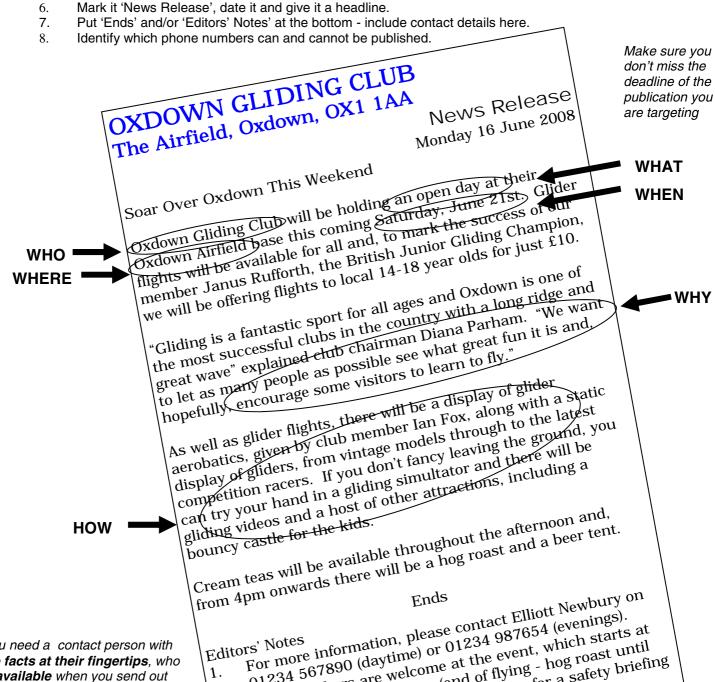
HOW TO WRITE A NEWS RELEASE

- 1. Collect the facts - WHO is doing WHAT, WHERE, WHEN, WHY and HOW. 2.
- 3.
- Begin with a short, relevant paragraph to attract the journalist's (and the reader's) attention. Always start with the WHO, WHAT, WHERE and WHEN first. Add the WHY and HOW later. Do a first draft, avoiding jargon. Then cut unnecessary words. 4.
- Type it on one side of A4 letterhead no more!
- 5.
- Mark it 'News Release', date it and give it a headline.



You need a contact person with the facts at their fingertips, who is available when you send out the release and for the event itself, and who is happy to be named. interviewed, quoted and, perhaps, photographed,

Remember: Keep a note of the name and contact details of any journalists who respond and to ask when their coverage will be printed or broadcast. By all means ask them to send you a copy, but don't be surprised if they don't.

- or more mormation, prease contact Emon Newbury Con 1234 987654 (evenings). Photographers are welcome at the event, which starts at Editors' Notes
- rinologiaphiers are welcome at the event, which stars at 1200 and runs until 5pm (end of flying hog roast until 1200 and runs until 5pm (end of flying for a cafety briefit late) but must report to the club office for a safety briefing Complimentary flights for reporters/ photographers are 2.

before going on to the airfield.

- avanable if booked in advance.

 If the weather is unsuitable, the event will be postponed available if booked in advance. until the following Saturday, June 28th.
- 3. 4.

This news release is (just about) fine as it is - but can you find three ways to make it better?