

## **PRESS RELEASES – 15 TOP TIPS**

### **Grabbing attention and keeping it!**

1. What's it about – short catchy headline
2. Brand it - name/logo
3. Include 'release date'/embargo – establish the lead-in time
4. Content v length - journalists usually read nothing longer than two pages
5. Support every statement made – make it 100% accurate
6. The 5Ws - use the Inverted Pyramid
7. Use quotes from organisation/person affected. This provides the 3Cs: colour, content and credibility
8. Provide one or two 'real life' examples - include photos where appropriate
9. Offer relevant facts and figures – consider using infograms, link to a report etc
10. Clearly state what you want audience(s) to do
11. Be available - include contact details for your organisation (name/email/telephone) and notes to the Editor
12. Continuation – use 'More Follows' (MF) at end of 1<sup>st</sup> page and 'Ends' at below the final sentence of the main body of the release
13. Ensure the release is checked/signed off
14. Check whether the journalist would prefer to receive by post or email – always include the release in the body of the email
15. Follow up with the journalist.