# PRESS RELEASES – 15 TOP TIPS

Grabbing attention and keeping it!

1. What’s it about – short catchy headline

2. Brand it - name/logo

3. Include ‘release date’/embargo – establish the lead-in time

4. Content v length - journalists usually read nothing longer than two pages

5. Support every statement made – make it 100% accurate

6. The 5Ws - use the Inverted Pyramid

7. Use quotes from organisation/person affected. This provides the 3Cs: colour, content and credibility

8. Provide one or two ‘real life’ examples - include photos where appropriate

9. Offer relevant facts and figures – consider using infograms, link to a report etc

10. Clearly state what you want audience(s) to do

11. Be available - include contact details for your organisation (name/email/telephone) and notes to the Editor 12. Continuation – use ‘More Follows’ (MF) at end of 1st page and ‘Ends’ at below the final sentence of the main body of the release

13. Ensure the release is checked/signed off

14. Check whether the journalist would prefer to receive by post or email – always include the release in the body of the email

15. Follow up with the journalist.