

# GOT A STORY FOR THE PAPER?

## GUIDANCE FOR WHAT TO INCLUDE IN PRESS RELEASES TO WOKINGHAM TODAY AND READING TODAY

### KEY INFORMATION TO SHARE WITH US

(This can either be a short article or in bullet point form)

- **What** happened: the story in a nutshell?
- **Who** was involved, who should we quote?
- **When** did / will this happen: past or future?
- **Where** did this happen?
- **Why**: what was the reason / motivation?
- **How**: expand your explanation of events
- **Quotes**: If appropriate, do you have anyone's views?

**TOP TIP: IN YOUR  
EMAIL SUBJECT  
LINE, STATE 'PRESS  
RELEASE' FOLLOWED  
BY YOUR SUGGESTED  
HEADLINE**

**EG 'PRESS RELEASE:  
TEENAGER CONQUERS  
EVEREST FOR LOCAL  
ANIMAL SHELTER**

## PHOTOGRAPHY

As a general rule, we need a photograph to go with every story, as this will help engagement and impact, to make sure it is read.

If you've got a video, share it with us!

Please tell us what / who (full names) for everyone in the photo.

Let us know if it needs a photo credit.

Attach your photo as a high resolution JPEG

If the picture includes under 18s, you **MUST** confirm you have their parent or guardian's permission to use



### IS THERE AN EMBARGO OR TIME DEADLINE?

If the release is embargoed until a certain time / date, please clearly state at the top of the page the date and time it ends (eg EMBARGOED until 10.00 on 27/04/25)

**DON'T FORGET TO INCLUDE A NAME AND CONTACT  
NUMBER IN CASE WE HAVE FURTHER QUESTIONS**

**WOKINGHAM  
.TODAY**

Press releases should be emailed to either

**news@wokingham.today**

**news@rdg.today**



**READING  
.TODAY**