



Ten top tips for writing press releases

- 1.** Remember the five Ws: Who, What, When, Where and Why. Make sure these details are included in your first paragraph.
- 2.** Get the timing right: communicate at least a week in advance for any event you're planning.
- 3.** Keep it brief – about one page is preferable, but longer is OK if it means cutting out essential facts otherwise.
- 4.** Keep sentences short and use everyday language.
- 5.** Avoid writing in the first person. (Use 'he', 'she', and 'they' rather than 'I', 'we' and 'us').
- 6.** Use a quote from a key person and put your most important message in the quote (including why it affects local people).
- 7.** Make sure you include clear contact details at the bottom.
- 8.** When emailing a press release, insert the text in the main body of the email, with the headline as the subject line.
- 9.** Follow up any email or letter with a call to the newsdesk to check they received it and whether they need any more information. The best time is usually mid-morning.
- 10.** If the story isn't picked up, don't be put off. Keep people informed of everything else you're doing in future.

How to contact your local newspapers

To find the contact details of local newspaper editors, you can search for your local paper online and they should have a 'contact' section, or the newspaper itself will have details on how to send in press releases and letters.

For other ideas on how to raise awareness of your issue, see our *spreading the word* guide

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