

How to Write a Press Release

What is a press release?

A press release is a written statement that provides information about an event or issue. A press release is usually given to members of the news media (e.g. journalists).

When writing a press release you should make sure to:

- Be specific but brief
- Use the 3rd person
- Have an idea of who to send your press release to. (*You can do this by calling your local paper or radio station*)

The **first paragraph** of your press release should answer the 5 W's:

1. **Who** is involved? _____
2. **What** is happening? _____
3. **Where** is it happening? _____
4. **Why**? _____
5. **When**? _____

Your release should also answer the three questions readers always ask when looking at a news story:

1. What's new? _____
2. What's different? _____
3. Why do I care? _____

By the end of the paragraph, your reader should know the basics of the story and want to read more!

Other Helpful Tips

- Create an attention grabbing headline – it should relate to your story and make people want to keep reading.
- Don't hold back an interesting or important piece of information until the end. A press release isn't a murder mystery – the editor doesn't want to wait until the end to find out the whole story!



- If all the main points are in the first paragraph, the following paragraphs should give us more details and not leave questions unanswered.
- Organise your release so that even if the ending were to be cut, your story would still make sense. This is important to keep in mind in case a bigger story breaks and your release has to be shortened last minute.
- Make sure to include your contact details at the end of your press release. This helps the local paper or radio station contact you if they decide to publish your release and also means that people can contact you to ask questions once they read about your film campaign!

