

HOW TO WRITE A PRESS RELEASE

FORMAT: Journalists are more likely to use a media release if it's presented in a way which is easy to read and to the point. Write in short paragraphs with spaces between them.

LENGTH: Keep the media release to one side of A4 if possible, two at the most.

NEWS ANGLE: This is what makes your story stand out – it is the main point of the story and should be in the headline and first paragraph.

HEADLINE: Put in capitals / bold. It should tell the story (the news angle) in one line.

DATE: Include a date. If the story needs to be held until a certain time, mark *EMBARGOED UNTIL* plus the date.

FIRST PARAGRAPH: A one sentence summary covering who, what, why, when, where, how.

SECOND PARAGRAPH: Briefly expand on your first paragraph. Anyone reading the first and second paragraphs should know what the story's all about.

FURTHER PARAGRAPHS: Flesh out the story and give it some colour / human interest with a quote from a credible spokesperson (with full name and job title) who is prepared to do a follow-up interview if the media want more. Quote just one spokesperson (two at the most) and use natural, lively and jargon-free language. Use one quote per paragraph. You should get permission to use the quote.

ENDS: Put the word ENDS to show it's the end of the article.

PHOTO CAPTION: Stories with images have a much better chance of being used. Make sure you include a full caption with any image submitted – including full names and job titles of any person pictured (caption left to right so the journalist knows who's who).

NOTES TO EDITORS: The place for extra detail about your organisation or the event / issue that is the subject of the media release. Journalists may use this extra information in their article. e.g. IHBC descriptor or 'boilerplate': **Institute of Historic Building Conservation:** The IHBC is the principal professional body for building conservation practitioners and historic environment specialists working in

England, Northern Ireland, Scotland and Wales, with connections to the Republic of Ireland.

CONTACT DETAILS: Include telephone / email contacts for a person who the journalist can speak to for more information

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Version 2

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