

Guide to Writing a Press Release

Local newspapers are great places to publicise your club and its activities. Sports editors in local papers are busy people working to tight deadlines. If you want to get your articles featured you need to make the editor's life as easy as possible and use a format that he or she will understand. This factsheet will help you to understand what a press release is and how to use it.

Top tips for a successful press release

1. **Who, what, when, where, why and how**— Organise your facts. Find answers to questions pertaining to the who, what, when, where, why or also known as 5 Ws of the event, don't forget 'how' either. Remember to date your release distribute it promptly.
2. **Identify your story's angle**— A good story angle must have the following three attributes: It must be the most important fact in your story. It must be timely. It must be unique, newsworthy or contrary to industry norms and trends. This story angle must be presented in the first paragraph as well as the headline of your press release.
3. **Create a catchy headline**— Keep it short, simple and to-the-point. It should convey the key point raised in the opening paragraph in a light-hearted manner that catches the imagination and attention of the reader.
4. **Use the third-person voice**— A press release must be impartial, objective and written from the third person point of view. Draw your conclusions from facts, not opinion.
5. **Provide quotes wherever possible**— Direct quotes will add a authority and realism to your press release and will be favoured by news editors. .
6. **Provide additional background information**— End the press release with an appendix that provides brief background information on the club, as well as who to contact for further information.

The above writing tips are not meant to be an exhaustive guide to writing a good press release. But, it should help you get started on writing a press release yourself. Remember that practice makes perfect and the best way to learn how to write an effective press release, is to observe how cycling news is reported in the cycling press.

Constructing a Press Release

For your press release to be taken seriously, it should conform to the following format:

Separate the sections clearly to make sure that the recipient can access the information that they need effectively. Use something similar to below and stick to a format:

---BEGINS---

Let the journalist know where they should start.

---ENDS---

Let the journalist know where the release finishes.

---NOTES FOR EDITORS---

Extra information about the topic, club, etc., e.g. summary of the club's activities, how long it has been established.

---CONTACT---

Name, title, address, phone number, fax, e-mail and websites address if the journalist needs more information or more quotes.

---SENDER---

Most writers will recognise ##### for as the end of a release. Full contact details so if there are any enquiries the journalist has a contact to get back to.