



What is a press release?

A news release (also known as a press release) is a way to get your message out there to the public with a clear, concise, message across to interested reporters, producers, presenters and editors in a standard format. It is designed to relay important information while preempting any questions the media may ask. It allows you to shape the narrative as to how you want the story told to the public, framing the issue as you want it to appear. This is the recommended approach to determine whether the news is interesting and likely to cover your story.

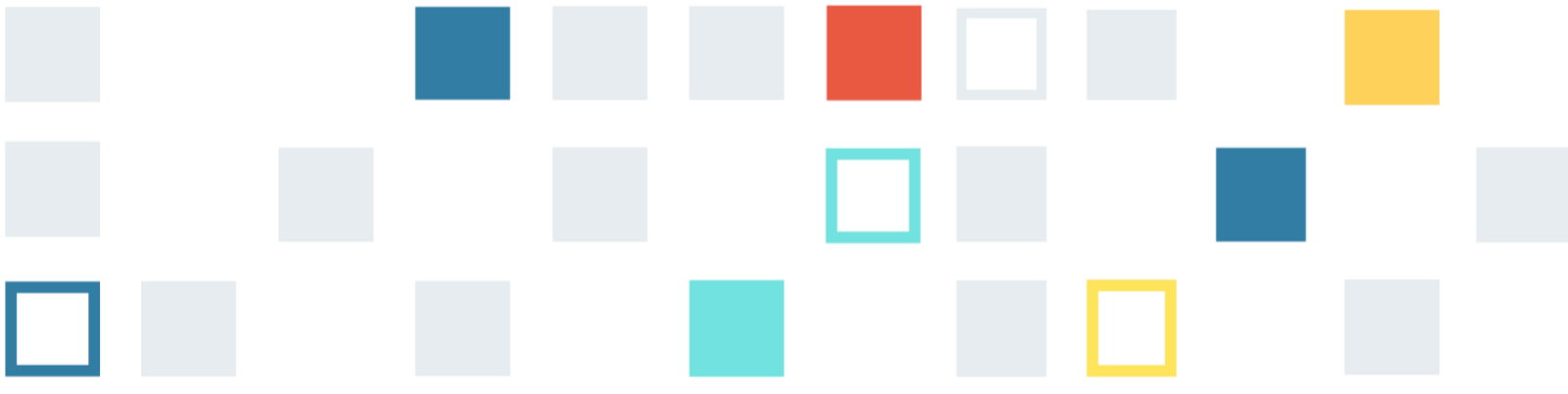
Why are press releases so important?

As mentioned, a news release is a method to get your message heard by the wider public via various media platforms and outlets. Why is this so important? The media is one of the most powerful and influential institutions in our societies - and it's where the majority of people get to consume the latest news and information on current affairs. By deciding which news stories get covered, the media shapes public opinion and defines which issues are considered important and on top of the agenda.

Good media coverage enables you to educate, inform and influence thousands of people within a given media market, helping you to win reforms. Building media relations is the key to getting coverage as well as a critical piece of any power-building strategy – the people who determine what's news are people who influence your ability to make things happen.

News releases: do's and don'ts

An ideal press release should give reporters a consistent story about what you're doing, including:

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- **What? When? Why? Where? How?**
 - **Adding credibility** - data, facts and expert quotes written in accessible language for your target audience
 - **Any other info and contact details**
 - **Use your quotes to get across emotion, imagery and useful metaphors**

Important things to remember

- **Be polite.** You are trying to convince the recipient to take action on your behalf. You want to make friends not enemies.
- **Be succinct.** Keep the letter short but make sure that all relevant information is included.
- **Offer solutions.** Make it clear that the recipient of the letter has the power to change things and to solve the problem.



Key elements of a press release



News release example:

Embargoed until Thursday 21 October 00:01

State the date when this can be used from (an embargo) or mark for immediate use.

What's an embargo? *It allows you to send a news release or media alert to reporters ahead of the scheduled release of the information. Usually, reporters automatically agree to not publish or broadcast any news about it until a given time and date. However, it's best to get their agreement written by email just in case.*



INTERNET DEFENDERS STAGE INTERVENTION TO RALLY AGAINST NEW THREATS TO ENCRYPTION

Your headline should be direct, concise and attention-grabbing without coming across as 'clickbait'. Don't try to be too clever or complicated - it needs to be quickly and easily understood.

- [Your event] at 12:00pm on Friday 21 October
- The event is organized by [your organization] and will take place today in support of Global Encryption Day

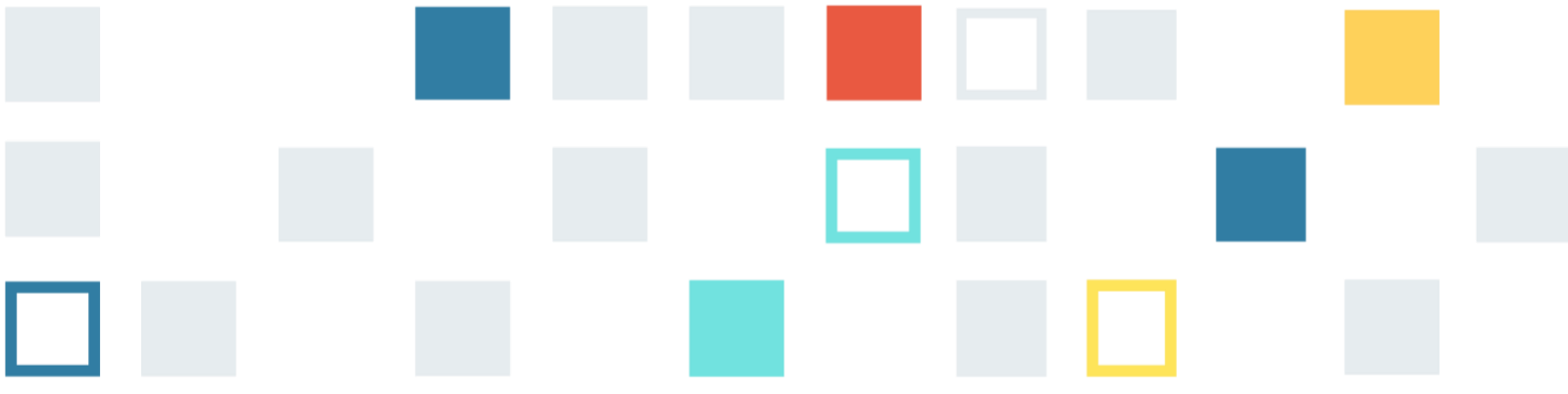
Who? When? Where? What? How?

Internet advocates come together in support of strong encryption at [your location] as part of Global Encryption Day as the government's latest policy threatens to undermine it.

Who? When? Where? What? How?: Write the press release as if it is being read on the day of publication. In the first paragraph, it should be a brief summary of the news story - by the end of the first paragraph, a journalist should know what the story is about and make a decision to continue reading the rest of the release if they're interested.

The event comes amid increasing concern over law enforcement agencies' plans to introduce client-side scanning to monitor for criminal activity across popular messaging applications and similar.

XXX XXXX,



The rest of the release should include additional information that adds credibility to the story - whether that's through new data, and/or making credible links to the news agenda and other topical issues.

“Encryption is under threat. End-to-end encryption is the gold standard of security in a world where daily life is increasingly online. We need to push back against government efforts to undermine E2EE. We need to protect end-to-end encryption because it protects us all.”

Main quote, using emotive, human language, strong imagery and turn of phrase

ENDS

Marks the end of the main body of the release

For media enquiries contact xxxx@xxxx or xxxxxxxx

Contact details for follow-up interviews

Notes to editors

For additional supporting references, statistics or information