

PRESS RELEASE

Headline: think of a clear, catchy title, no more than six words long, that's punchy, to the point and tells the reader exactly what your story is about.

The first paragraph: should grab the reader's interest and summarise the whole story. Ask yourself if it would stand alone if nothing else were published. If not, then try again.

The five Ws: Who, What, Where, When, Why? Re-read what you have written and ask yourself whether those questions have been answered.

Include a quote: these can be used to add interest – but make sure that they add to your point and don't just give a random statement. Make sure that you include the name of the person who said it and always put quotation marks around quotes.