



Guidelines to writing a great press release

You've done something amazing and you want to tell the rest of the world about it. You are putting on an event and you want to invite everyone to it. You need to write a press release and get the message out - but how do you do that?

Follow our guidelines to how to write a great press release and you will be well on your way to seeing your news item published.

Why write a press release?

News articles can reach a wide target audience, especially when newspapers share content on their social media channels. A great piece in a local newspaper, magazine or website can be picked up by other news outlets as well as local radio and suddenly your article is reaching tens and hundreds of thousands of readers, not to mention the thousands of followers on Facebook, Twitter and other social media.

Is your story newsworthy?

What makes a story worthy of being published? You need to make sure your news will be of interest to readers. It could be a touching story about someone and something that they have done, or a fantastic fundraising achievement or a planned event.

Quotes and photographs

Quotes from people are essential and will bring your story to life. Ask participants for quotes whilst events and activities are taking place. But make sure you obtain permission to use that quote in your press release.

Photographs are also essential to ensure your press release will be published. When sending photographs, they must be captioned. If the photograph includes people, please caption this with their full names as they appear from left to right. Please make sure you have appropriate permissions for photography of supporters, former patients and staff.





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Distributing your press release

So, you have written a great story. But how do you get the reporter to see it? LNAA's Communications Team can help. If you want a second pair of eyes to read over what you have written, you can send it to us to review.

We can also offer advice as to whether you need to embargo a press release (for example, including a line in the release which explains that a story is not to be reported on until a certain date).

We also hold a central media database full of journalists' details across both Lincolnshire and Nottinghamshire, so we can help you with distribution, making sure it gets into the right email address boxes.

If you need more information or advice on how to write a press release contact the Communications Team at media@ambucopter.org.uk



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enquiries@ambucopter.org.uk



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PRESS RELEASE TEMPLATE

choose between:

FOR IMMEDIATE RELEASE or

EMBARGO – not for publication before (*insert date and time*)

HEADLINE - make this attention grabbing and relevant to your story

First paragraph – The first sentence needs to be short and punchy to grab the journalist's attention. In roughly two sentences you need to summarise your story which answers the questions 'who, what, where, when and how?' Include the date, month, and year, you or your organisation's name and try to refer to the Lincs & Notts Air Ambulance.

Second paragraph – Provide more detail about what your story is about.

Third paragraph – Add a quote from yourself or the key figure mentioned in the story. Quotes bring a story to life and give insight and opinion to what you are writing.

Fourth paragraph – any additional information that will add depth to the story.

Linking to Lincs & Notts Air Ambulance: try and relate your story back to the Lincs & Notts Air Ambulance by using key messages from the Charity, e.g. LNAA receives no direct Government funding.... the crew attend approx. 4 missions per day. (We have provided notes that you can use below) If you need a quote from a member of LNAA staff please contact us and we will be happy to provide one.

Ends

Notes to editors - Additional background information the journalist may find useful to know with regards to you and the story.

About Lincs & Notts Air Ambulance

LNAA is one of the UK's leading Helicopter Emergency Medical Service (HEMS) charities. Ours crews are on call 24 hours a day, seven days a week. They bring the equivalent of a hospital emergency department to patients at the scene of the



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incident, giving those with the most severe injuries and medical conditions the very best chance of survival.

LNAA needs over £10million to keep the service operational and it responds to, on average, 4 missions a day.

The incidents the crew attend most are cardiac arrests and road traffic collisions as well as equestrian and farming accidents and accidents involving walkers and cyclists. It's the early intervention by a doctor and paramedic crew, along with the speed of the helicopter when dispatched, that makes the difference. The doctor and paramedic team can administer drugs, give blood transfusions and carry out surgical procedures that can't be done by paramedics alone.

About Lincs & Notts Air Ambulance in Numbers

- **£10 million:** The current cost of funding to keep the service operational each year.
- **169:** Thanks to tremendous public support, we fly an AW169 helicopter – a top of the range Helicopter Emergency Medical Service (HEMS) aircraft offering 360 degree access to patients in flight. Our crew also carry blood on board, allowing them to deliver potentially life-saving blood transfusions at the scene.
- **£4,000:** The average cost of each mission.
- **24/7:** We provide a 24-hour service, 7 days a week, enabling our clinical crew to give more people than ever the very best chance of survival.
- **3,500:** The number of square miles the service covers across Lincolnshire and Nottinghamshire.
- **2,500,000:** The number of people the air ambulance provides medical support to across Lincolnshire and Nottinghamshire
- **216mph:** The aircraft can reach a top speed of 216mph and has a cruising speed of 180mph; more three times faster than a land ambulance.
- **20:** The number of minutes it takes the air ambulance to reach the furthest point in its catchment area.
- **Four:** The average number of callouts a day.



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