



# Press releases

## Community energy checklist



Get your inspirational community energy story into the local, regional and national media.

### Press contact list:

- Local newsletters
- Radio
- Local newspapers
- National press
- Specialist/trade press

### Things to consider:

- Is the story unusual, innovative, controversial or human interest?
- Key facts – who, what, where, when and why?
- Who is the audience?

### Structure:

- Headline – expressive, bold, creative
- Introductory paragraph – collate the story into a small punchy first sentence and follow with concise explanation
- The body – two more paragraphs providing context and more information
- Quote(s) – to provide insight and opinion

### Don't forget...

- Embargoed or for immediate release?
  - Contact details/links
  - Photo – telling the story
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- Review and proof
  - Send out and follow up – email with good headline and release included



“The power of the periodical press is second only to that of the people.”

—Alexis de Tocqueville

**Useful** ▪ [www.theguardian.com/small-business-network/2014/jul/14/how-to-write-press-release](http://www.theguardian.com/small-business-network/2014/jul/14/how-to-write-press-release)

**Links:** ▪ [www.foe.co.uk/sites/default/files/downloads/cyw\\_64\\_press\\_release.pdf](http://www.foe.co.uk/sites/default/files/downloads/cyw_64_press_release.pdf)



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