

## (Generic) HOW TO WRITE A PRESS RELEASE

Before you start writing, read your local press. Do they write your facts as FACTS? Or do they write: “Extinction Rebellion claim that....” or “Extinction Rebellion say that....” about every fact you put in, even if you reference it properly? If the latter, put your facts in the quotes, and/or name the reference in the text. (eg. “David Attenborough says.....”, and hyperlink to the source where David Attenborough said it) These papers will often print slightly longer articles too, and more photos.

(Type the Press Release into the body of the email, and title the email the same as your “headline”)

Extinction Rebellion Block City Centre this Saturday (This is your “headline”. Make it as short and informative as possible. Don’t spend ages thinking of a clever “headline” - **it’s not the same** as a headline in the newspaper)

Date: 02/03/23 (date you send the email)

Release: Immediate (in advance, breaking, or retrospective. It’s NOT a diary item!)

Climate activists from [insert name of your town] Extinction Rebellion (XR) are gathering on [street name/park etc, date and time]. Some of your 5 W’s here.

What will XR be doing? (Make it sound exciting. Movement and visuals)

Why are XR doing it? Your “message.” (Hyperlink referenced fact [1] to a reliable source that backs up why this action is a good idea)

Somebody young (name, age, school-student, area they live) said: “I’m going to be there because..... (Hyperlinked fact [2] / feeling, passion, motivation)”

Expand the information given above. (Use hyperlink referenced fact [2] that evidences, develops or supports the quote above).

Somebody old (name, age, job title, area they live) said “Extinction Rebellion offers me.... (Hyperlinked fact [3] / feeling, passion, motivation)”

Expand the information given above. (Hyperlink referenced fact [4] that evidences, develops or supports the quote above).

INVOLVE: (How can you welcome people to join us/act? ALWAYS put in a sentence that invites people to get involved with XR / the action eg. Journalists and the public are warmly welcomed to join the march on Saturday and speak to members of Newark and Sherwood Extinction Rebellion. (and/or...)

There will also be a free talk [5] (Hyperlink to facebook page advertising HfE talk) on (day, date, time)..... at (place) ..... for anyone who wants to find out more about the Climate Crisis and how XR is campaigning to stop Global Warming. (If this is happening a few days after the event, send another reminder Press Release the day before the HfE talk)

Ends.

Contact: Name and phone number (make sure that person will answer any calls immediately. Preferably that person is one of those who has given a quote, or someone else who is aware that anything they say may be quoted.)

Images: Link to Google file. (You **can** put a very few photos in before the protest, and probably delete these just before the protest starts. Upload photos during the protest - but probably 6 max photos in total in the file)

Label each photo with what is on the photo eg. name.

Preferably send photos of the rebels who have given quotes.

Type “permission to publish”, and ask for any credits for photographers, or “Credit XR Photographers”

Notes for Editors:

Put all the links in full here, under

[1]

[2]

[3]

[4]

[5]

Further information:

You might want to put extra info here - eg. route of march etc, but you can miss this section out.

Website | Twitter | Facebook | Instagram [hyperlink to your local group](#), not the National ones.

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DIRTY WATER NOTE:

Use local facts relating to your local problem.

Sea side: <https://www.bbc.co.uk/news/science-environment-66387537>

breaking global fact.

Tourist areas: make sure you have an “Involve” that will work for tourists too. (This could be on a placard, rather than the Press Release)