

Writing a press release

- 1 Ensure the text is sufficiently long. 1000 words is better than 250.
- 2 Convey the key facts early on:
 - a. Who is it about?
 - b. What happened?
 - c. When did it take place?
 - d. Where did it occur?
 - e. Why did it happen?
- 3 Check that your facts are accurate.
- 4 Avoid institutional waffle, academic jargon, and cliché.
- 5 Always tell a story.
- 6 Include photographs if they are professional standard.
- 7 Include the text in the body of the email.
- 8 Tailor your press release – avoid sending identical text to diverse publications.

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Resources

Many of the points itemised overleaf are explained in detail in Alex Singleton, *The PR masterclass* (John Wiley & Sons, 2014).

In 'A scientist's field guide to the media' (*Cool green science* blog, 4 March 2015) Colin Shanley explains how to develop a scientific story for a non-technical audience: <http://blog.nature.org/science/2015/03/04/>.

About Frontinus

We help engineers with pitches, presentations, papers, reports, documents, and publications.

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