**Writing a Press Release**

There is an accepted format for press releases which you should try to stick to. **See the annotated example press release on page 2 for how to format your press release.**

Here are a few tips and explanations:

**“For immediate release: [today’s date]”** – Your release will always start with this to tell journalists that they can publish any of the information or quotes in your release as soon as they receive it. Make sure your release has the correct date on it!

**Title –** Keep it short and snappy. If you are responding to something that’s happening externally, make sure you clearly reference that in your title, e.g. “Government publishes Environment Bill – Friends of the Earth reaction”.

**First paragraph** - In the first paragraph quickly summarise why you are sending a press release. It might be something like “Today local campaigners hosted a meeting on climate change”, or handed in a petition, or planted 300 trees. Explain the bare facts of what happened. Think about the five ‘W’s – who, what, when, where and why?

**Quote –** The quote is the section that is most likely to be used by a journalist.

Begin by giving the full name and title/ role within group of the spokesperson. Make sure that your quote is clearly defined by quotation marks.

The trick to quotes is to make them sound like a person speaking. To do this, short sentences using emotional language is best to really make that heart-felt message come across. If you are not sure how ‘authentic’ it sounds, read it aloud and see if it sounds like a person speaking aloud, because it should.

**And finally,** - You can end a release with some more information, or the CTA (call to action), which might be a link to a petition or further information.

**ENDS –** After the full body of your press release always include the word ENDS in capital letters. This tells the journalist that the able-to-be quoted part of your release has ended.

**Contact details –** Always provide the contact information of whoever will be managing press inquiries, and make sure they are aware and ready to receive calls or emails.

**Editor’s notes** – Editor’s notes are not essential but can be used to place additional info that a news desk might need. That might be a source for a fact or quote that you included in your press release from somewhere else.

Here you can also include your “boilerplate,” with background information about your group. For example Friends of the Earth local action group Walsall was started in 2019 in response to the need for…

Usually this section is a smaller type to the body of the release and is separated by numbers.

Friends of the Earth press release

For the title use size 14 font, centred.

Use the name of your group.

For immediate release: Monday 29 July 2019

**Earth overshoot day: resources used faster than they can be replaced**

Today (29 July) marks the date that all of earth’s natural resources will be used up for the year – overshooting what can be replenished by more than five months. Friends of the Earth warns that we must “think again about how we consume” as the campaigning group outlines the solutions needed to delay this date. Last year it fell on August 1 and the year before on August 3.

In the first paragraph quickly summarise why you are sending a press release.

Aaron Kiely, Friends of the Earth climate campaigner, said:

“Earth’s resources are finite, and we are in a climate emergency. Today is a warning about how wrong we are currently getting things because this isn’t an overdraft we can dip into and pay back. We know what the solutions are so it’s time to be hopeful and bold and grab the opportunity to make a positive difference while we still can.”

The second paragraph is your quote. Keep it short and conversational.

Friends of the Earth implores the UK government to adopt a Climate Action Plan by 2020, and:

* Aim for 100% clean energy
* Invest in green and affordable transport
* Double tree cover to tackle climate change and support nature
* Ban fracking and stop using dirty fuels
* Fund huge scale insulation and eco-heating schemes
* Stop backing harmful infrastructure – like airport expansion
* Pay our fair share to help vulnerable countries

You can use this section to include some more information or the call to action, such as a link to a petition.

Aaron Kiely concluded:

“We have to think again about how we consume. Large-scale political intervention is desperately needed, but as individuals there’s things we can do: stop buying what we just don’t need, make things last, insulate our homes, and collectively stop digging ourselves into ecological debt.

“We need this date to become December 31 because we only have one planet and we are gobbling up what can be replaced too quickly, it’s why we need to #movethedate and not overshoot the resources earth gives us."

This word is quite important. It indicates that the able-to-be-quoted section is now over.

**ENDS**

**For further information please contact the Friends of the Earth press office on 0207 566 1649/07718 394786 (out of hours – please do not text this number) or by emailing** **media@foe.co.uk****.**

**Editor’s notes:**

Make sure you include your name, email and phone number.

1. More information from the Global Footprint Network here: <https://www.footprintnetwork.org/>
2. Friends of the Earth is an international community dedicated to the protection of the natural world and the wellbeing of everyone in it. We bring together more than two million people in 75 countries, combining people power all over the world to transform local actions into global impact. For more information visit: <https://friendsoftheearth.uk/> follow us at @friends\_earth, or like our Facebook page.

This is where you place additional info that a news desk might need.

You can also include your “boilerplate,” about your group.