

Framework for media releases

Heading: a simple label to identify the content

Opening paragraph – or ‘intro’

- Summary of the story in one or two sentences
- Think of what you’d tell your Gran if you only had two sentences to do it

The rest of **who, what, why, where, how**

A quote. Think of a couple of sentences you could hear yourself saying. Who should say this?

- Ends -

Date

More information from: name, telephone number, email and any other contact details (perhaps link to the relevant page of a website?)

Notes to editors: appropriate if there is background material which will help journalists to see the context. For instance, you might want to talk about the history of your organisation and its successes, or summarise the background to your campaign.

Photo-opportunity: your release may give a time and date for a photo-opportunity, and even suggest ideas for staging a great picture. Or invite news editors to call you to fix one if you can be flexible about arrangements.

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