attached
- Don't rely on emails – phone as well
- Don't expect coverage from a blanket release
- Don't send info after the event has happened
- Don't send load of photos – exceptional shots sometimes make it other wise they use their own photographers
- Don't send blanket releases – they won't be covered
- Don't send releases unless they are genuinely outstanding or ground breaking
- Don't expect a reply to emails, calls, letters – chase them up
- Don't offer anything but an exclusive

# TF-PR How To...



## Do

- Write a compelling intro as a news journalist will – that will appear in the email preview box
- Give early notice of events and show how they relate to wider issues – diaries are often full 2 weeks in advance
- Follow emails with cllas
- Get to know the journalist
- Write and target releases in a way that addresses the specific interests of the newspaper
- Inform to advance of any picture opportunities
- The golden rule – establish personal contact