

RSCDS LOGO PLUS  
BRANCH/GROUP LOGO - IF  
USED

STATE WHAT THE ITEM IS I.E. **PRESS RELEASE/PHOTO OPPORTUNITY** ETC

STATE WHETHER **FOR IMMEDIATE RELEASE OR EMBARGO DATE**

**DATE**

**SHORT HEADLINE** - WHICH SHOULD ENGAGE THE READER AND CONVEY THE 'HOOK'

(This is often centred and should be in bold/larger point size)

- If you are stuck, try looking at headlines from various newspapers and magazines to get a sense of an "eye catching" headline

**CORE RELEASE** Lay out clearly, ranged left, using an appropriate font at 1.5 line spacing if desired. Aim to keep to one side A4 overall but at least for the core information.

**OPENING SENTENCE** – SUMMARISE THE MAIN STORY OR HOOK IN THIS FIRST SENTENCE.

**OPENING PARAGRAPH** – SHOULD PRECISE THE RELEASE GIVING ALL THE KEY POINTS OF THE STORY

**FOLLOWING PARA(S)** – EXPANDS ON THE TOPIC

- Include details of the event

**INCLUDE A QUOTE OR TWO** - FROM A RELEVANT SPOKESPERSON OR GROUP

- Either from your Branch or Headquarters
- This should not be a long quote, but a few lines that will help promote the event/opportunity and sum up the initiatives of the Society

**NOTES TO EDITORS** – INCLUDE ONE OR MORE SHORT PARAS COVERING BACKGROUND DETAILS E.G. INFO ON RSCDS/BRANCH/GROUP/EVENT/RESEARCH

- Are there any special instructions (or perhaps perks for press) – eg what time to arrive for the stunt or where they will have photo opportunities, etc?
- Give a rough itinerary or outline programme of the event (if applicable)
- If there are children present you should mention this and explain any permissions
- Include a link to your website or social media / address and organisational phone number

**CONTACT DETAILS** - MAKE CLEAR WHO CAN BE CONTACTED FOR MORE INFORMATION. PREFERABLY HAVE TWO NAMED CONTACTS AND GIVE MOBILE NUMBERS – MAKE SURE THESE PEOPLE WILL BE AVAILABLE AND KNOWLEDGEABLE ABOUT THE STORY