



# Get going on...



## Writing Press Releases

Social media marketing is an effective promotional tool, but do not underestimate reaching your target audience through websites, local magazines, and newspapers, local TV and radio shows that your audience may read, watch, or listen to.

A press release may also be known as a “press statement”, a “news release”, or a “media release”. Either way, it is an official statement (written or recorded) that your club issues to the news media and beyond.

### What is news?

The best way to explain this is which of these two headlines grabs your attention more: “Dog bites man” or “Man bites dog”. In other words, you are looking for a “hook”, something out of the ordinary that turns your event into something extra.

This could be achieving record entries, attracting a family of volunteers, signing a new sponsor, raising money for charity or a local town, launching new facilities, or hosting a well-known participant (world champion).

### Writing a news story

Think of a news story being like an upside-down pyramid. As well as the news **hook** you want to get as much important information in at the top as possible. Consider the 5 W's – **who, what, where, when and why**.

For example: The Fishman Gliding Club (who) has attracted World Champion Joe Blue as part of their entry list (hook) for state championships (what) which is the first event since the club opened their new clubhouse in Fishman (where) this weekend (when).

An attention-grabbing **headline** is essential!!!! It's not uncommon for 80% of people to read a headline copy. For this reason, it's important to make sure yours is interesting and highlights the main message of your press release.



Your headline is the first item a busy journalist and your target audience will see. So, make sure your headline captures their curiosity with a headline that highlights the main topic of the release and is something they do not want to miss out on.

To make sure your headline stands out: use action verbs, be specific, and keep it short. Make it interesting!

Add more context with a **subheadline**. While your headline draws the audience in your subheadline gives your audience a better idea of the news you are sharing. Aim to summarise your press release in one sentence. Make sure it supports your headline to entice people to keep reading.

In the **body** of your story include any other relevant information. This may be entry fees for participants, free entry, will there be food and drinks, special guests, or prizes.

Break your body paragraphs using the following principle:

- 1<sup>st</sup> paragraph: state the announcement while providing some context about your club and what it does.
- 2<sup>nd</sup> to 3<sup>rd</sup> paragraphs: should include quotes from the club, and participant, and explain the “why” behind the announcement.
- Last paragraph: should be “about us” section that explains your club and what it offers.

The media will also want a **quote** from someone involved in your event (world champion). Bring your event to life with a quote that reporters can use for context around your announcement.

They may also want a **high-resolution rights-free image** and **contact details**, for further information or to request an interview, so make sure all of this is included in your press release.

It is vital to make your press release look professional, so **proofread** the release and make sure there are no spelling, grammar, or punctuation mistakes.

When you are ready to send it, you can attach it to an email as a PDF.

## Look out for...

Get Going On... *Designing an event flyer*

Get Going On... *Promoting your event*

