

How to...

...put together a Press Release

Some people have a very good 'eye' and some people can turn a phrase. Whatever your strengths are, use them. Everyone approaches drawing up a press release differently, but some pointers may help...

IMPORTANT People don't have much time – so make the press release ...

- Easy to read – s p a c e i s g o o d !
- Concise

Before you actually write anything, ask yourself, 'what is it exactly that I want to communicate?' and identify the uniquely wonderful aspects of your event.

AIDA!

- Get the editor's / reader's **attention**
- Provide the **information**
- Give the **details** (where, when, contact...)
- Inspire the reader to **action**

AN EXAMPLE

Heading	Press Release Big & bold + Embargo if you don't want it published before a certain date
Headline	Grab the editor's attention – be creative! Who? What? When? Where? Why? in the first couple of sentences
Main text	Not too long and end with a strong conclusion Try to make it clear, concise and uncuttable – but they will probably change it however good you make it! Provide a quote from an organiser and/or someone local eg. John Brown, Berrylands resident and organiser of the book sale says: "TTK is the best thing since sliced bread!"
Notes for editors	should come after the story, and include phone and email contacts for further info or comment & website for more info An invitation to the press to attend the event and/or a photo opportunity

"Transition Town Kingston (TTK) is a voluntary community-led initiative addressing the twin challenges of diminishing oil and gas supplies and climate change. TTK seeks to raise awareness of these issues and implement practical projects to reduce carbon dioxide emissions and our dependency on oil. See <http://www.ttkingston.org> for more about TTK."

VISUALS are good. Whether they are graphics or photographs, make sure they are good quality. Poor quality or confusing imagery will detract from the overall effect. Photos need to be sent as separate attachments, clearly captioned with photographer acknowledged.

LOCAL MEDIA

'It's not what you know, but who you know' – get to know the local editors and journalists who are sympathetic to what you are doing. Transition Town Kingston has some contacts and a good track record, so remember to add the ttk logo to your press release, especially if we were active in supporting the event. There are some useful email addresses below, BUT avoid sending an email to them in one go, as they all like to think they have got an exclusive. You can send one email to each group as they share news anyway.

Meet deadlines: most of the local papers come out at the end of the week, so you should get press releases to them by the preceding Tuesday. The local Guardian currently seems to recycle Comet stories about a week later so may need more notice of an upcoming event.

Informer group newskingston@trinitysouth.co.uk
newsrichmond@trinitysouth.co.uk

**Surrey Comet /
Guardian group** newsdesk@kingstonguardian.co.uk;
lrobertson@london.newsquest.co.uk (environmental stories)
newsdesk@surreycomet.co.uk

Radio Jackie news@radiojackie.com

Radio Brooklands suzanne.hunter8@ntlworld.com

**Green Futures
Festival** sam@gfutures.demon.co.uk
info@greenfuturefestivals.org.uk

**Kingston University
Newsletter, The River** therivernewspaper@gmail.com

AND REMEMBER...

'It's all about...timing' – when do you want people to know? Allow plenty of time for people to get the event in their diaries – but not too early or people will file & forget.