

PR1005: Step by Step Guide to Writing a Press Release

On the top create a logo or letterhead i.e. **Chanel Perfumes** or **Tesco**

Say it's a New Release/Press Release/ or Media Information.

Put date on left

KEEP HEADLINE SIMPLE AND EXPLAIN STORY

Write in headline style. Body of release should be in 1.5 spacing and looks better set left.

Intro or opening paragraph should summarise the story and provide the **SUBJECT, ORGANISATION OR CLIENT, AND LOCATION**. In other words the **who, what, when and where**.

Second paragraph (not 2nd: numbers under ten are spelled out as are numbers which begin sentences) should give more detail such as the **ADVANTAGES** of the product, service, business etc. This should cover the **why** element.

The third paragraph often contains a quote from the managing director or other senior person.

DETAILS of products may be included to provide the reader with more background information on things like sizes, colours available, prices, and stockists. You may need to include dates i.e. of when a show is on, book is published or film released. Maybe when a charity campaign is being launched.

If you need to go over to a second page then NEVER SPLIT THE SENTENCE. START A NEW PAR. At the foot of page 1 put MORE OR M/F TO INDICATE MORE FOLLOWS. You can also put: -

MORE....2

NO NEED FOR ANOTHER LETTERHEAD, BUT

Complete your press release with a good rounding-off paragraph then put **ENDS.**

Finally provide the **CONTACTS BLOCK** which should read: -

For further information (pictures, samples if necessary) please contact **YOUR NAME, TITLE** and contact details. This covers the **who** aspect i.e.

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Note to the Editor:

After that you might like to add a **note to the editor**. If you need to supply extra information which is not essential to the news story but provides useful background or detailed facts for reference then you can add it here.

Don't forget to check out the Ws and How. Keep it tight, bright and accurate.

ends

