

Press release example

Press release:
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Why there are all 'Manor' of reasons to play golf this Summer

A group of fundraisers from Great Yarmouth are holding a golf day extravaganza at Manor Park on 24th July in aid of the charity Wellbeing of Women (WoW).

This enormously successful annual event is in its 20th year and has raised over £100,000 for Wellbeing of Women since the first 'tee off' in 1987.

To mark the anniversary, local professional golfer Ray Jeffries will open the event at 11am and lead the tournament. Great Yarmouth Mayor Cllr Paul Garrod and Director of WoW, Liz Campbell will also attend.

Director, Liz said: 'I am very much looking forward to the extravaganza in July! The Great Yarmouth branch have been exceptionally strong supporters of WoW for over 30 years and their dedication to fundraising is an inspiration to us all.'

Please email Jane Walker on jwalker@wow.org.uk if you are interested in taking part in the tournament – all levels are welcome.

-ends-

NOTES TO EDITORS

- Wellbeing of Women is the only UK charity dedicated to solving health problems that solely affect women.
- Since 1964 Wellbeing of Women has invested over £27m in transforming women's health but half of all women in the UK still experience a reproductive health problem during their lifetime.
- Wellbeing of Women works in partnership with the Royal College of Obstetricians and Gynaecologists to improve women's health.

For further information please contact the WoW press office on 020 7772 6317

Wellbeing of Women

Charity Registration No: 239281



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Royal College of
Obstetricians and
Gynaecologists

Working in partnership with the Royal College of
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A simple guide to Public Relations



Public relations (PR) is the business, organisational, philanthropic, or social function of managing communication between an organisation and its audiences.

A press release is a written or recorded communication directed at members of the media for the purpose of announcing something claimed as having news value.

Definitions from Wikipedia

One of the best ways to attract attention for your event is to try and get it featured in the press. Local papers are surprisingly friendly and like a good story.

Just be confident and think of it as a win-win situation – they get an interesting story and you get free publicity which will attract new supporters and raise the profile of the charity.



OK, you've convinced me, I want to be a PR guru. Where do I begin?

It is worth trying to strike up a good relationship with a local journalist and keeping them informed of any upcoming events. That way you may be able to secure pre-event publicity, event coverage and a follow-up piece.

Writing a clear and concise press release can be the easiest way to achieve this.

My computer's on and I'm ready to go... how do I write it?

Writing a press release is simple - it consists of a few easy to follow steps and one golden rule that should never be broken!

The main point to remember is that you are not writing a story, so there is no beginning, middle and end. Most articles get chopped from the bottom up and so the main points need to be near the beginning.

The key to a good press release is to make life easy for the reporter by giving them all the information in a clear way. Journalists receive hundreds of press releases a day and so generally scan the headline and first paragraph before making up their mind about a story, so remember to make it interesting!

You need to catch their attention from the beginning and make sure all the main points are outlined in the first paragraph.

The Golden Rule

The five Ws

To ensure the press release contains all the information a journalist needs, answer the following six questions. Who, What, Where, When, Why?

WHO is the story about?

WHAT is the story about?

WHERE is the activity taking place?

WHEN is it happening?

WHY is it happening?

These 'Five W's' should be covered in your first sentence, for example, a golf day arranged by fundraisers in Great Yarmouth becomes ...

WHO: A group of fundraisers from Great Yarmouth

WHAT: are holding a golf day extravaganza at

WHERE: Manor Park on

WHEN: 24th July in aid of

WHY: the charity Wellbeing of Women (WoW)

In one sentence you have told the journalist everything they need to know so if they only get as far as reading the first line they know the key points without the waffle. Use the second paragraph to add detail.

If you are more confident on the phone and feel uneasy about writing a press release, then phone and talk them through your event and they will put the story together for you. If you would like to point journalists in our direction, please let us know in advance so that we can speak to them efficiently about your planned event.



Always

- Follow the Golden Rule
- Write a punchy headline and first paragraph to grab their attention
- Try to keep it to one side of an A4 page
- Place the date at the top of your press release and your contact name and number
- Keep it clear, factual and simple
- Include a human angle
- Try and include a quote – we are happy to provide one from the charity director
- Print the press release on headed paper or include the logo if sending by email
- Include 'notes' with contact details and information about Wellbeing of Women
- Type it to one and a half line spacing
- Keep the introduction short – 25 words is brilliant, 60 too long!
- Put key event dates in bold

Never

- Write a beginning, middle and end
- Summarise at the end
- Waffle

Top Tip

Check with the office to see if research grants have been awarded in your area – so you can highlight the importance of funding vital research.

The press release is in my hot little hands, what's next?

Send your release out a couple of weeks in advance and ask for pre-event publicity to attract supporters.

Call the newsroom first and find out who you should send it to as it is always better to write to a named individual, then you can strike up a relationship with the writer for future events.

Main media details can be found in the local paper and phone directory but if you're struggling to find a number just give us a call and we'll find it for you.

Sometimes it is better to contact the journalist first and then send the press release, then if there is a particular angle they appear to prefer during the phone call you can add more detail. You can also invite them along to your event, hopefully that way they will bring a photographer with them.

I sent it and haven't heard anything since, what should I do?

Give them a couple of days before you follow-up. When you phone back, offer them something more, for example, a potential interview. Remember people generally find it much harder to say no to you directly, so it's important to follow-up.

If you do manage to get coverage, send a thank you card or email to the journalist to build on your relationship along with a short blurb to say how much money was raised – this may be used as a post event round-up.

The local paper's on board, what else can I do?

The simple answer is tell as many people as possible. Email family, friends, neighbours, colleagues, community centres, schools, colleges, libraries, post offices, local companies, shop windows, churches, GPs – anyone you can think of.

If you approach all of these people and ask them to advertise it themselves you should receive a fair amount of attention.

Local hospitals, surgeries, schools and workplaces can put posters on their notice boards or post your press release on their websites. You could ask to have a stall at a local event to advertise your fundraiser or perhaps produce flyers for distribution.

Also try approaching the local radio station in the same way as you approached the papers. The radio is a great way to advertise local events. If they decide not to advertise it on air, ask if you can publicise it on the events section of their website for free.

If you feel your event is visually interesting or involves an extraordinary form of fundraising, try approaching your local TV station.

Remember your regional media are interested in local human stories so there is no need to feel daunted by the prospect of getting in touch. If you want to run any ideas or send your press release to us before sending it to a journalist then we are more than happy to help.

Remember

If you don't get media coverage - don't worry. There will always be competition from other local stories. Just have fun and don't let it deter you from trying again!

Smile please!

If possible, persuade your journalist contact to send a photographer to cover the event. Sometimes this is impossible due to diary clashes and so make sure someone at your event is taking high quality pictures on a good camera and send copies to the paper. If you don't have a digital camera make sure you print the photos as large as possible – at least 7" x 5". Use a label on the back of the photo to date the event and state who each person is, including your contact details.

If you are submitting your own photos, you'll need to get permission from those photographed for their picture to be used in a public place.

EEK! They've got my press release and want to interview me!

If this happens, the best advice is be prepared, write down the main points you'd like to get across and have the event facts at your fingertips. If you're worried, give us a call in advance for some advice.

If you don't know the answer to a question say you don't know but if the interview is with a paper tell them you will find out the answer and get back to them – and do so!

Never say 'no comment'

And remember – there is no such thing as 'off the record'!

See over for 'The Legal Bit'...