

Writing that perfect press release



WHY SHOULD YOU WRITE A PRESS RELEASE?

An effective press release is a great way to inform the public about what you do in your local Community Games

You can use it to:

- Create Awareness
- Inform the public about an upcoming event
- Fundraise
- Make announcements
- Gain new volunteers
- Gain new participants
- Announce results
- Share good news stories



WHAT DO YOU NEED TO KNOW ABOUT YOUR LOCAL PAPER?

1. Are the papers weekly or fortnightly editions?
2. What are the different publication dates/different deadlines?
3. When is the best time to send your press release?
4. Do they have any supplements (ie: Health/Sport/Lifestyle) and when do they issue?

Get in touch with your paper to find out! They will appreciate you doing this.



NEWS

THE MOST IMPORTANT NEWS FROM AROUND THE WORLD

WEDNESDAY, JULY 23, 2013

SINCE 1875

#204

Good news for travel industry



Top stories

USA presidential election predictions.
Most experts think that it would

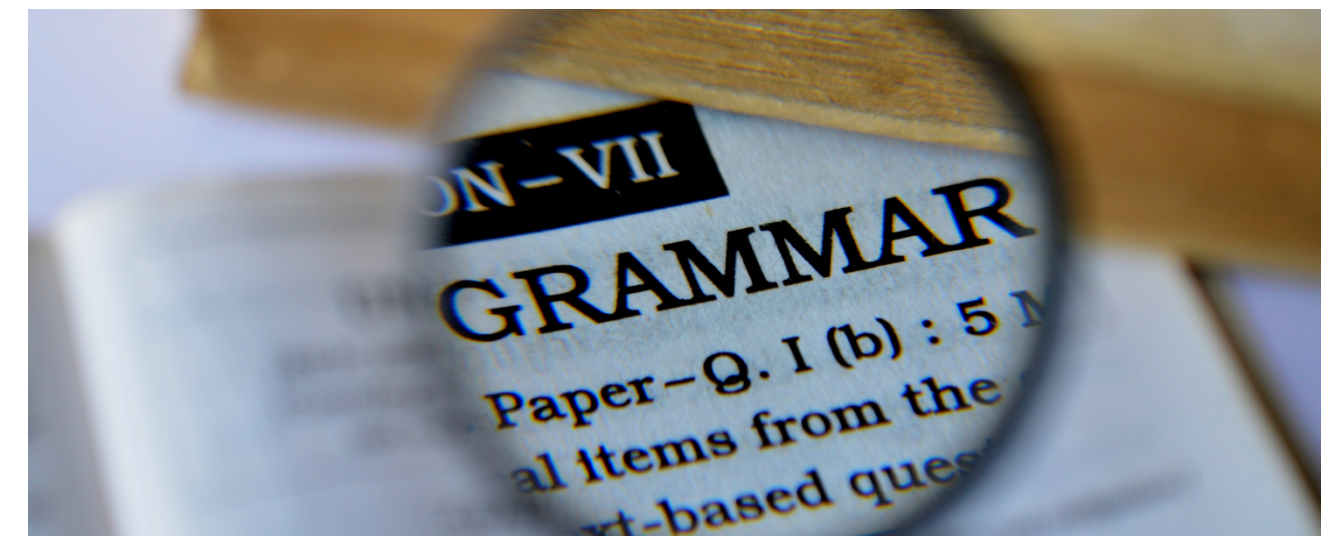
WHO DO YOU NEED TO KNOW IN YOUR LOCAL PAPER?

1. Generally an editor, deputy editor or senior journalist will **decide** on the merits of your Press Release
2. It is important to ensure your Press Release is going to the right person - ie: for Community Games you might send it to the Sport/Health/Lifestyle journalist
3. Who does the paper use as a photographer? They will trust photos received from this source.
4. The Editor's decision is final



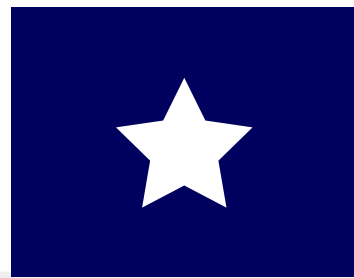
HOW DO YOU WRITE A PRESS RELEASE?

1. Before writing a Press Release it is important to decide on **WHY** you are doing it - what is your intended outcome?
2. When you've decided on the **WHY** it's time to gather your content
3. The 3 golden rules are - **be ACCURATE, be CONCISE, be CONTACTABLE**
4. Ensure that if your article gets published, you can stand over everything in it - this helps create trust with the Editor
5. Make sure that your contact details are at the end of a Press Release so that if a journalist needs more information or to verify something, they can get in touch.



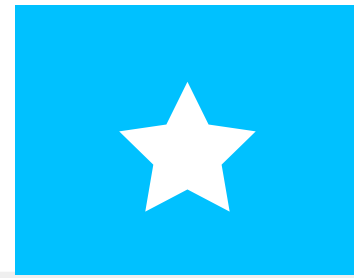
BEGINNING, MIDDLE, END

It is very important that your Press Release is a Story!



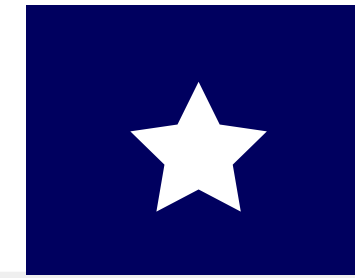
HEADLINE

Start with a good headline that briefly describes the PR - use this for captions on photos and subject lines in emails to ensure consistency.



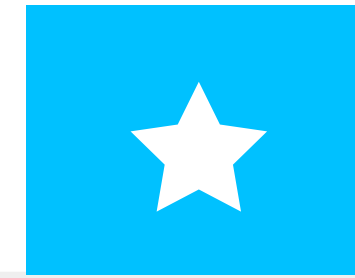
1ST PARAGRAPH

This is what will swing it for an editor! Make sure it has the Where, When, What, Who, Why and How!
Make it eye-catching.



STORY

Make sure your story is accurate and reads well - pay attention to grammar and syntax. Ask for a second person to proof it before sending.

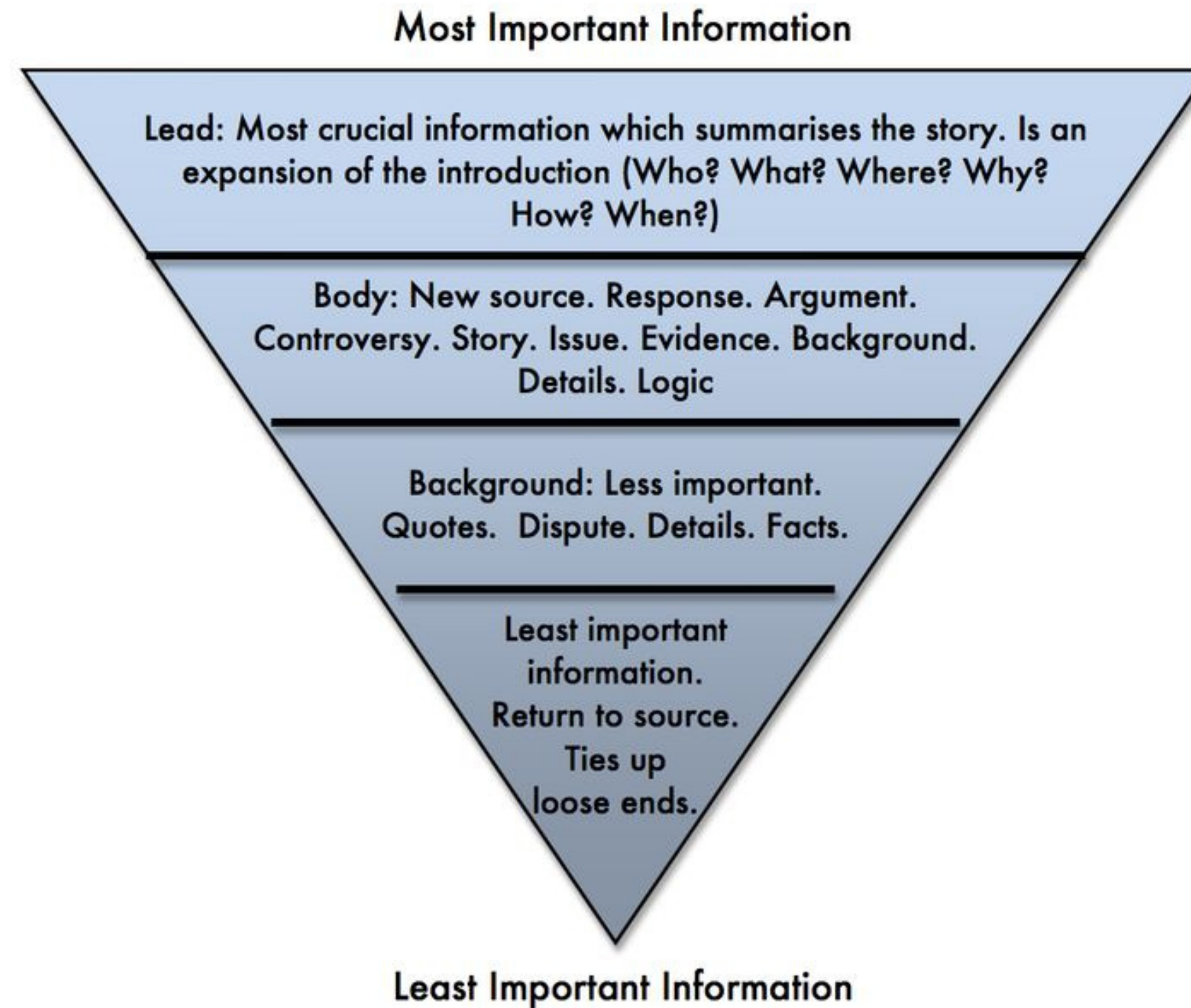


END

You should mark your document with "Ends" when it is complete and then add in your "boilerplate" - ie: contact details and info about your Area

THE INVERTED PYRAMID

When they cut, they cut from the bottom up!



WHAT SHOULD BE INCLUDED IN A PRESS RELEASE?

1

PHOTO

Images sell. Try and organise a professional photographer. If you do take one yourself, ensure it is high quality and captioned.

2

FACTS

Newspapers love facts and figures. If there was a large turnout to a meeting, highlight that, i.e: "Over 300 children took part in the Area Finals"

3

HEART

Ensure your story has a human interest element to it. Tug at heartstrings - Editors love making emotional connections with readers.

4

CTA

Each story should have a "Call to Action" - whether that asks the reader to simply visit the website or to attend a Community Games Event.

5

CONTACT

Ensure that the editor can contact you but also have your website or Facebook page linked in the body of a story.

6

SHAREABLE

Would you read your own story? Make sure that your story is something you yourself would find interesting. Otherwise neither would the editor.

ISSUING A PRESS RELEASE

1. A Press Release should be one page long
2. Indicate 'Press Release' at the top
3. Put the date also at the top
4. Use the same font throughout
5. The headline should be centred and in bold
6. Body text should be broken up into small paragraphs
7. Write 'Ends' to indicate finish of release
8. Add in your Contact details
9. Boilerplate (i.e: a little paragraph on your organisation after 'Ends' and Contact Details)
10. Attach the email in a word document but also copy and paste it into the body of the email
11. Attach any photos (ensure photos are not too large - 3mb maximum)

Paul McCartney to make history as oldest solo headliner at Glastonbury



Paul McCartney plays Glastonbury for the first time in 18 years

Naomi Clarke

June 25 2022 11:43 AM



Paul McCartney will become the Glastonbury Festival's oldest solo headliner a day after Billie Eilish became the youngest ever solo artist.

The former Beatle's headline show tonight will come exactly a week after he celebrated his 80th birthday and more than 60 years of making music.



FORMING A RELATIONSHIP WITH THE PRESS

1. Keep a contacts list on your computer/phone
2. Keep up to date with your contacts - ie.:
communication, meetings, coffee mornings etc.
3. Ensure you have the correct email addresses and names - these can change.
4. Strike a balance between keeping journalists informed and not inundating them with too many calls.
5. If you can secure a one on one interview with a famous Community Games Participant to a journalist - pitch it as an exclusive.



MY PRESS RELEASE DIDN'T GET PRINTED, I'M A FAILURE

1. No!
2. A bigger news story will always take priority.
3. Newspapers need to sell money. If there is a chance a full page ad can be sold they will sell that space.
4. You can still use your Press Release - have it on your social media channels and be your own editor - share it and tag it. You can own your own news now and you don't need to always rely on newspapers to spread the word.
5. Don't give up! Keep sending your press releases in. Just because this one didn't make the cut, your next one might.

