



CITY REGION FOOD SYSTEM TOOLKIT

Assessing and planning resilient and sustainable city region food systems

Template: Press release

Brief description	This document contains a template for a press release and some basic tips on writing an effective press release and conducting media interviews.
Expected outcome	Project teams can produce their own press releases, enabling them to make effective, targeted announcements and manage related media interviews.
Expected output	Press releases
Scale of application	Project level
Expertise required	Research
Examples of application	
Year of development	2022
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Relevant CRFS Handbook modules; related tools, examples and activities	Action planning module

Full description and justification

This document contains a template for the project team to write their own press releases, and some basic tips on writing an effective press release and conducting media interviews.

Adhering to the template will enable the project team to make effective, targeted announcement that capture the attention of media outlets, leading to coverage.

1 Press release

[Organization logo]

FOR IMMEDIATE RELEASE

CITY, date – Headline *(One- or two-line sentence capturing the key message of the press release.)*

First paragraph *(Four to five lines setting out the news and explaining its relevance to the audience of the media outlet, such as farmers, general citizens, decision-makers, etc. What will the news change for them?)*

Second paragraph *(Two or three lines giving background context on the news contained in first paragraph, such as explaining that the news is connected to the CRFS project that was initiative in 2019.)*

Third & fourth paragraphs *(More details on the news; if there are many points to make, consider listing as bullet points.)*

Fifth paragraph *(Quote, ideally by someone high profile connected with the project and including their full name; job title and organisation. It should contain some real information that adds to the story; it may pick up on the relevance to the audience of the media outlet. A second quote may be included from someone less high profile but closely involved in the news, e.g. a technical advisor.)*

Sixth paragraph *(Any additional information, in order of decreasing importance).*

About the CRFS project

(Standard paragraph giving background; include links for more information).

Media contacts

(One or two people who can be contacted for more information).

2 Press release tips

- The press release should be quite short – one or (maximum) two pages. Make sure the language is accessible for non-experts, and that the messages are clear and concise.
- You might need to re-write parts of the press release for different media outlets, depending on their audience.

For example, the relevance of the news in the first paragraph may vary for different groups of people – for example, farmers, food vendors, or policy makers. The news will therefore need to be re-framed to appeal to the media outlet's audience.

- Check and double check all spellings and grammar. A press release with glaring mistakes may be overlooked; if names are spelt wrong, the error may well end up in the final article.
- Pay attention to the frequency and deadlines of the target news audience and send the press release accordingly. For example, if the media outlet is a weekly radio programme, send it a few days before broadcast rather than on the day of broadcast itself. If necessary, you can embargo the release, so that it is not published ahead of schedule but there is still time for the journalist to organise or conduct interviews.
- If the news concerns an event, send out the press release before the event. This gives the journalist the opportunity to attend and report first hand if they wish, or to prepare their coverage in advance so they can publish quickly once it has taken place.
- If possible, included some photos with the press release (or invite journalists to contact you for photos). Make sure that you have the rights to any photos to be used by the media, and can provide credits to the photographer and a caption.
- Ensure that the people listed as contacts will be available to answer queries, possibly at short notice.

Try to provide accessible, non-technical answers as far as possible, remembering that that you are probably not speaking to an expert audience. The purpose of an interview is to clarify any points that are unclear and to add a personal element to the story.

It is OK if you don't know the answers to a question – you can usually check and send the answers later (but make sure you do it well ahead of the journalist's deadline).