

# **SeaBritain 2005 PRToolkit for Partners and Event Organisers**

## **SeaBritain 2005 Media Release Template**

### **HEADING:**

***Brief heading here about your event***

### **SUB-HEADING:**

**A SeaBritain 2005 event**

### **PARAGRAPH ONE:**

*First two sentences should contain event title, date, venue, organiser information and any detail that you consider makes the event particularly special, unique or noteworthy. For example, 'On (date), (event) will take place at (venue). Hosted by (organiser) the event will give visitors an opportunity to.../be the first event to.../mark the anniversary of.../be the only events of its kind...'*

### **PARAGRAPH TWO:**

(Event) is part of SeaBritain 2005, a diverse programme of events and festivals celebrating the many ways in which the sea touches all of our lives. Full details can be found at [www.seabritain2005.com](http://www.seabritain2005.com)

### **PARAGRAPH THREE/FOUR :**

*More event details, giving more detailed information than in paragraph one and picking out any particular highlights of the event*

### **PARAGRAPH FIVE:**

#### **Visitor information**

*A list of important visitor information.*

*For example:*

***Event Title***

***Date:***

***Opening Hours:***

*Prices: Adults...Children...Concessions*

*Website/booking information*

*Public telephone number/e-mail for more information*

#### **PARAGRAPH SIX: ORGANISER QUOTE**

*A short, punchy quote from a key organiser or event supporter, which can be used by journalists in their articles in its entirety, or, more likely, in edited form.*

#### **PARAGRAPH SEVEN: SEABRITAIN 2005 QUOTE:**

*Optional. Please feel free to use one of the quotes included on the website or contact [sb05pressoffice@nmm.ac.uk](mailto:sb05pressoffice@nmm.ac.uk) if you need a different quote.*

- ends -

#### **Notes to editors:**

*Any important, relevant information designed to brief journalists rather than be included in the main body of the media release as part of the message to the public. Typically this will be more descriptive and detailed background information. Should be printed in smaller point size, single-spaced to distinguish it from the main public message.*

#### **AT THE END:**

**Issued (date) by (organiser). For further information, photographs or to arrange interviews, please contact (name) on (telephone), (mobile), (e-mail), (fax).**

#### **Useful information:**

- Media release should be factual, free from adjectives, should contain nothing but important information and material designed to help journalists compile their articles.
- Should be at least 1.5 spaced, except for the 'Notes to editors' section.
- Should be as brief as possible.
- If longer than one side of A4, should be continued on separate sheet, not backed.
- Should be complemented by a selection of your best photographs previewing the event, which can be sent with the release but ideally should be e-mailed or posted to journalists on request.