

HOW TO WRITE A PRESS RELEASE

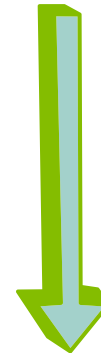
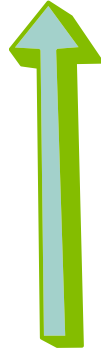
THE INVERTED PYRAMID

Press releases are an effective way to raise the profile of your group and your environmental agenda.

The key to writing an effective press release is to use the inverted pyramid system. Always assume whoever is reading it is really busy and won't have a lot of time to read the whole thing.

Keep the most important information at the beginning (**the lede**), followed by further information (**the body**) and ending with some context (**the tail**).

**MOST
IMPORTANT**



**LEAST
IMPORTANT**



Environment Agency

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TOP TIPS

1) MAKE SURE IT'S NEWSWORTHY

Journalists will only cover your story if it is newsworthy. Ask yourself the following questions:

- Impact - Will this story have an impact or will someone be affected by this information?
- Immediacy - Is this urgent news?
- Recognition – Is this about something well-known?

Press releases must have a 'hook'. This means an element of your story that people will want to read about, such as a human interest story. Another way to be newsworthy is to be reactive by responding to something publicly, such as a council announcement that you want to support or challenge.

2) CRAFT YOUR HEADLINE

The headline is the first thing that everyone will see, so it needs to be concise, catchy and capture the essence of the story.

- Use action verbs
- Be direct
- Be concise



3) CRAFT YOUR LEDE

The lede is the paragraph under the headline. Along with the headline, this is the most important part of the release. It acts as a summary of the most important information and answer the 5 Ws:

- Who – Who's involved?
- What – What's it about? What is happening?
- When – When did this story happen?
- Where – Where did it take place?
- Why - Why would people want to know about this? Why is it important/relevant?

TOP TIPS

4) WRITE THE BODY TEXT

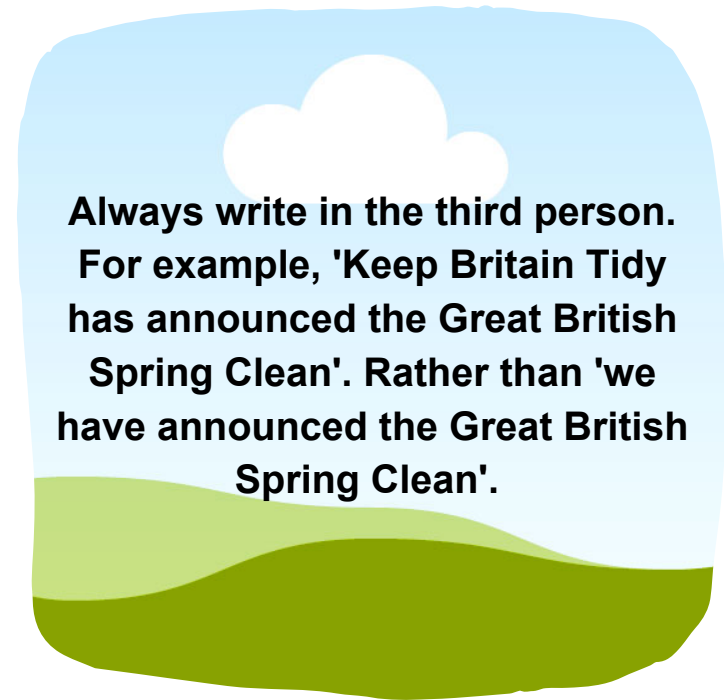
The body text is a few paragraphs giving all of the information, background, facts and figures relating to your story. Make sure you follow the inverted pyramid system, keeping the most important information at the top and the least important towards the bottom.

Always write using the third person. This makes it sound professional. It should sound like someone objective is writing about your group, not you writing about yourselves. Try to avoid using opinions and stick to the facts.

5) INCLUDE A QUOTE

Make sure you include a quote from someone from your group. This gives a press release personality and it allows you to add valuable human perspective.

Unlike the body text, quotes can be personal and can include opinions. It is always useful to hear the perspective of someone who has valid insights into a situation.



6) INCLUDE A BOILER PLATE & CONTACT INFO

A boiler plate is standardised information about your group, such as:

- When it was formed
- What you do
- What you stand for

Include contact details so journalists can contact you for an interview or find out more information about the story.

TOP TIPS

7) INCLUDE A PHOTOGRAPH

If you have a photograph, be sure to add one to the end of your press release to illustrate your story.

If your group has a logo, you can include this at the top of your press release or in the boiler plate.

8) MAKE IT EASY

You will have a much better chance of getting your story covered if you make journalists' jobs easier! By making the story clear, concise, punchy and interesting - and following the inverted pyramid - they can create a story much easier than having to dig for more information or craft a story themselves.

Journalists will often simply copy the press release straight into the story and including a photograph means they don't have to search for one or send out a photographer. It also makes a press release more appealing to look at. They receive lots of press releases and enquiries daily. By making your release easy to understand and looking good, you will be more likely to stand out and get your story in the paper.

SAMPLE PRESS RELEASE



KEEP BRITAIN TIDY LAUNCHES MASS-ACTION ENVIRONMENTAL CAMPAIGN

Environmental charity Keep Britain Tidy's flagship campaign, which was postponed in March as the country went into lockdown, will relaunch this weekend.

The campaign has one aim - to get as many people as possible out and about clearing up the litter that blights every part of the country, from the remotest corner of our countryside to our beautiful beaches.

Keep Britain Tidy Deputy CEO Richard McIlwain said: "The need for a national clean-up has never been greater. Over the summer, as lockdown eased, we saw an epidemic of littering, particularly in our parks and beaches.

"The campaign is about encouraging everyone to do their bit to clean up our beautiful country and make a difference to our environment.

To find out how you can get involved and stay safe, visit keepbritaintidy.org/GBSeptemberClean

ENDS

Notes to Editor

Keep Britain Tidy is a leading environmental charity that cares for the environment on your doorstep. We work to eliminate littering, reduce waste and improve public space.

Press Enquiries

Contact Keep Britain Tidy press office: 077XXXXXXX