

Turing Scheme press release template

Guidance notes

Press releases are a great way to talk about what is unique and interesting about your project. As well as reaching a wider audience via the local, regional or national press, they can be used on your organisation's website and extracts can be used across your social media channels. They will also help in your dissemination and reporting activities.

These notes are designed to be used in conjunction with the [branded press release template](#) which captures all these key points to consider when writing your story:

- **Date** – add the release date so that readers know it is current. If you need to embargo the press release (for example, if you are waiting for a particular event) then you should say so here and give the time the embargo is lifted, e.g. embargoed until 12pm on 21/01/2022.
- **Headline** – it should reflect the project content you want to highlight, be inspiring, attention-grabbing and short. Avoid generic headings or puns that don't give any details about your project. Ideally include some information to give an idea of the sector of education of your project.
- **Introduction** – a short snappy sentence containing a summary of the key information and answers to the 5 w's (who, what, where, when, why).
- **Main text** – additional details to flesh out the information given previously. Write a short summary of the project, making sure to focus on the positive outcomes. Use the first line or paragraph to summarise the content of your press release. It is a good idea to emphasise the human angle – think about who the participants are, what the results will be and who will feel the benefits of the project.
- **Quotes** – always include fully attributed quotes which should back up your facts. They add credibility and make the story more personable and can also be used across your social media. This is your opportunity to say something striking about your project, and perhaps to secure buy-in from a prominent member of your organisation. If you would like a quote from the Turing Scheme Delivery Partner or the Department for Education, [please get in touch](#).
- **Programme information** – include a short description about the Turing Scheme.
- **Notes to editors** – at the end of your press release include a section that has the contact details of the person who can handle any follow up enquiries (preferably a phone number). This may be project staff or your organisation's marketing team. It is also worth including some standard information about your organisation, your website and social media details.
- **Include the programme branding** – find the [Turing Scheme logo](#) on our website or simply use [our press template](#).
- **Don't forget to add a photograph** – read [our top ten tips](#) for further ideas.

If you get media coverage for your Turing Scheme activity, please let us know about it! [Tweet us](#) or send us a [Facebook message](#).