LOGO You may wish to add your logo at the top of the page so readers can instantly identify who the news release is from.

Date Always include the date at the top of your news release. If the news is Embargoed, add the date that the news is embargoed until.

NEWS RELEASE Make it clear this document is a News Release

Title Make sure the title of your news release is written in **BOLD** and is short and attention grabbing. What is the main story you want to share? Try and sum up the entire message in one sentence.

Summary Add a couple of bullet points which summarise the key details of the story to help grab the attention of the reader quickly.

Body Copy Start your news release with a sentence or opening paragraph which summarises your main story. This should be one or two sentences.

Then go on to explain more about your story.

Break the main body copy up by including a quote from a relevant spokesperson from your organisation to add more value and credibility to your news release.

Add more body copy and ensure the content of the news release flows.

You may wish to add another quote. News releases shouldn't really carry more than two quotes from different people. The second quote may be from a partner you are working with from outside of your organisation.

Finally summarise your story with the final paragraph. Ideally news releases shouldn't be longer than one page, a maximum of 2 x A4 pages.

End your news release with a call to action. What do you want the reader to do now? You may usually direct them to your website for more information, for example, or provide a name and contact details of someone connected to the topic you are writing about.

[ENDS] Always add ENDS at the end of your news release so the reader know they have all the information required and there's not another page that may be missing.

Notes to Editors You may wish to add useful information for the news editor who will publish your news release. This could be statistics for example, and other information which may support your main story.

For further information, please contact: Include you're a contact name, role, email address and telephone number for the media to contact at the very bottom of your news release.

Social Media You may wish to add any social media handles for your organisation at the bottom of your news release so the media can follow you on social media.

JERSEY SPORT