

Capturing Attention for your Erasmus+ Project

Press Release Template - Usage Guidelines

Engaging local and national media can boost awareness and interest in your Erasmus+ project activities. The Press Release Template provided by Léargas offers a structured framework for press releases and communication materials, ensuring consistent information for streamlined content distribution.

How to use the PR Template

The template serves as a valuable starting point for crafting press releases and related materials. It's important to note that the template is not a set of rigid rules; adapt it flexibly to suit your message and audience.

Depending on the nature of your announcement, there may be cases where deviating from the template structure is necessary to effectively convey your message. Overall, the press release should cover the important details and have a natural flow and narrative.

When should I reach out to the Media?

Consider creating a press release and submitting it to local or national media channels for the following occasions:

- **Major Milestones:** highlight significant project achievements, such as launches, programme completions, awards or recognition, that demonstrate noteworthy local or national impact.
- **Upcoming Events:** promote relevant events, workshops, seminars, or conferences connected to your project to generate interest and attendance.
- **Success Stories:** share impact stories, testimonials, and successes from participants or those directly involved.
- **Notable Achievements:** showcase noteworthy achievements, like hitting a specific target or collaborating with prominent organisations.

Considerations before reaching out

- **Ethical Principles:** evaluate whether the media outlets' principles align with your organisation's values and mission. Do they adhere to specific ethical guidelines that resonate with your project's goals and message?
- **Identify your Target Audience:** tailor your message to match their interests and preferences.

- **Press Release Content:** Ensure your press release is concise, informative, and newsworthy. Cover the who, what, when, where, why, and how of your event or story.
- **Contact Information:** Include your organisation's contact information, including a designated media contact person, their email, and phone number.
- **Customisation:** Personalise your pitch to individual media outlets and journalists. Research their previous work and interests to make your pitch relevant to them.
- **Timing:** Send your press release in advance to give media outlets time to review and plan coverage. Consider embargoes for exclusive stories.

Media Channels to Contact:

- **Print Media:** local newspapers, magazines, and industry-specific publications.
- **Online Media:** blogs, news websites, and online forums related to your field.
- **Broadcast Media:** Local and national TV and radio stations.

Other Promotional Channels

- **Social Media:** promote your press release on your organisation's social media platforms and encourage your followers to share it.
- **Community Networks:** reach out to community organisations, educational institutions, and associations to amplify your message within your target audience.
- **Email Distribution Lists:** share your press release with your organisations' email subscribers and relevant mailing lists.
- **Professional Networks:** use your professional networks, including LinkedIn and other platforms, to share your press release.

Additional Tips:

- Follow up with the media after sending your press release to confirm receipt and answer any questions they may have.
- Be responsive and available to provide additional information or interviews when requested.
- Monitor media coverage and engage with the audience through comments, shares, and feedback.
- Keep a record of all media contacts and coverage for future reference and reporting.

We hope you found these guidelines helpful!

Best of luck with your project,

léargas