**Your task:**

**Write a press release for the local media.**

**The scenario – a fictitious example:**

At 4 o’clock in the morning you receive a phone call from the shift supervisor in your factory. He reports a fire in one of your machines.

The emergency response plan was initiated immediately and the fire was brought under control. One person became unwell after inhaling smoke.

The sequence of events: The machine was shut down within one minute of the fire starting. Production is at a standstill. Paramedics arrived at the scene around 10 minutes later, and the casualty was taken to hospital.

The shift supervisor said that the employee was conscious when the ambulance left the building. The members of the night shift were in a state of shock and production had been suspended.

The supervisor told you, “I don’t think it’s a good idea to ask the employees to return to work on the machine. They are very anxious, and some of them are in tears.”

**The next page contains a template for a press release together with some tips.**

**If you would like to send us your proposal, we will give you feedback on your messaging and propose some possible next steps:**

[**MAIL@KC2.INFO**](mailto:INFO@KC2.com)

**Press release**

**Concise headline**

Optional: max. single-line subhead

**PLACE, DATE** – Introduction stating the key 1-3 facts. Answer the questions posed by the classic interrogative words: What? When? Where? How? Who?

KISS: **K**eep **I**t **S**hort and **S**imple. Important considerations: Make the added value of the information clear. Ask yourself how to arouse the media’s interest. What headline would you most like to read about your company?

A few tips:

1. Write objectively. Avoid marketing language.
2. Use the active voice, not the passive. Build sentences around verbs, rather than nouns.
3. Use short sentences.
4. Use plain language. Explain technical terms. Avoid loan words.
5. Be specific.
6. Avoid fillers and compounds.
7. Personalise the story with a quotation.
8. Check for correct spelling. Do not highlight individual words: **bold** / *italic* / underline.
9. Optional: Close with a link to pictures or a video.
10. Not more than one page (A4).

Your boilerplate/company profile:

Max. 5 lines about your company. Who are you? What do you do?

**Contact details:**

First name, family name

Title/position

Telephone number

E-mail address

Website