


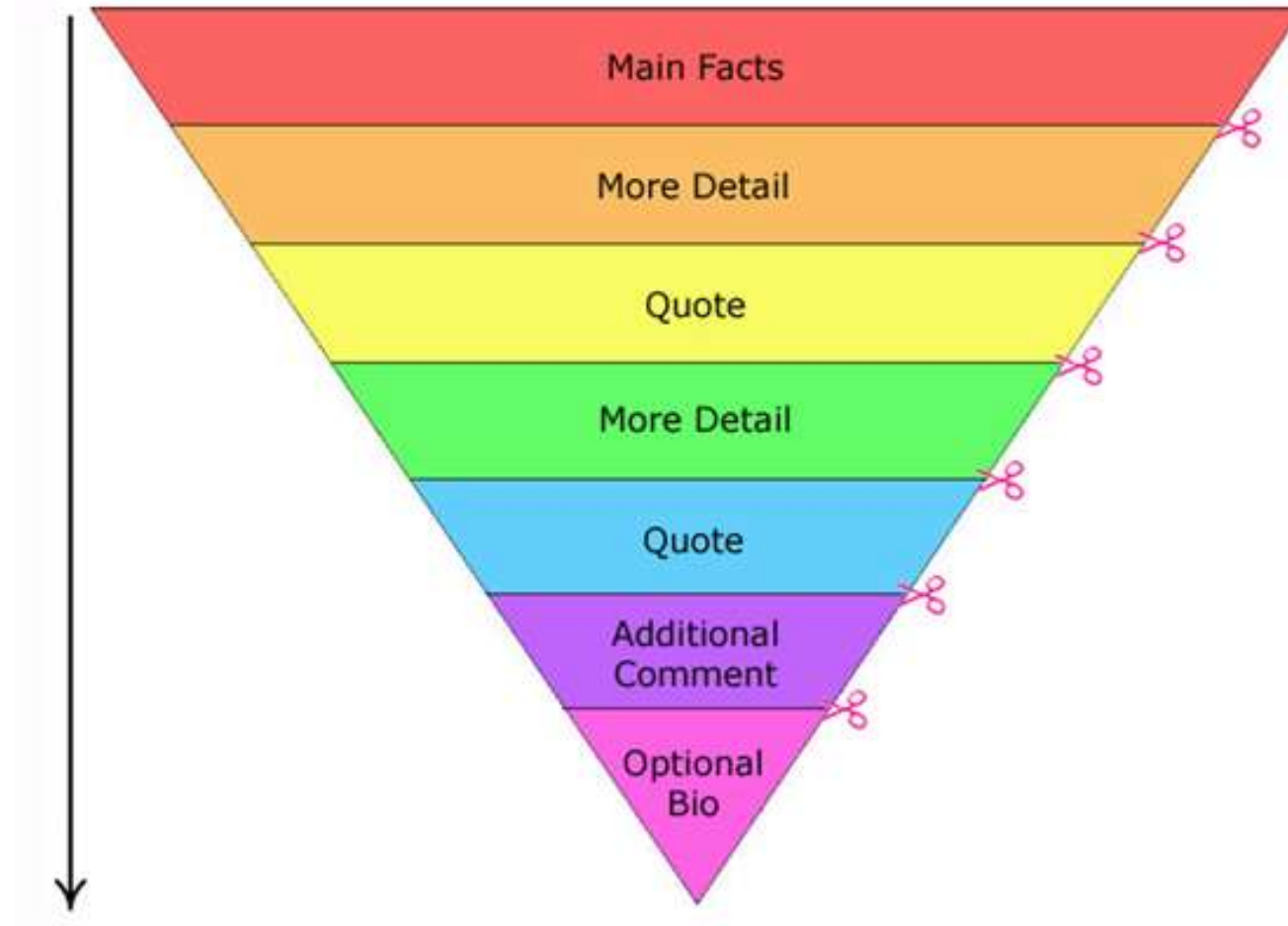
# Press release

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# Press Release

- ▶ When writing a press release, it is good practice to follow the **'Inverted Pyramid'** model .
  - ▶ Journalists may wish to cut a story after any section as, unfortunately, the length of coverage is often determined by available page space as opposed to the relevance of the story, making it imperative that all of the important information is presented at the beginning to ensure that it isn't cut.
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# Inverted pyramid



# Press Release

- ▶ Answer the following questions about your news:
  - ▶ **Who?** Who are the key players — your company, anyone else involved with the product? Who does your news affect/who does it benefit?
  - ▶ **What?** What is new?
  - ▶ **Why?** Why is this important news — what does it provide that is different?
  - ▶ **Where?** Where is this happening/is there a geographical angle/is the location of business relevant?
  - ▶ **When?** What is the timing of this? Does this add significance?
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# Press Release Checklist

- ▶ Assess if the story has **news value** and if a release is appropriate.
- ▶ Research the **target press** and media. Review publications to get a feel for the tone and style. Identify deadlines.
- ▶ Identify the **key facts** – ask who, what, why, where, when, how?
- ▶ **Draft** a template structure for your story.
- ▶ Decide who should be **quoted** from your organisation and if third-party quotes would be useful.
- ▶ Check whether a **photo** can support the release.

# Example of a press release

## UNIVERSITY OF LEICESTER PRESS RELEASE

### Headline

#### *Sub-heading*

*jpg images available from (Inset Press Office contact here)*

Paragraph 1: Introduction. Contains a summary of the **key information**, including answers to the 5 w's (*who, what, where, when and why*).

Paragraph 2: Provide **more details** to the information outlined previously.

Paragraph 3: Include a **quote** from you or someone relevant to the release to add credibility to the story, making it more personable.

Paragraph 4: Add any **extra relevant information** here, expanding on the previous quotation.

Paragraph 5: An additional **quote** to expand further on the themes and ideas already mentioned.

Paragraph 6: Conclusion. End the press release with a summary of any other information and **summarise** what has already been said.

#### **Notes to Editors:**

- Provide an optional biography of the academics mentioned within the release including research interests.
- List **contact details** you are happy for journalists to use to get in touch should they require further information. An e-mail address is essential, work telephone number is desirable and mobile phone number is optional (and can only be given out if it is specifically requested). Contact numbers will not be published.

#### **Boiler Plate:**

The Press Office will attach information about the University to the end of the release to provide the journalist with background information about the institution the news is coming from.