



ScoutsCymru top tips for writing a great press release

What is a press release?

A press release is a short, factual statement you send to journalists (or publish on your website) to share news.

Structure: how to lay it out

1. **Headline (max 80 characters)**

Grab attention. Make it simple, factual and punchy. Any 'Firsts' always attract attention.

Example: Barry Scouts raise £1,000 for new community garden

2. **Opening paragraph (40–50 words max)**

Summarise the key facts: who, what, when, where, and why it matters.

3. **Main body (2–3 short paragraphs)**

Include any background, quotes, or interesting details. Stick to the facts and avoid exaggeration.

4. **Quote (ideally from a young person, volunteer or visitor eg dignitary)**

Make it personal, warm and relevant.

"It was amazing to see the difference we made," said Scout leader Bethan Evans.

5. **Final paragraph**

Wrap it up with next steps, a call to action, or a link.

Example: To find your local group or volunteer, visit [link].

6. **Notes to editors (optional)**

Add extra information journalists might need:

- One-sentence overview of ScoutsCymru
- Contact details
- Photo credits (if applicable)

7. **Length: how long should it be?**

- Aim for 300–400 words total
- Keep it to one side of A4
- If it's too long, it won't get read

Language: what kind of tone to use?

Do's	Don't's
Use plain English – write how you'd speak to a friend	Use jargon or internal terms (e.g. say
Keep sentences short (15–20 words max)	“Scouts aged 6–18” instead of “Squirrels to Network”)
Use positive, active language	Overdo it with superlatives – too many “fantastic” or “amazing” lose impact
Focus on people and impact – what changed, who benefited	Assume people know who you are – add a sentence about ScoutsCymru if needed

Photos: do I need them?

Yes! A good photo helps your story stand out and a photo will help journos as they don't have to go searching for one which makes it more likely they will use the story . Make sure:

- You have permission to use it
- It shows real young people or volunteers in action
- You include a caption and credit (e.g. “Photo: ScoutsCymru / Joe Bloggs”)

Quick checklist before you send

Is it clear what happened and why it matters?	Are names, dates, and locations correct?
Is the headline short and snappy?	Is it under 400 words?
Is there at least one good quote?	Has it been proofread?

Who to send it to

- Local newspapers, radio stations, or websites
- Your MS or local council contacts
- Share it with ScoutsCymru or local group social media

Write like you're telling a story

Even though it's factual, the best press releases feel like real people doing real things. Start with the most exciting bit, keep it human, and make it easy to follow.

Final point on using AI

AI tools can be a brilliant way to get started if you're stuck or need a first draft quickly but it is not the final word! Don't rely on it to get every fact right. Even if you've provided the correct information, it can still make mistakes or add things you didn't ask for. AI also doesn't know your audience like you do. You understand what language will resonate locally and what feels authentic. So, use AI to get going but always rework the draft into your own tone of voice before you share it.