

HOW TO WRITE A PRESS RELEASE

When to publish: At the top of your page, you'll need to state when you want it to be released. If you're sending it on the day of your action, write, IMMEDIATE RELEASE, or if you're sending in advance, EMBARGOED.

The Headline: Make your headline simple and snappy to grab attention.

Photos: If you can offer a photo opportunity, state the time and place, or alternatively, include some photos you've taken.

Contact: Make sure you include a contact for someone who can discuss the action with the journalist.

The main text: Include a couple of paragraphs, ensuring the main info is in the first paragraph. You want to make the facts of the day clear.

Quotes: You will want to provide one or two quotes. If you are from an organisation you could elect a spokesperson. You may also want to get a quote from an individual or other organisation attending the action.

Notes: The notes come at the end. Here you provide some background information about the campaign or organisations involved. You may include links to photos, websites or articles here.

Remember: Always remember to check for typos, particularly in your quotes.

For more info: If you'd like to see some examples, you can find our press releases at: caat.org.uk/news/.



[caat.org.uk/
solidarity-with-yemen](https://caat.org.uk/solidarity-with-yemen)



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