



How (and why) to write a press release

What is a press release and why should I write one?

A press release is a tool to help you share and celebrate the achievements of your young people with the wider community by generating coverage in the local media. Basically, it captures all the details the journalist will need to write up a newspaper article or broadcast the story on radio.

A simple news article can help raise the profile of your organisation or club and also encourage more young people to join. So if someone in your group has won a Jack Petchey Foundation Achievement Award, for example, this is an ideal opportunity to contact the media and share your good news.

Journalists have a full paper to complete every day or week, and radio stations need to fill air space, so they are always keen to hear interesting local stories. They cannot possibly know everything that is happening unless you get in touch!

How to write a press release

Follow this 10 step guide to help you on your way:

- 1 Look at the template press release within this toolkit as a starting point which you can adapt for your own local use
- 2 Choose a strong headline to capture journalists' attention . they receive hundreds of releases every day so yours needs to stand out from the crowd
- 3 The first paragraph . just a couple of sentences in length . should capture the main points of the story, such as who achieved an Achievement Award, where they are from and what type of youth group they belong to
- 4 Each paragraph should then build on the story, adding more detail, such as what the young person achieved in order to win an award, with paragraphs decreasing in importance down the page
- 5 Check that your release answers the core questions: what, where, when, how, why?
- 6 A quote from either the young person, youth group leader, or a representative from the Jack Petchey Foundation will add colour and interest to the story
- 7 Conclude with a paragraph summarising your organisation's activity, and the involvement of the Jack Petchey Foundation (you can use the example on the template press release in this toolkit)
- 8 Ensure you end with clear contact details . your name, telephone numbers and email address . so the journalist can get in touch for more information
- 9 The press release should be between one and two A4 pages in length, in font size 11
- 10 Re-read your release at least twice to ensure there are no mistakes or typing errors before emailing it to the journalist.

Remember to look at the template press release in this toolkit as a starting point . we hope it is a document you can adapt for your own use. Good luck!