

Templates and Examples

Template

Short, snappy attention seeking headline
sub headline (optional)

Release date details

The lead paragraph needs to include the Who, What, When, Where, Why.

Main body should develop from the lead paragraph

Have a newsworthy quotation from someone relevant next

Develop the information

Another quotation to help drive the message home

Any further development

~ends~

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Press contact: name, email, phone number, (mobile number)

Details of where further information can be found and how to obtain pictures to illustrate the news..

An annotated release using the template

Buckingham Palace goes under marshal law. *Headline*
Queen welcomes motorsport marshals *sub headline (optional)*

For immediate release This lets the press know they can publish immediately.
or

Embargoed until 12:00 noon Monday 3rd July This gives a time and date before which the press should not publish the information

The lead paragraph needs to include the Who, What, When, Where, Why.

Buckingham Palace [where] will host over 100 motorsport marshals on Easter Sunday [when] as the Blackheath-based Marshals Association [who] has its first ever 'Meet the Queen' dinner party [what] designed to stimulate Royal interest in motorsport [why].

Main body should develop from the lead paragraph

HRH Her Majesty the Queen will meet men and women dressed in orange as the culmination of three years work by the Blackheath club to bring motorsport marshalling to the most prestigious of audiences. A lavish dinner party with the Queen and Prince Phillip as guests of honour will be followed by select club members giving speeches, showing slides and even giving demonstrations of what they do at motorsport events.

Have a newsworthy quotation from someone relevant next

"This event will be something that has never been done before and something which should provide a hugely entertaining day for both club members and HRH the Queen," says Marshals Association President, Guy Knieves. "We have even had a special pair of marshalling overalls made to present to the Queen and Prince Phillip and we're sure a royal awareness will bring a real benefit to the hard working marshals all over the country."

Develop the information

The Marshals Association was formed in 1976 and can boast one of the strongest memberships of marshals in the country. Members volunteer at motorsport events including the British Grand Prix and the British Motorcycle Grand Prix which would be unable to take place were it not for the volunteers.

Another quotation to help drive the message home

"We will be showing slides of our members in action at all the events we've attended over the last twelve months," says Knieves. "Over a year our club members help ensure over a hundred motorsport events run smoothly and safely and that's something we want to really shout about."

Any further development

Marshal Association members who will attend the Meet the Queen dinner party have been determined by the amount of events they attended in 2005 and they will travel to Buckingham Palace in two specially liveried motorsport coaches. The club is promoting the build-up to the day on its website – www.marshalsmeetthequeen.co.uk.

*~ends~ signify the release is over, anything after this is **not** for publication.*

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Press contact: Eric Bead - eric@bead.co.uk. 01234 567890.

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What to try for and what not to try for.

Two press releases for the same fictional event are reproduced below.

For immediate release Friday 22nd May.

Budding race drivers invited to speed in Marlott. Fast and Furious Saturday in store.

Despite the newly implemented traffic calming scheme and the presence of the local traffic police, Marlott village in Dorset will reverberate to the sounds of race cars at illegal speeds on the 5th of June as the Slow and Dirty Marshal Club holds its 'Marlott Annual Motorsport Extravaganza' with the highlight of a one hour radio controlled car race for charity in and around the village hall.

Now in its tenth year, and promising entries from countries as far a field as Brazil, the 'Slow and Dirty Hour' features petrol-engined radio-controlled cars capable of speeds over the 70mph maximum speed limit on UK motorways with the race as the highlight of a day of motorsport-based activities.

"It's the tenth year of the Annual Motorsport Extravaganza and it's certainly going to be the best," says Ivor Carr, chairman of the Somerset and Dorset based Slow and Dirty Marshal Club, which has over 200 members. "It started as an idea at our Christmas party and it has grown tremendously ever since. This year we have entries from 30 overseas teams to take on our national and local squads."

Gates open at 10.30 am with tickets a very reasonable £2 on the door, with grand standing space around the 500 metre track thrown in for free. Spectators will be able to learn all about the different disciplines of motorsport marshalling as Slow and Dirty Marshal Club members put on displays of the duties they perform at events all around the United Kingdom.

"I have marshalled at 30 British Grands Prix and met people like Stirling Moss and Nigel Mansell," says the club's oldest member, Barry Oldman. "Our race is run according to the same rules and procedures as we use on the real sized events so it gives people a real insight into marshalling as well as making for a bloody good day out."

There will be food and drink on offer, a collection of rare and interesting road and race cars, a raffle and even the chance to drive a radio-controlled car on the track in the build-up to the race. A crèche is available and there will be facilities for the old and infirm.

"We've made sure this is a day for all the family," says Ivor Carr, who is also the bank manager of the Marlott branch of Moneybank. "Even if you've never been to a motorsport event before you're sure to enjoy Marlott's Annual Motorsport Extravaganza."

Proceeds from the day will be split between the Marlott Village Hall Fund and the Old Marshals Retirement Club and the Marlott Echo will be there to photograph all the action which will be seen in the 11th June issue.

~ends~

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Press contact: Ivor Carr. Email ivor@carr.com. Telephone 01267 334455. Mobile: 07888 666444.

For further information please visit our website - www.slowanddirtymarshals.com – high resolution images available for copyright-free download.

Marshall Club day in Marlott

This year's club day will be at the usual venue in Marlott but the entry fee has risen to £2 to cover the additional expense of tea and coffee. There will be the same usual cars on show although James Robert's Bentley probably won't make it this year, we'll have to see if the restoration is finished in time!

Club marshals will be setting up from 7am but the public will be let in from 10.30 after buying their tickets on the door (please bring the correct change as we can't guarantee to be able to change notes).

Proceeds will go to the village hall and the retirement club and there will be the radio-controlled car race, this year organised by Jeff Harris, neighbour of Harry Hughes who has organised and been chief marshal for the race for the last three years.

The day will be split up with displays by the club from most of our members and the raffle will feature prizes donated by members (we would still like anyone with prizes to get in touch with us, through Jeff Harris).

"It is a privilege for me to organise our club's day again," says chairman Ivor Carr. "I was very happy to be asked and thank everyone in the club for putting their faith in me. I must thank the committee for helping me get everything together and for everyone's hard work in putting everything together. Lets hope there is a good turnout and the weather stays fine."

We also have a new website which should be ready before the club day – fingers crossed – and there will be lots of other activities and club members to talk with. Anyone wanting to know more can call Ivor on 01267 334455 between 6.30 pm and 9.30pm or call in to the bank if he's not too busy. If you can't get hold of Ivor, Jeff should be around although he is busy organising the race as there's teams from abroad. Jeff can usually be contacted on 07833 234221 but the mobile reception isn't too great where he lives – time to move Jeff!

Hopefully the paper will be there taking photos like last year, there were some very funny picture of the club members pushing the radio controlled cars off the track. If we get a good turnout it will be a fine day at the village hall.

~ends~

The differences between the two releases

For immediate release Friday 22nd May.

Budding race drivers invited to speed in Marlott. **Fast and Furious Saturday in store.**

Despite the newly implemented traffic calming scheme and the presence of the local traffic police, Marlott village in Dorset will reverberate to the sounds of race cars at illegal speeds on the 5th of June as the Slow and Dirty Marshal Club holds its 'Marlott Annual Motorsport Extravaganza' with the highlight of a one hour radio controlled car race for charity in and around the village hall.

Bringing in the topic of the new traffic calming scheme relates the day to what was no-doubt a hotbed of local debate.

Now in its tenth year, and promising entries from countries as far a field as Brazil, the 'Slow and Dirty Hour' features petrol-engined radio-controlled cars capable of speeds over the 70mph maximum speed limit on UK motorways with the race as the focal point of a day of motorsport-based activities.

Here the international contingent being brought to the locality is brought to the fore. The implication is implicit; if it's good enough for people to come from Brazil to attend it's good enough for the Smith family to walk down the street.

"It's the tenth year of the Annual Motorsport Extravaganza and it's certainly going to be the best," says Ivor Carr, chairman of the Somerset and Dorset based Slow and Dirty Marshal Club, which has over 200 members. "It started as an idea at our Christmas party and it has grown tremendously ever since. This year we have entries from 30 overseas teams to take on our national and local squads."

Using a quote nice and early in the release personalises the news and the quote itself is giving details as well as enticing people to come.

Gates open at 10.30 am with tickets a very reasonable £2 on the gate. Grand standing space around the 500 metre track is thrown in for free. There'll be an element of education too as spectators old and young will be demonstrated all the different disciplines of motorsport marshalling as Slow and Dirty Marshal Club members put on displays of the duties they perform at events all around the United Kingdom.

Simple details – opening time, cost. Grand standing space is just a more interesting way of saying you'll be standing to watch the race.

"I have marshalled at 30 British Grands Prix and met people like Stirling Moss and Nigel Mansell," says the club's oldest member, 86 year-old Barry Oldman. "Our race is run according to the same rules and procedures as we use on the real sized events so it gives people a real insight into marshalling as well as making for a bloody good day out."

A second quotation from a club member who has something interesting to say, and also illustrates the appeal to older potential members by his age itself.

Free food and drink will be on offer to savour whilst admiring the collection of rare and interesting road and race cars. A raffle will have a selection of 'money-can't-buy' prizes

and there will even the chance to drive a radio-controlled car on the track in the build-up to the race. A crèche is available and there will be facilities for the old and infirm.

This further outlines what's on offer giving more reasons for people to come and less reasons for them not to come.

“We’ve made sure this is a day for all the family,” says Ivor Carr, who is also the bank manager of the Marlott branch of Moneybank. “Even if you’ve never been to a motorsport event before you’re sure to enjoy Marlott’s Annual Motorsport Extravaganza.”

Another upbeat quote selling the event, with additional relevant detail of Mr. Carr.

Proceeds from the day will be split between the Marlott Village Hall Fund and the Old Marshals Retirement Club and the Marlott Echo will be there to photograph all the action which will be seen in the 11th June issue.

The charity angle and the newsworthiness illustrated by the paper attending (having been graciously invited by the club).

~ends~

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Press contact: Ivor Carr. Email ivor@carr.com. Telephone 01267 334455. Mobile: 07888 666444. *One press contact with alternative contact methods.*

For further information please visit our website - www.slowanddirtymarshals.com – high resolution images available for copyright-free download. *Point of further information as well as pictures for the newspaper / magazine to use making it easy to publish the release.*

Marshall Club day in Marlott

This year's club day will be at the usual venue in Marlott but the entry fee has risen to £2 to cover the additional expense of tea and coffee. There will be the same usual cars on show although James Robert's Bentley probably won't make it this year, we'll have to see if the restoration is finished in time!

This introductory paragraph assumes far too much knowledge on the behalf of the reader and does not deliver a clear message to the audience. Which club? Where is the usual venue? Do people need to be told the price has gone up to cover tea and coffee? Do people need to be told it's more expensive than last year as it's such a reasonable price in any case? James Roberts Bentley is totally irrelevant to the audience the club would want to be attracting to the event.

Club marshals will be setting up from 7am but the public will be let in from 10.30 after buying their tickets on the door (please bring the correct change as we can't guarantee to be able to change notes).

This sends a mixed message of when the event starts – marshals being there at 7am should be an internal communication and not for external release. Whilst the issue of change may have come up within club discussions about the event you don't want to be giving people reasons not to come in a release!

Proceeds will go to the village hall and the retirement club and there will be the radio-controlled car race, this year organised by Jeff Harris, neighbour of Harry Hughes who has organised and been chief marshal for the race for the last three years.

Insufficient details of the village hall or the retirement club if this is an area you deem newsworthy and the change of the radio controlled car race chief marshal after three years isn't fantastically newsworthy.

The day will be split up with displays by the club from most of our members and the raffle will feature prizes donated by members (we would still like anyone with prizes to get in touch with us, through Jeff Harris).

Most people would be very far from excited by the prospect of the raffle that currently has no prizes...

"It is a privilege for me to organise our club's day again," says chairman Ivor Carr. "I was very happy to be asked and thank everyone in the club for putting their faith in me. I must thank the committee for helping me get everything together and for everyone's hard work in putting everything together. Lets hope there is a good turnout and the weather stays fine."

The quote here doesn't do anything to sell the event, just thanks the club and hopes for good weather...

We also have a new website which should be ready before the club day – fingers crossed – and there will be lots of other activities and club members to talk with. Anyone wanting to know more can call Ivor on 01267 334455 between 6.30 pm and 9.30pm or call in to the bank if he's not too busy. If you can't get hold of Ivor, Jeff should be around although he is busy organising the race as there's teams from abroad. Jeff can usually be contacted on 07833 234221 but the mobile reception isn't too great where he lives – time to move Jeff!

A release should only deal in definite events – if there's a doubt about the website don't publicise it. Contact details shouldn't appear in the release unless it's a single easy contact. Press contact details should never appear in the midst of the release itself.

Hopefully the paper will be there taking photos like last year, there were some very funny picture of the club members pushing the radio controlled cars off the track. If we get a good turnout it will be a fine day at the village hall.

Again, there's nothing definite and nothing selling the event here.

~ends~

Thankfully.