

Basics of a News Release

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Here are some top tips on creating a news release:

- ❑ **In the first paragraph, you need to show **who, what, where, when** and **why**. Remember YOU are not always the 'who'.**
- ❑ **Write in short, concise sentences and paragraphs.**
- ❑ **Press releases should be written in a modern, informal style.**
- ❑ **Make sure to be succinct and jargon free.**
- ❑ **Quotes must add value to the story.**
- ❑ **Any news release should have at least one quote - as this is the part that can be included directly in an article and gets your message across. You should aim to use no more than three quotes in a news release.**

- ❑ **Don't include too much information in the release. A guiding principle here is prioritising what the reader 'needs to know' and what is 'good to know'.**
- ❑ **Follow the hierarchy of information: most interesting details first, least interesting last.**
- ❑ **Mark the end of the news release clearly - with 'ends'. You should include contact information for media (email and telephone) and you can use 'notes to editors' to include links, references and additional contextual information.**

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