

How to write an effective press release

A press release is a written statement to the media. It can be used to communicate a range of news items from scheduled events, team appointments, awards, new products and services and sales accomplishments.

Press releases should be concise and to the point and communicate in the headline what the story is about. In the sea of press releases in a journalists inbox you want your story to stand out from the rest. Choose a headline that instantly grabs the readers attention and sums up what the story is about.

A press release should always include the 'sent' date and if you do not want the story to be covered straight away write 'embargoed until xxx'.

Our Top Tips

- Avoid jargon or industry terms.
- Deliver the facts clearly and concisely.
- Who ? (eg) Who are the key players, who else is involved? Who does this news relate to / benefit?
- Where? (eg) Where an event is happening / geographical angle /is the location of the business relevant?
- When? (eg) The timing of the event - both date & time. Does this add significance?
- Why? (eg) Why is the news important? What makes your story different?
- How? (eg) How did this come about?
- Include a call to action if you want them to do something. (eg) Visit our website for more information.
- No more than 500 words in length and preferably on one page. 250 words in length is the typical TBE story length.
- Include quotes that validate your story.
- Be sure to include press contact details in case the journalist requires more information or would like to set up an interview. (eg) contact name, telephone number, email and website address.
- Always supply a photo if available. A good picture anchors a story and helps you get your message across. All images should be supplied in high resolution, 300 dpi or above.