



## Templates

# PRESS RELEASE GUIDELINES

- Find out the name of the news/sports editor, as appropriate.
- A press release should be typed on A4 paper and double spaced to allow room for editing. Head it 'PRESS RELEASE' or use pre-printed media information paper if you have it. Put the date at the top and type 'FOR IMMEDIATE RELEASE' if this is the case.
- Check the deadlines for the paper concerned. It is often better to send a release midweek for inclusion the following week, rather than on Monday or Friday.
- Use a factual headline rather than spending ages trying to think of something witty – it will probably be changed anyway.
- The most important information should be in the first paragraph to attract the journalist's attention – this may be all they read before deciding whether to use it or not.
- Introduce the name of the club and identify the age groups and ability levels that are catered for.
- Say what the club offers – training, competition, league play, etc.
- Say where, on what date and at what time the session is taking place.
- Give some brief details about the club – number of members, qualified coaches, etc.
- Type 'ENDS' at the end of the release and add an 'Editor's Note' at the bottom consisting of a contact name and number if the journalist wants more information, and an invitation to attend an event if appropriate.
- If sending photos (which should be in black and white), caption each one and give the name of the photographer or agency.
- Follow up with a phone call to check that the release has arrived.