

Briefing Form // Press Release

Client:	
Project Name:	
Copywriter:	
Editorial Approver:	
Factual Approver:	
Date:	

PART 1: CONTENT

What new **facts** are being confirmed by this press release? These are time bound-events, or new information, that will be put into the public domain for the first time. When will it happen? *What person, did what thing, at what time?*

Who is **impacted** by this news? Describe the personas/ types of people who are directly impacted by this news, whether immediately or in the future. Can you explain or measure how they are impacted? What do you intend to do next? *What is the impact number associated with these facts?*

What is the **context** for this number? For example, what was the before/ during figure? Or, if it's a single number in a wider context - what is the overall number? *What does the number relate or compare to?*

Are there any 'famous' **names** directly associated with this event? By famous, we mean either companies, brand names or individuals who either have a large social media following/ have proven influence / have featured in the media before.

Which of your **key messages** do you think this news best supports? Typically a key message will have a proof point that helps advocate a specific change in behaviour from a specific audience - or relate to a claim.

Does this event touch on any topical **themes**, or build on a previous story?

This may be

- hashtags, keywords or key phrases
- relevant peer/ competitor activity you are aware of
- the company's last press release
- previous, or most recent coverage in the media of the people/ brands/ products being discussed

Do you have a **photograph** to accompany the news?

Without a photo, a new story will not get covered. Please supply links to any imagery, such as;

- hi-res 'portrait style' (not corporate headshots) of business leader
- hi-res corporate headshots of any other spokespeople
- Any images or infographics that explain any product/ service
- any stock photos that may help 'tell the story'
- hi-res logos (ideally in png format)

Do you have any **data** or third party content to support the story?

By this we mean references or material that may help journalists add further context to the news event we are announcing.

This may be

- data that measures the size of the customer problem or value of solution
- market stats eg on the total addressable market
- third party stats that validates that the problem exists

Please any data points below, and (if it's third party data) a link to the source.

Which **people** are going to be involved?

This may be

- spokespeople from your company who are quoted
- any third parties directly involved, eg in a partnership
- other internal experts who may be available to speak to journalists
- the person who has final say/ approver of the press release
- any other people who will need to input or sign off on the press release.

Please list them below, describing their role, add their contact details.

Do you have any **expectations** as to where the news will be covered? We will offer our own guidance on this when we have got all the facts, and have a final release.

Do you want the release to go on a **wire** service?

Newswires tend not to generate earned coverage but can help with SEO and is often syndicated to high-quality outlets. It can improve reach and is recommended for low-impact news that may not be covered editorially.

Distribution fees range from £500-£2000 depending on the service, typically the more you pay the better the reach/ quality of syndications (our preference is to use EIN Newswire at the lower end of the spectrum, but many businesses prefer BusinessWire at the higher end).

Do you need help in **amplifying** the coverage through your own channels?

This may include

- Internal emails/ comms from business leader or spokesperson
- Blog for website, adding context to release
- External email newsletter content
- Social media posts

Do you foresee any **additional demands** on our time beyond writing the release, and pitching it?

This may include

- drafting a bespoke plan for internal stakeholders
- additional documents around the release

- conducting additional desk research
- further internal calls/ internal stakeholder management
- joining co-ordination calls with other agencies
- any other extra admin



PART 2: EXAMPLE STRUCTURE

<p>Embargo: date & time. This is the point after which the news will be widely available online/ published.</p>	
<p>HEADLINE: Usually written last. Contains company name, key fact & hook (attention trigger)</p>	
<p><i>Standfirst: sub points to add context to the above</i></p>	
<p>In para one say what [company name, three word description] has done, that is relevant to a named audience (probably the customer persona) and what the measurable impact on them will be (if not possible, then offer some other data point to contextualise).</p>	
<p>Expand on the facts a little more, what happened before, what has changed. Explain the arc in the story.</p>	
<p>Add some proof points to make the argument.</p> <p>One paragraph for each, maybe 2-3. Add some authority points also, in case it's not obvious why the news matters.</p> <p>Business Leader/ Spokesperson, job title, said: "Make sure the quote avoids hyperbole, salespeak, business jargon or banal pleasantries like 'excited' or 'delighted' - instead focus on why the thing has been done, and what action the audience should take."</p>	

Third party/ partner, job title, said: “Try and get the other party to include our USP/ key message in their quote: if this is a partnership story. This should say why they’ve chosen you”	
Add a final sentence to recap if required, perhaps a line on what happens next, to round off the story.	
ENDS	
Add client’s contact details here.	
EDITORS NOTES	
Add boilerplate, and any other relevant information such as links to webpages/ biogs (eg company milestones) / key facts	