

What is a press release?

Press releases are written announcements of an event, service or happening that is distributed to the media to be published as 'news'. They are useful as a relatively cheap and easy way of creating some publicity.

Good things about press releases	Bad things about press releases
<ul style="list-style-type: none">• No cost• Fairly quick and easy to produce• Can reach a large audience• Can produce quick results – depending on where you send it, your press release can appear in a matter of days	<ul style="list-style-type: none">• It may not get published• It will almost certainly be re-written• The published version may misconstrue what you meant• You have no control once you have sent your release out

Places you can send press releases to:

- Local newspapers
- Local radio or TV
- Internet news sites
- Newsletters or magazines relating to your area of work

The local media are more likely to pay attention to your story, but if it is interesting enough, why not try nationally too?



Things to remember:

- Your job in a press release is to make your news sound as exciting and appealing as possible.
- Most people will know nothing about the news you are writing about – keep it simple, and make people want to know more!
- Make it easy for the journalist – write your press release in a format they can recognise and use (see below)

Photographs:

If you are sending your press release to a newspaper, a photograph can give it extra appeal. Alternatively, you can invite the media to come and take photographs by putting details in the 'notes to editors' of a particular time and place where there will be an opportunity for photos, or who to contact to arrange a photo shoot.

For more tips on writing press releases, contact Jayne Scarman, PR & Marketing Manager on **0121 711 3148** or promotion@solihull-sustain.org.uk.