



## **Writing a press release**

What is a press release?

A press release, or news release, is a written form of communication directed at the media to announce a new product, development or event – something that is considered newsworthy. It is usually emailed to a reporter or editor at a newspaper, magazine, radio or TV station and is used to get the journalist interested in developing the story.

How do I write a press release?

Remember that journalists may receive hundreds, if not thousands, of press releases everyday, so make your heading and first paragraph eye-catching and punchy – this can make all the difference between acceptance and rejection of a story.

To do this, try to include the answers to the five W's (who, what, where, when and why) within your first paragraph – BUT keep it short and concise – it should be 30 words or less.

The second paragraph should expand on detail from the first and include times, dates and locations if appropriate.

You should use at least one quote in your press release from someone involved in the event/development to add some emotion to what you're saying, rather than just hard facts.

The rest of the press release should give additional background details.

### Essential Information

It should be clear that the press release is from your business – so your organisation's full name or logo should be clearly displayed at the top of the release.

At the bottom of the release you should include an editor's note: basic facts such as company background and any technical details for media not familiar with the organisation. Plus some contact details for further information – e.g. email address, telephone number and out-of-hours number if possible.

[Click here](#) to view a past example of a press release from Ethos public relations.

And remember...

- Keep your press release brief (1 – 2 pages), informative and interesting
- Don't keep the important information until last! Put it in the first paragraph
- Include a hi-res photo to go with your press release that sums up the story - it means more column inches for your business
- Is your story newsworthy? Keep your press release relevant to the journalist you are sending it to

Ready?

You can now email your press release to the journalist – Good luck!

Writing a press release can be a time-consuming process, and even once you've issued it, there's never any guarantee that the journalist will even use it.

Ethos public relations has over 10 years experience in building relationships with journalists across the UK, so please give us a call [\[hyperlink\]](#) if you think your business needs some expert help.

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