

HOW TO WRITE A PRESS RELEASE



Writing a press release:

Format

The example below gives you an outline of what your press release should look like. It makes the job of a journalist easier if the information they receive is in a standardised format as it is quicker to process. Using this format will give your article a better chance of being noticed and used.

Style

The piece is written in a style that is **straightforward, easy to read** and **to-the-point**. You will also need an **'angle'** that will make your story stand out – usually the main benefit or point of interest. If the angle is people-related it is likely to be even more successful. In the example below, the **purpose** of the story is get potential volunteers to attend recruitment events (see the last paragraph) but the **angle** is about the lives of volunteers being made better thanks to people working together (see first two paragraphs).

Include a **title** and make it stand out using capitals or bold. You can use a catchy headline, but it is often better to write a clear factual title that makes it obvious what the article is about.

First sentence – should be short and interesting, stating clearly what the article is about.

First and second paragraph – should contain everything you want to get across, covering **what, where, who, when** and **why**.

NEWS RELEASE ←

For immediate release: 20/05/08 ←

MEETING OF MINDS BOOSTS VOLUNTEERS

Volunteers in Solihull are looking to a brighter future thanks to a new networking forum.

The Solihull Volunteer Management Forum is a space for local organisations to get together, share ideas and help each other.

“Working together with like-minded people has been a big help to me”, said Phil Cleaver of the Family Care Trust and Forum Chair. “You get the chance to bounce ideas off each other, and achieve things you just couldn’t on your own. More heads are definitely better than one!”

Their latest project is organising a week of events across Solihull to recruit more volunteers. “We know there’s a lot of interest in volunteering out there. Hopefully we can capture that at Solihull Carnival and the other events we have planned”.

Part of national Volunteers’ Week (1-7 June), the events will celebrate the work volunteers do, as well

Mark your release **'news release'** and include a **date**.

Mark it **'For immediate release'** unless it needs to be held back until a certain time, in which case mark it **'Embargoed until'** followed by the date.

Write your article in **distinct, short paragraphs** with spaces between them.

Additional paragraphs – this can include **quotes** which will back-up your article and offer a point of view. Make sure you get permission to use the quote and say where it has come from.

Final paragraph – this will usually contain a **call to action**, something you would like the audience to do as a result of your article. This is the place to put full details of an event or contact information.

Include a **contact person** in case the journalist wants to find out more information.

as finding new recruits. “Each and every one of us involved in the forum relies on volunteers,” continues Phil. “We get together each month to make sure our volunteers have the best possible experience of volunteering. I think everyone agrees that the forum really is a couple of hours well spent”.

Anyone who’s responsible for volunteers in some way can come along to the Volunteer Management Forum. Interested? Contact SUSTAiN on 0121 711 3148.

You can catch the Family Care Trust and the other volunteer managers in Chelmsley Wood town centre (2nd June), Blythe Valley Business Park (3rd June), John Lewis (4th June), Mell Square (5th), finishing at Solihull Carnival on Saturday 7th June.

----- ENDS -----

Caption for photo: *Solihull Volunteer Managers Forum representatives and volunteers from RNIB and Solihull Carers Forum.*

Notes to editors:

1. *The Volunteer Management Forum meets monthly and is open to anyone with a responsibility for managing volunteers. Contact Manjit Johal at SUSTAiN for more information on 0121 711 3148 or volunteering@solihull-sustain.org.uk.*
2. *Volunteers' Week is a national celebration of volunteers and volunteering which takes place from 1 – 7 June of each year. It plays a huge part in raising the profile of England's 22 million volunteers while encouraging others to get involved.*

Contact details:

Jayne Scarman
PR & Marketing Manager, SUSTAiN
0121 711 3148
jaynes@solihull-sustain.org.uk

Put the word ‘**ends**’ to show where your article finishes.

Include **captions for photographs** if you have them.

Notes to editors – this is where you can add extra factual information about your event or organisation if you feel it is necessary. The journalist may include this as extra detail. Make sure it is separated from the main article by using a heading and/or italics. It can be helpful to write this as a list with one piece of information per point.

