STATE WHAT THE ITEM IS I.E. PRESS RELEASE/PHOTO OPPORTUNITY ETC

STATE WHETHER FOR IMMEDIATE RELEASE OR EMBARGO DATE

DATE

SHORT HEADLINE - WHICH SHOULD ENGAGE THE READER AND CONVEY THE ‘HOOK’
(This is often centred and should be in bold/larger point size)
- If you are stuck, try looking at headlines from various newspapers and magazines to get a sense of an “eye catching” headline

CORE RELEASE Lay out clearly, ranged left, using an appropriate font at 1.5 line spacing if desired. Aim to keep to one side A4 overall but at least for the core information.

OPENING SENTENCE – SUMMARISE THE MAIN STORY OR HOOK IN THIS FIRST SENTENCE.

OPENING PARAGRAPH – SHOULD PRECIS THE RELEASE GIVING ALL THE KEY POINTS OF THE STORY

FOLLOWING PARA(S) – EXPANDS ON THE TOPIC
- Include details of the event

INCLUDE A QUOTE OR TWO - FROM A RELEVANT SPOKESPERSON OR GROUP
- Either from your Branch or Headquarters
- This should not be a long quote, but a few lines that will help promote the event/opportunity and sum up the initiatives of the Society

NOTES TO EDITORS – INCLUDE ONE OR MORE SHORT PARAS COVERING BACKGROUND DETAILS E.G. INFO ON RSCDS/BRANCH/GROUP/EVENT/RESEARCH
- Are there are any special instructions (or perhaps perks for press) – eg what time to arrive for the stunt or where they will have photo opportunities, etc?
- Give a rough itinerary or outline programme of the event (if applicable)
- If there are children present you should mention this and explain any permissions
- Include a link to your website or social media / address and organisational phone number

CONTACT DETAILS - MAKE CLEAR WHO CAN BE CONTACTED FOR MORE INFORMATION. PREFERABLY HAVE TWO NAMED CONTACTS AND GIVE MOBILE NUMBERS – MAKE SURE THESE PEOPLE WILL BE AVAILABLE AND KNOWLEDGEABLE ABOUT THE STORY