

HOW TO WRITE A NEWS RELEASE

1. Collect the facts - **WHO** is doing **WHAT**, **WHERE**, **WHEN**, **WHY** and **HOW**.
2. Begin with a short, relevant paragraph to attract the journalist's (and the reader's) attention.
3. Always start with the **WHO**, **WHAT**, **WHERE** and **WHEN** first. Add the **WHY** and **HOW** later.
4. Do a first draft, avoiding jargon. Then cut unnecessary words.
5. Type it on one side of A4 letterhead - no more!
6. Mark it 'News Release', date it and give it a headline.
7. Put 'Ends' and/or 'Editors' Notes' at the bottom - include contact details here.
8. Identify which phone numbers can and cannot be published.

Make sure you don't miss the deadline of the publication you are targeting

OXDOWN GLIDING CLUB
The Airfield, Oxdown, OX1 1AA

News Release
Monday 16 June 2008

Soar Over Oxdown This Weekend

WHO → Oxdown Gliding Club
WHERE → Oxdown Airfield base
WHAT → an open day at their Glider
WHEN → Saturday, June 21st
WHY → to mark the success of our member Janus Rufforth, the British Junior Gliding Champion, we will be offering flights to local 14-18 year olds for just £10.

"Gliding is a fantastic sport for all ages and Oxdown is one of the most successful clubs in the country with a long ridge and great wave" explained club chairman Diana Parham. "We want to let as many people as possible see what great fun it is and, hopefully, encourage some visitors to learn to fly."

As well as glider flights, there will be a display of glider aerobatics, given by club member Ian Fox, along with a static display of gliders, from vintage models through to the latest competition racers. If you don't fancy leaving the ground, you can try your hand in a gliding simulator and there will be gliding videos and a host of other attractions, including a bouncy castle for the kids.

Cream teas will be available throughout the afternoon and, from 4pm onwards there will be a hog roast and a beer tent.

Ends

Editors' Notes

1. For more information, please contact Elliott Newbury on 01234 567890 (daytime) or 01234 987654 (evenings).
2. Photographers are welcome at the event, which starts at 1200 and runs until 5pm (end of flying - hog roast until late) but must report to the club office for a safety briefing before going on to the airfield.
3. Complimentary flights for reporters/ photographers are available if booked in advance.
4. If the weather is unsuitable, the event will be postponed until the following Saturday, June 28th.

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.

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