

How to write a press release



Below is a basic layout for a press release:

Title: PRESS RELEASE

Sub title: **For immediate release**

Then type: **STARTS.....** to indicate that everything below is part of the story.

Headline: The headline should be bold, clever and attention grabbing. A little bit of alliteration will also go down well.

First paragraph: Grab their attention in the first few lines. Make sure you have got the main news in the first paragraph, as many editors will not read beyond that when looking for stories. This should include all aspects of the story including: who; what; when; where; why and how.

Second paragraph: Then you can expand on the story. Always assume that the reader knows nothing about the event you are publicising. Stick to short sentences. Avoid jargon and abbreviations. Use the description of the show provided by the performing company including a line or two from any impressive reviews from posters or their website. Some performers will have a sample press release you can use.

Third paragraph: Try to add an extra story maybe about your community group or an incident at a previous event. Perhaps talk about your audience and what having live shows in your venue means to them, if the show has won any awards and other places where it might have toured.

Add a quotation from you or an audience member to add weight to the story.

Fourth paragraph: Finish with fuller details of the event, restating the title, venue, date, time, ticket prices and contact for tickets and more information.

And then you type **ENDS**

Note to Editors

You can add background information about your organisation for the benefit of journalists here. This is not part of the release but merely to give further information to the editor. They may telephone you to ask additional questions so add your contact details.

The performers should be able to provide you with photographs to send – always ensure that they are clearly labelled with the name of the photographer and/or the owner of the image. You may also want to send an image of your venue and maybe one of your local volunteer group.

Contacts

[You can find contacts for Wales-based newspapers on this website.](#)

[Contacts for Welsh radio stations are listed online here.](#)