What to include in a news release

If you want your event or campaigning to be successful, you need to attract attention and get others involved. This is where the media can come in handy, but there are some important conventions to remember when sending them a news release:

Date

The date you are sending the news release out.

Contact details

Journalists need contact information, including a mobile phone number.

Headline

Use a verb in short headlines – ideally five words - to promote action e.g. ‘Local event attracts big names’.

First Paragraph

Keeping with journalistic conventions, the first paragraph should sum up the whole story – if not the reader may lose interest.

Body of text

In the rest of the article you can expand and provide specific details. The release should add further details on the group/individual involved, with a quote and possible local peg.


These are the five W's of journalism – the key information of your news release so check and double check that this information is correct

Invitation to the media

If you want the media to attend your event, provide details of where, when and how to get there. Also be sure to include your contact details again.

Notes to the editor

To make it easier for journalists, include some background information and facts – for example you could include some information about War on Want and our campaigns – or select some facts or information from our research which relate to your story and journalists might want to include in their stories.