



Supported using public funding by

**ARTS COUNCIL  
ENGLAND**

## Press release guidance

### Acknowledging funders

Please include the following sentence somewhere in the main body of your press release:

This project is supported by Youth Music, using public funding from the National Lottery through Arts Council England.

Please add the following information in the Notes for Editors section:

#### About Youth Music

This project is supported by Youth Music, using public funding from the National Lottery through Arts Council England. Youth Music is a national charity investing in music-making projects that support children and young people aged 0-25 to develop personally and socially as well as musically. The charity works particularly with those who don't get to make music because of who they are, where they live, or what they're going through.

Projects funded by Youth Music help to break down barriers at all stages – helping children develop an early love of music, providing diverse role models, introducing young people to a wide variety of potential career paths, and working with the music industry to make its practices more inclusive.

### Support from Youth Music

We're happy to provide a quote from a member of the Youth Music to go in your press release. Please contact us on [comms@youthmusic.org.uk](mailto:comms@youthmusic.org.uk) – it's best if you include a draft of the press release in your email, then we have the context to provide a quote.

Let us know what you've got coming up a few weeks in advance. That way, we can support you to spread the word further through our social media and newsletters.

## Press release tips

Research, statistics and survey findings usually make great national stories. Any story involving a celebrity will usually interest the media as well: think about your supporters and ambassadors and try to coordinate a story with them.

Local media will be interested to know about the impact you have on the community. Put participants at the centre: support them to tell their own stories about their experiences of the project.

Publications are more likely to print your press release if you make it easy for them. The following structure mirrors press articles and means a journalist won't need to do much editing:

- Publication date - this can either be for immediate release, or you can set an embargo for a few days' time.
- Short and clear headline.
- 1<sup>st</sup> paragraph: key facts - sum up the entire story in one or two sentences
- 2<sup>nd</sup> paragraph: context - why it's important
- 3<sup>rd</sup> paragraph: details - who's involved, how it came about etc.
- 4<sup>th</sup> paragraph: relevant quote - it adds information and credibility
- 5<sup>th</sup> paragraph: more details - link to your website and where to get involved, buy tickets etc.
- Notes to editors: this information isn't intended to be printed, but it gives the journalist some extra context - include contact details, any other useful references and a short 'About [your organisation] section'
- Include a couple of pictures (with photo credit) and logos