GOT A STORY FOR THE PAPER?

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

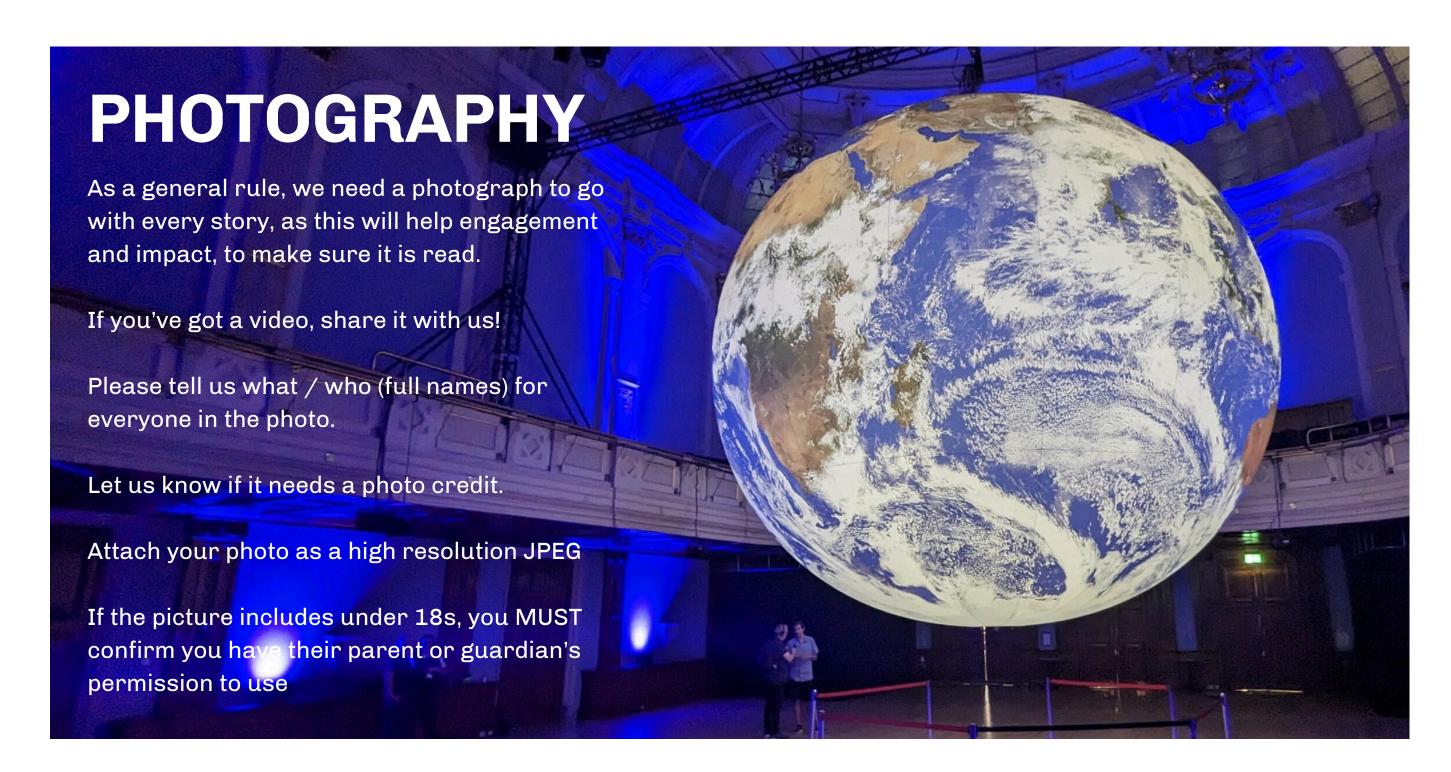
KEY INFORMATION TO SHARE WITH US

(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



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



Press releases should be emailed to either

news@wokingham.today news@rdg.today

