



Regional Resource Centre  
Ionad Acmhainne Réigiúnach

# PRESS RELEASE GUIDE

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## TIPS AND TRICKS TO WRITING A GOOD PRESS RELEASE



An Roinn Turasóireachta, Cultúir,  
Ealaíon, Gaeltachta, Spóirt agus Meán  
Department of Tourism, Culture,  
Arts, Gaeltacht, Sport and Media



LOTTERY FUNDED



# GETTING STARTED...

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**Who?** Key players - your organisation, who else is involved in the story? Who does your news effect/benefit?

**What?** What's new?

**Why?** Why is it important? What's the key information?

**Where?** Where is this happening?

**How?** How is it happening?

A press release should have details in short, punchy sentences with an attention grabbing heading. Don't worry if it takes you a while to get inspired or find it difficult to get the words right, keep trying with the aim to get key points and benefits across.

## Quick tips

- 25 words in length per sentence
- Be factual, short, concise but paint a picture for the reader
- If you get the news content right, with the publications style you can effectively get the story across





## KEEP YOUR AUDIENCE IN MIND

Consider your target audiences (view our Reaching and maintaining audiences resource). The readers of different publications vary, so you should write different versions of each release for the different audiences you are targeting. Use language which is clear and concise and the type the audience will clearly understand.

## KEEP IT SHORT & SNAPPY

In an effective press release, you need to get your points across in just a few sentences and avoid lengthy, 'waffley' language. The first paragraph should include all need-to-know information e.g date, time, location. The second paragraph expands on the first with more detail, with the 3rd paragraph including a credible quote and the last will tie everything together with final information perhaps containing funder info for example.



## STRUCTURING THE PRESS RELEASE

- **Timing:** Is the release immediate or for embargo? Embargo refers to a later date which allows journalists to contact you for further information if needed.
- **Title:** The title of your press release should be attention grabbing and encourage your reader to read on.
- **Ending the release:** Signal the ending of your press release by putting "ENDS" in bold. You can then include, "For further information please contact..." with details of the relevant person. You can also include a 'Notes to the editor' section with even further information such as background of CCÉ, your branch, and photos/promotional materials if available

# WHO SHOULD YOU SEND THE PRESS RELEASE TO?

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Be sure to do your research into press and media when sending your release. You can target any or all of the following;

- Local press (to your branch/event locality)
- Specialist press (read by people who will benefit from the news in the release)
- Consumer press
- National press (if it's relevant).

Also keep in mind deadlines and working patterns for papers etc.

