

Press Release Template

The following headings in bold are the sections of a press release. The italics explain the purpose of each section and what to include.

For immediate release [include date] OR Embargoed for release on [include time/date]

Press releases are usually ready for immediate release or are in their final form but not yet ready for release until a certain date and time. You usually choose the embargoed press release if it is in its final form but you are sending it to others for their information before its release date or you do not want the journalist to print the press release until a certain time. Choose the heading appropriate for your needs.

Headline

This is the title of your press release. Choose something short and snappy but not too clever.

Photo opportunity

An awareness or fundraising event can be a photo opportunity. List what the photo opportunity is, where it is, when it is, who to contact for further information.

Paragraph 1

The first paragraph summarises the story including all key information – who, what, where, when and why.

Paragraph 2

The second paragraph adds more details to flesh out the story you have outlined in paragraph 1. Including a brief real-life example in this section is appropriate.

Paragraph 3

The third paragraph can include quotes from yourself or someone relevant to the story. Each quote should make one point that supports your story. Don't use more than three quotes.

Paragraph 4

Add any extra/relevant information.

END

Notes for Editors

This is a standard section to include in a press release. It offers the journalist further information to enable them to write a story should they choose to.

Provide background information in case they run a longer story, including who the TM Society is and what it does. This information can be obtained from the About the TM Society Page on the website - <http://www.myelitis.org.uk/about-the-tm-society.html>

Outline anything additional you have to offer: pictures, interviewees. If you have pictures, make sure you have obtained the written permission of the people appearing in them to use the photos for this purpose.

Add facts and figures to support your story, but keep it short.

Contact

Supply daytime and evening telephone numbers and an email. This can make the difference between a story being covered or not.

Top tips

- Know your target audience, those people whom you most want to read your press release
- Plan ahead – know which media/press outlets exist in your area and will reach your target audience
- Keep a list of key journalists (radio and print) in your area and their email address/phone number. If you use Twitter, follow them there.
- Call ahead to introduce the topic
- Keep the release short and to the point (max. 2 sides of typed A4)
- Try to approach your topic from the most original and newsworthy angle
- If you are sending the press release via email, do not send it as an email attachment. It might not be read. Put it in the body of the email.
- Don't include logos as they might make the email bounce or be flagged as spam.
- If possible send a photo (350KB or lower) with the release.
- Follow up and resend release if necessary,
- If publicizing an event, make sure the media know who will be on site for any queries on the day.