

## Bad press release

**A Press Release is the format that the media prefers to receive information in. It tells them what they want to know and increases your chance of getting your story covered.**

### VOLUNTEERING

The Volunteer Centre, Volunteers Unite, the Community Volunteering Association, Young Volunteers in Action, Tayside Volunteering and the Scottish Association of Volunteer Trainers are working collaboratively to initiate a series of events in the year 2000, which has been designated the Millennium Festival of Volunteering. There will be a wide range of events and projects to highlight volunteers and volunteering.

Highlights of the year will include the 14th National Volunteers Week and the first Convention of Volunteering in December. Further details on these from Mr Artemis on 0141 998 3363, during office hours.

Many people in Scotland volunteer today, with local, regional and national projects and initiatives.

These organizations include

The Red Cross

The Guides

Tenants Associations

Helplines and support groups

Environmental groups

The British Trust for Conservation Volunteers

Community Service Volunteers

And many, many others

Those who are thinking of volunteering will now be able to access a telephone helpline for information about volunteering opportunities in their own geographical or interest area.

Mr Fred MacAuley will launch the service on Monday 10th June at 8pm.

1. Give it an attention-grabbing headline.
2. All the information in the first paragraph should be in Notes for Editors at the end.
3. All contacts (even if there is more than one, or for different items) should be listed clearly at the end.
4. Give examples and/or figures.
5. Phone number of the hotline?
6. 8pm – Not a good time!

Aha! The story!  
Remember who, what, where, when & why in the first paragraph.



## Good press release

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<p><b>Press Release</b></p> <p><b>Embargoed until 11am – March 10</b></p> <p><u>Funnyman Fred offers facts on the phone</u></p> <p>Comedian Fred MacAulay answered a call yesterday to help people play a bigger role in their communities.</p> <p>Fred was in Edinburgh to launch the Volunteer Helpline, a scheme to find 2000 new volunteers in Scotland.</p> <p>Recent estimates suggest that more than half of Scotland's population are involved in volunteering – whether coaching a school football team or building walls for the National Trust. This amounts to a staggering 12million hours a week contributed by volunteers to a range of local and national initiatives.</p> <p>Scotland is the only part of the UK where volunteering is on the increase, and the new Helpline should make it even easier. Organised as part of the Scotland's Million Festival of Volunteering - a year long Lottery Funded initiative, the phone line will offer callers information about the range of volunteering opportunities and contacts with organisations who need volunteers.</p> <p>Fred, himself a volunteer supporter of numerous charities, said:</p> <p>"I'm delighted to be involved in launching this Hotline. Now anybody that wants to get involved in their own communities, can call 0906 270 2323 and find out all about volunteering."</p> <p>The Millennium Festival of Volunteering will see a year of initiatives designed to get more people involved in volunteering. Highlights of the year include the 14<sup>th</sup> National Volunteers Week in June, and the 1<sup>st</sup> Scottish Convention on Volunteering at the SSE in Glasgow in December.</p> <p>The Volunteering Helpline number is 0906 270 2323.</p> <p><b>ENDS – 234 words</b></p> <p>This and further information from Bruce Tait at The Business on</p> <p style="text-align: center;"><b>01324 623742</b></p>	<ol style="list-style-type: none"> <li>1. Make it obvious that it is a press release.</li> <li>2. If you are sending it out in advance of a photocall or other event, embargoing it tells the newspapers when they can use it.</li> <li>3. Tell the whole story in your first few lines, then go on to expand on it in order of importance.</li> <li>4. Use a quote to liven up the text.</li> <li>5. <b>ENDS</b> – means that this is the end of the press release and that anything typed below is not for publication.</li> <li>6. A wordcount lets editors know how much room a story will take up on a page.</li> <li>7. Tell them who sent it and where they can get further details.</li> </ol>
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