

Creating a Press Release for Everybody Writes Day

Getting press coverage

If you want to get your event in the local media, there are a few simple guidelines that can help you on your way.

Issuing a press release

A busy journalist will often only read the headline and the first paragraph. So it's important to make it catchy, while including the key facts.

When writing your introduction, think: INTRO

I is for... Interesting: aim to attract attention immediately
N is for... Now /New: make clear that it's happening now/for the first time
T is for... Tight: keep intro to 14 to 20 words or less, keep language simple
R is for... Right: tell the reader who, what, where, when and why
O is for... Outstanding: it has to 'hook' the reader in

Use straightforward language, avoiding slang, clichés or jargon. Make it as personal as possible, with named people and quotes.

Issue your press release early enough to be picked up by journalists who have short deadlines. If you'd like them to send a photographer to your event, two or three days in advance (followed up with a phone call if possible) should be enough time. Include the name and number of someone who can be contacted by the media.

Style guide

- Include a date and type PRESS RELEASE in capitals at the top of the page
- Use at least 1.5 or double line spacing
- Use a bold, catchy headline
- Include a contact name, number and email address
- If you want to include any additional information that you think might be helpful, put in a 'Notes to Editors' section at the end

PRESS RELEASE

Thursday 8th February 2007

Woodmansterne School makes history!

An exciting new project to write a book about Woodmansterne School will bring together a wide range of people from the school community on Monday 12 February.

Members of the school community – past and present – will come to share their fascinating memories of the school.

- Pupils, past and present
- Staff, past and present
- Parents and families
- Local residents

They will join together at Woodmansterne School on Monday 12th February to begin work on this sensational new book - a once-in-a-lifetime opportunity for their stories to be captured and shared with the wider community.

The book will be published in May 2007 and will be sold through the school and local businesses. It is being produced in collaboration with Everybody Writes.

Contact:

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(see overleaf)

(add these notes overleaf)

Notes to editors

For further information please contact: (give the name of the lead teacher on the project, the member of Senior Management Team who is the project representative, or both. Give a direct phone number for each).

The participating school(s) are:

Name and address of school(s) with contact details. If particular local businesses are participating and say it's acceptable for you to publicise their details, you could add those here.

About Everybody Writes

Everybody Writes is a project run in partnership by Booktrust and The National Literacy Trust and funded by the Department for Children, Schools and Families (DCSF).

Everybody Writes offers classroom teachers innovative ideas and practical resources to get primary pupils and secondary students excited about writing. The Everybody Writes approach is about exploring writing beyond the classroom and taking it into the playground, communities and even the workplace. Everybody Writes encourages schools to try out new and interesting ways of initiating writing and to offer their young people a real audience for their writing.