

# Tips for writing a PRESS RELEASE

With today's ever-expanding range of digital outlets and devices for news consumption, the importance of the press release's reach is greater than ever. The shift towards digital news consumption has done nothing to diminish the importance of the press release as an essential public relations tool.

## TOP 10 TIPS

1. Make sure the information is newsworthy.
2. Ask yourself, "How is this relevant to everyday life? How does it affect the man on the street? Why should they be interested in what you have to say?"
3. Remember the five Ws: Who, What, When, Where and Why. Make sure these details are included in your first paragraph.
4. Keep it simple – avoid long words and long sentences and use everyday language. As a rule of thumb, use language an 11-year-old reader would understand and keep sentences under 25 words.
5. Be short, clear and to the point. Stay under 450 words, preferably closer to 250.
6. Avoid excessive use of adjectives and fancy language.
7. Do not "advertise" - this is the news. Keep it fact-based. Leave out words such as 'unique' and 'breakthrough' and avoid clichés.
8. Avoid writing in the first person. (Use 'he', 'she', and 'they' rather than 'I', 'we' and 'us').
9. Include a photo if you can - photos can decide if a story gets used or not. Also, consider video/moving images for on-line content.
10. Always include a contact (phone number & email) at the bottom of the press release, and make sure you're available to respond to any media enquiries when it's sent out so that you don't miss out on an opportunity to publicise your work and the University.

