



NATIONAL CAREER DEVELOPMENT WEEK

"Get excited, get involved and get results!"

Get the life you Love!

PRESS RELEASE

<<Place your organisation logo here>> <<Place the NCDW Registered Event logo here>>

Press Release

SUBJECT LINE

Note - The subject line and heading must be compelling and provide an angle to the story and are most times the same. (see Heading below).

NEWS RELEASE

Note - 'News Release' needs to be clearly stated to identify the nature of the document.

FOR IMMEDIATE RELEASE

Note - State when the news release is available for use. If the news release can be used immediately, use the term 'For immediate release'. If you need to time the release or place an embargo on it, clearly mark as 'EMBARGO. Not for release before TIME, DATE'. Note that editors do not look favourably on an embargo.

RELEASE DATE

Note - very important as it states when the news release was sent.

HEADING - ORGANISATION NAME

Note - For heading notes, refer to subject line above. Add the organisation's name so the source can be identified.

PARAGRAPH LEAD

Note - This information should use the formula of answering WHAT happened; WHERE it took place; WHY it occurred; HOW, WHEN, and to WHOM. The answers to these questions will make the lead easier to write. An editor may not read beyond the lead paragraph so it is essential that it contains all the relevant information. It may help to remember this rhyme:

'I have six friends who serve me true. Their names are WHAT and WHERE and WHY and HOW and WHEN and WHO.'

BODY COPY

Note - Each paragraph of a news release is less important than the one before it. This is called the inverted pyramid.

Each paragraph must be self-contained.

The final paragraph should summarise the background or the organisation or individual.

Trade papers will often accept a feature story in its entirety. Select how you want to tell the story, such as whose story it is and how you are going to reveal information.

ENDS

Finish off the copy with 'Ends'.

CONTACTS

Details of your media contact person for further information, including name, email address, website address and business and after hours contact details. Journalists prefer the phone and work all hours.

SOURCES [IF ANY]