



T3SC Factsheet

Press releases

- A press release needs to be only the length of one sheet of A4
- Make sure you target your journalist and preferably send it to a named person.
- Try and find out the deadlines of the publication you are targeting to avoid it ending up in the bin.
- If sent by email make sure it is not sent as an attachment but within the body of an email as often journalists won't bother to open it.
- Put the headline in the email subject box, not press release as it's obvious it's a press release.

Content Remember KISS

Keep
It
Short
Simple

Also it needs to be:

Timely
Relevant
Unusual
Trouble
Human

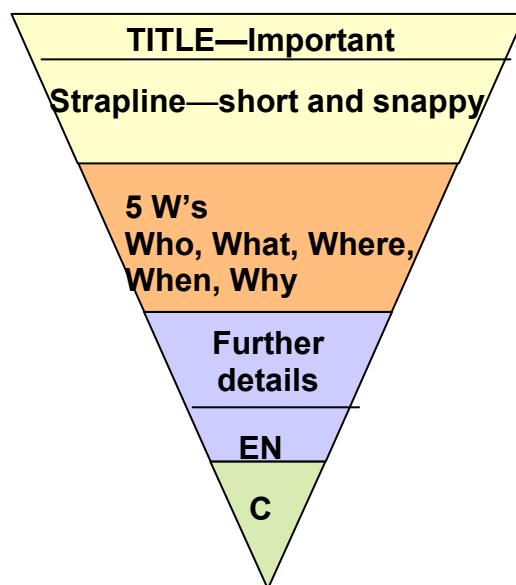
- Start with a bang and aim to make impact
- It needs to be short and in simple snappy language, not vague. Not too much detail.
- A story can only deal with three main points—no more.
- A news story needs to be something new, an event, the first time something has happened or have celebrity participation.
- Try to personalise your story and include quotes.
- Journalists like it as easy as possible - Preferably use 1 and a half spacing and margins so notes can be made on it also use a quite large text.
- You need a hook – something that will catch their attention.
- A good picture is worth a thousand words—if appropriate this could be the majority of your

This upside down triangle is a useful tool for Press Releases. The width of the triangle represents the importance. If the first two boxes catch a journalists attention then you should be fine. The title is important if you can write a short provocative title that tells some of the story that's great.

The 5 W's - Try and keep it human - journalist like stories about people going through hard times and coming out the other side. Quotes are always very good.

EN is the Editors note – link to a website for further information, photos area available and a pack.

C is contact details – don't ever forget these and preferably give two contacts in case the journalist can't



Registered Charity no: 1094744 Company Limited by Guarantee Registered in England No. 4332858

For more information please contact T3SC
Tel: 0161 339 4985, email: info@t3sc.org