



[Release date] 'Immediate release' or 'Under embargo until e.g. 00.01am on Monday 12th February 2018'

**[Headline] Factual summary of what the press release is about.
Your story or 'hook.'**

[Sub heading] One sentence or two or three bullet points summarising why your event or story is important. Adds extra depth to your headline, but should not repeat this e.g. who is involved or why is this important?

[Summary paragraph / top line] A few short lines sentences that include all the most important information a journalist will need; who, what, where, when, how and why. No more than 25 words for opening paragraph.

[Second paragraph] Second paragraph adds more detail about your planned event or story. You can provide further details about what will happen, who else is involved or how and why your project came together for example. If pitching to broadcast media, can also explain what the event will look like visually.

[Quotes] 1 – 2 concise quotes from key people, unless it is a very compelling personal story. This could include event organisers, local refugees, volunteers or community leaders. Use this to promote key Refugee Week messages – your words will not be altered, but could be cut down. Example: 'Toni Soni, Centre Director at CRMC said: "The theme of"'

[Content continued] Look back through content and check you have covered the who, what, where, when, how and why. Extra detail on what is happening. If a journalist is struggling for space, this is the section they will cut first, so don't include any essential information.

/ENDS (So that journalist knows where press release finishes)

Press contact: Add details of who to contact at your organisation about this. Also include Refugee Week national press contacts (but let us know): Niall Mann / 07788973474 / niall.mann@imix.org.uk

Background: Further detail on Refugee Week and the organisation or group hosting the above event. Include website or social media links if appropriate.



Refugee Week Conference 2018

Engaging local media: General tips for writing and pitching a press release

- Keep sentences simple and concise. Don't use acronyms without putting their meaning in brackets the first time you use it – e.g. JCWI (The Joint Council for the Welfare of Immigrants). If a journalist doesn't understand something, they won't read and won't use.
- Don't attach your press release to an email. Copy into the bottom of an email. It's easier for a journalist to copy and paste and your headline will immediately be seen when they open your email. Include a short message above the release addressed to the journalist.
- Ensure email subject line stands out. For example: "NEWS: Refugees raising money for Coventry's homeless"
- Ensure font is consistent and easy to read. Use double spacing and ensure paragraphs are short and spaced. Use clear and simple formatting.
- **Organisation holds event** = NOT NEWS! What is your 'hook' or story? Do you have a person of interest attending? Do you have a particularly captivating human story? Is there a national or international event it links to?
- Consider meeting your friend for a catch up coffee who has little interest or knowledge about what you do. What is the first thing you would say to them to interest them? Good start for your 'hook.'
- Research journalist beforehand. Have they written about this subject or type of event before? That can be part of your pitch.
- Tell your story in time. Send out an event diary note at least one month before. Follow up with a press release a minimum of two weeks before.
- Make it easy for the journalist to cover. If you have a great story and all the information easily accessible, in most cases your piece will get used. Journalists are extremely busy, so any help you can give them will be used.