



Press Release Guidelines

LOCSU's Press Release Guidelines have been developed to support you as LOCs in your ongoing communications with media organisations.

What are these guidelines for?

These guidelines provide an introduction and framework to share your messages about your LOC activities and news. The guidelines include advice and a press release template to help share news with local, sector and community media organisations.

If you have a person or team in place then some of these guidelines will be familiar, but if media communications is unfamiliar to you then we hope you will find these guidelines useful.

What is a press release?

A press release is a formal document designed to communicate important news or information about a company, organisation, event, product, or individual to the media and the public. It serves as a tool to generate media coverage and provide journalists with the essential details they need to write a news story.

Who do I send a press release to?

Online, print and broadcast media organisations. You will need to find out who the relevant journalists may be and their areas of specialism.

Local media often have generic email addresses provided where you can send a press release or photo as well as sending to direct individuals.

When and how to contact the press

There are two main opportunities to share your news; before and after the event takes place. Press releases are used to supply media organisations with everything they need to run a story without having to gather the information themselves. If sending out in advance then try to send out with a couple of weeks' notice.

If sending a press release out after an event, then supply as much information as possible such as facts, quotes and photos along with your text. This should be sent out on either the same day or the day after the event. You may wish to send out a press release after if you don't have all the information to hand prior to the event taking place.

Photos and permission

Press releases and approaches to media are likely to have more impact if accompanied by photography. Any images sent need to be interesting and of a high quality that will work well on websites or in print. Images need to be high resolution, clear, well-lit and not blurred.

If filming or photographing children, permission has to be obtained by a parent or guardian before it can be used. It is also good practice to let members of the public know so that they can give their consent as well, or let you know if they don't want to be featured.



Press release tips

1. The headline is very important. It needs to be noticeable yet concise.
2. Always include a release date. Indicate when the press release is intended for publication. If it's for immediate release, state 'For Immediate Release' at the top of the document.
3. The first paragraph should sum up the release, whilst the remainder of the body explains in more detail. Journalists are more likely to read through the whole press release if the first paragraph is interesting. Think about using the 5 W's:
 - i. Who
 - ii. What
 - iii. When
 - iv. Where
 - v. Why
4. Always include a quote or comment. Press releases should include a LOCSU quotation, a LOC quotation and if possible and applicable, a patient or practitioner quotation. The main body should be your LOC message. We suggest a strong emphasis on what is happening in your area in eye health.
5. The press release should be a single page. Keep it clear, avoid using long sentences and paragraphs. Remember who your audience is; complex language and jargon may not always be appropriate. Make sure the press release is grammatically correct and that there are no spelling mistakes.
6. Insert a 'call to action'. Clearly state what action you want the reader to take, whether it's visiting a website, attending an event, contacting a spokesperson, or any other relevant action.
7. Add any additional Information. If necessary, include information on where readers can find more information, such as a website, social media profiles, or other resources
8. The main body of the press release should be followed by a 'Notes to Editors' section which will include both your LOC contact information. Contact details should include a name, telephone number and email address.
9. Always email your press release and use your headline for the subject field of your email. Posting press releases will not guarantee that they are opened, read or make it to the right person.

Enclosed is our template press release for you to use.