EXAMPLE: ANATOMY OF A PRESS RELEASE

Use a short, clear headline focussed on the audience: what's in it for them? Don't bother with clever or pun headlines. Your job is to get a simple message across.

Get your contact details in right away. Don't make the journalist hunt for them.

Date your release, so the journalist knows it's current.

The Woodland Foundation
1st March 20
Press contact: Jess Smith, 01234 567 8910

With the headline, subhead and story lead, the journalist should have everything they need to make a decision if this is a story for them.

Families to get free trees, as children learn about woodlands in science lessons

Free tree saplings for pupils, with lessons on how to plant and care for them.

Use a local or meaningful reference for the audience, rather than big numbers or hard-to-understand facts.

Norwich families are to receive enough free tree saplings to plant the pitch at Carrow Road 60 times over.

The giveaway is part of a drive by East Anglia nature charity The Woodland Foundation to teach conservation skills to school pupils and to spread interest in conserving threatened woodlands.

Once your story has been established, only then should you include a plug for your charity.

Pupils in all secondary schools across the city will be given saplings this month, with lessons on how to plant them at home or at school. Through follow-up lessons, pupils will measure, care for and learn about their trees.

Use a quote within four paragraphs. Any quote you use should move the story on, not just repeat the story. Remember to focus on the benefit to the audience.

Sally Jenkins, schools officer for The Woodland Foundation said: *"Families will get a great-looking tree to help brighten up their garden. We want pupils and their families to learn about their tree and how best to care for it as it grows. We hope that will lead to a wider interest in conserving woodlands across East Anglia."*

Over 2,000 tree saplings will be given to pupils this month, with national curriculum-based lesson plans provided to science teachers.

Joseph Lines, head of science at St Christopher's Secondary School on Juniper Way, said: *"Our pupils got really excited when we handed out the saplings, challenging each other to grow the tallest, strongest tree. It's a practical way to get families interested in conservation. Much better than another boring lesson."*

Use Notes to editors to offer additional useful information, like information about images or availability of interviewees. Don't use this space for your core story.

Notes to editors:
- Photo opportunity, 12th March - 10am. Pupils will be planting trees at Carlton Edge Secondary School on West Street, where staff from The Woodland Foundation will be available for face to face interviews.
- Pupils from St Christopher's Secondary School are available for interview about the scheme, and press-ready photography from this school's scheme is also available.
- The Woodland Foundation is Norfolk's biggest environmental charity wholly dedicated to conserving woodland across East Anglia. It works with schools, local authorities and businesses across the region.

Don't forget to plug any human interest angle you have. Interviews with those affected are ideal.

Contacts:
Working hours: Jess Smith, press officer, 01234 567 8910, 07987 634 3154
Out of hours and weekends: Sally Jenkins, schools officer, 07987 654 3210

Be thorough with your contact details, including out of hours numbers. It shows you're serious about working with a journalist to make the story happen.

TOOLKIT: PRESS RELEASE TEMPLATE

Use this form to plan your press release

Organisation name:

Date of release:

Your contact details:

Headline:

Subheading:

Lead (This sums up your story in one sentence. Think of it as the first line of the news story):

Main text (approx. two paragraphs)

Background information (approx. two paragraphs)

Quotes:

Notes to editors:

Contact details – office hours:
Telephone & mobile.

Contact details – out of office hours:
Telephone & mobile.

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