

Feature	Description	Tick (✓)
Keep it precise	Avoid long, convoluted detail. Remember the five Ws and H and the inverted pyramid. Stick to that structure.	
What's the 'take home' message?	Make sure this is the main thing you mention, and that you do so early on . We recommend two supporting points and no more.	
Appropriate for a non-specialist	Is it appropriate for a non-specialist audience? Get feedback from someone outside of your field.	
Direct journalists to other sources	Journalists are unlikely to base their story purely on what you've written or said. Suggest key actors they may want to talk to, or other resources they might want to check out, such as research papers. Don't include this in the press release or statement, but simply as suggestions to help them improve the story.	
Avoid exaggeration	Don't say something is a breakthrough, cure or 'magic bullet' if it isn't. It's not just journalists who can be prone to exaggeration.	
Make it interesting	You can still engage audiences by making sure you explain why people should care. Remember some of the news values from the previous section. For example, why is it a surprising find? Or what is the problem you are resolving?	
Provide context and be honest	Is it the first study ever of its kind or does it build on previous work? At what stage of development is this field or technique? Did other studies find the same thing or does yours contradict them?	
Tailor it to the outlet	If you are reaching out to a specific journalist or outlet, try to tailor your statement or press release to the outlet in question.	
Provide extra material	Give journalists useful resources such as images, job titles and the contact details for other researchers. The more material they can use, the easier it will be to bring the story to life.	
Where is it all going?	It helps if you can explain how the piece of work advances our knowledge in the field and, of course, why it matters to the public.	
Hook them	When sending a press release to a journalist, you need an eye-catching email subject and first sentence. Imagine you have ten seconds to capture their attention. Look at newspapers, what features do headlines have that make them grab you?	