



Wow Them with Your Press Release

- **Don't have 'Press Release' as your title!** It needs something snappy that encapsulates your message - something catchy and news worthy. You've only got a handful of words to grab a journalist's attention so you need to make them count.
- **Make sure the whole story is summed up** in the first two lines of the press release. You're not writing 'War and Peace'! A journalist is a busy person - so make sure they understand exactly what the story is - and they'll read on if you've captured their interest. If you haven't - they'll bin it!
- **Leave your company/Charity name out of the headline**, i.e. 'The Food and Drink Company launch new advice'. Put the advice in the headline! 'Bean sprouts are safe to eat'.
- You won't always come up with an award winner - but here are a few newspaper headlines to get you inspired:

SUPER CALEY GO BALLISTIC CELTIC ARE ATROCIOUS

The Sun's headline when Caledonian Thistle beat Celtic in the Scottish Cup

HOW DO YOU SOLVE A PROBLEM LIKE KOREA

The Sun's response, in 2006, to North Korea's decision to conduct a nuclear test.

HEADLESS BODY FOUND IN TOPLESS BAR

The New York Post

STRICLY SAGGING

Why the Cha Cha could damage your Cleavage! This was a headline from a sports bra company who took a topical subject - and used it to their advantage.

In a real pickle: Branston lorry crashes... near Cheddar

The Independent October 2013 - A lorry transporting jars of Branston Pickle has crashed - just a few miles away from Cheddar.

The collision almost brought to life one of Britain's most popular sandwich combinations.



- **Make sure it really is a story.** Don't send out regular updates just to keep in touch – we're not dealing with your granny- Don't hound them
- **'Who, what, where, when, why'** - it still works – so use it!
- **Keep it short.** No more than one page of A4 – nothing that looks too challenging to read. Double Space your press release and always double check the spellings.

PRESS RELEASE PRESS RELEASE PRESS RELEASE PRESS RELEASE

- **Use a quote in the release.** "I'm making this record in memory of my mother", says Elton John. BUT, make sure that whoever is quoted in the press release is available for interview.
- **Don't use Jargon.** It drives journalists mad – and don't use acronyms without explaining what they are – We don't want to have time to look up the PA to the CEO of the PPA (Pork Pie Association? Power Purchase Agreement?) Avoid gobbledegook like 'blue sky thinking', 'end user', 'going forward' etc - always keep it in plain English.
- **Don't use the past tense.** Say "The food administration launches" not " The food administration *has* launched"
- **Keep sentences and paragraphs short.** Short paragraphs break up the page and aren't such hard work to read.
- **Statistics can be useful.** "One in eight women in the UK will develop breast cancer during their lifetime", gives the journalists something they can use. "A large number of women will develop Breast Cancer during their lifetime", doesn't. They will ring up and ask for the statistics – or bin the release.



- [Leave wide margins](#). Journalists can make their own notes in the margin.
- [Don't forget the contact name and details](#): Make sure you put the office number, mobile etc. If there's an event or photo call-don't forget the time and place!
- [Always be available....](#) Don't send out a press release and then switch off your mobile - or go on holiday for a fortnight!
- [Don't send the release as attachment only](#). A release under the phrase 'Press release, see attached', and no other details is likely to be deleted very quickly.
- [Give them something free](#). Especially something small, cheap and interesting relating to the press release that can act as a reminder.

These are very much just suggestions to get you noticed. It's not an exact science, and very often a bit of invention or inspired thinking reaps rewards!!

Good Luck!