



## How to write a press release

- **Headline:** The headline should be short and snappy but there is no need to spend too long on this as it will often get changed by newspaper subs.
- **Date of the press release:** Always date your press releases as it is important that the journalist knows when the story was issued.
- **Summary of story:** Please give a **brief and basic** overview of the story/event. When and where does it take place? Why are you holding an event for St Nicholas Hospice Care? Who or what does the event involve? Is it open to the general public? How much have you raised/hope to raise?
- **Quote/Headline:** A quote from an organiser or a spokesman from a relevant group always makes a press release stand out. You only need to write one/two sentences explaining something about the event itself and why you are raising money for St Nicholas Hospice Care.
- **Style:** While style and tone is not paramount, we would suggest making the press release double-spaced and keeping within the template provided - with the St Nicholas Hospice Care logo and the Editor's Notes (see below) which gives background information on the charity. Always finish your main story page with the word '-end-', so the journalist knows it's finished! Where possible, the writing should be no more than one page. A journalist can always contact you if they need more details.
- **Photos:** Wherever possible, attaching a photograph to a press release of an event will increase the chance of it getting good exposure in the local media. This is especially true if you are writing about something that has already taken place. Please make sure that you caption the photo with the names of the people featured and indicate if they are standing left to right in the picture etc.
- **More information/contact details:** Please give details of the best person to contact if more information is needed. Where possible, this should be a daytime phone number.

- **Editor's notes:** This information is standard, factual data about St Nicholas Hospice Care. It is a way of adding supplementary information without overwhelming the story. There is always space here to add facts about your club/organisation as well.
- **Why bother?** Using the local media is the cheapest and quickest way to advertise your event or to publically thank people who helped make it happen. It's also very beneficial for the Hospice's name to appear in the public domain. Success breeds success and if people see how much fun you've had organising an event, they will be encouraged to organise one of their own for us.
- **A word of caution:** Not everything you send to the journalist will get covered. Remember they have a job to do and that is to report on interesting/newsworthy events that are taking place in the community. If you try and make your event interesting or colourful or involve a 'known' face, it will make it easier for the journalist to devote precious column inches to it.
- **Finally:** After you've sent your press release, it's always worthwhile phoning around the journalists and seeing if they got your story and are planning on doing anything with it. Get to know them a bit. Personal contacts are invaluable to achieving coverage.