Press Release Template

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| Community Council Headed Paper  To all News Editors  For Immediate Release/Embargo – Day of Week, Date, Time.  **Short Heading Like This**  Make these first few words count. Write short sentences.  Keep the second paragraph short and succinct, but directly describing the subject. Then communicate the broader story of why the subject matters, and where the future of it lies or perhaps the reasoning behind it.  Where possible include a quote from the relevant person. Use full name and job title: Jimmy Brown, Community Council Secretary or Mary Brown, chairperson of [insert name] Community Council. This is preferable to the anonymous spokesperson.  It is difficult to stipulate an exact length of press release – but try to keep it to one page. Some topics will demand more space than others. But as a rule keep the press release short and concise. If you need to include background information do this on a separate sheet- perhaps a series of bullet points headed  *Notes for News Editors.*  Further information from:  **Your first name and surname**  **Your Community Council title**  **Your Tel No**  **Photo Opportunity Information** |