Interreg | Co-funded by the European Union

Romania - Hungary

www.interreg-rohu.eu

PRESS RELEASE GUIDE · PROJECT EVENTS

How to write a press release

Turn your project event into news that people actually read.

THE STRUCTURE — THE INVERTED PYRAMID

1 · Title + lead

Say it all from the start: who, what, when and where in the first sentence, in about 25 words. If someone reads only this, they still get the news.

2 · Body

Give the details in order of importance: explain why it matters and how it works, with concrete facts or figures. One or two short quotes add credibility.

3 · Closing

Add the standard programme text and the EU disclaimer (copy them exactly as shown below), the full contact details and, if relevant, a link to pictures.

The Magic 4 — answer all four in your first sentence

- **WHO** — the project / partners
- **WHAT** — what happened
- **WHEN** — the date
- **WHERE** — the place
- **WHY & HOW** — then, in the body

The golden rule

Before you write, think like a journalist: does this text have news value? If yes, say it in the first sentence. Readers often read only the first paragraph.

REAL EXAMPLE

"The Interreg VI-A Romania-Hungary Programme was launched today in Oradea."

One short sentence covers who, what, when and where. The "why" and "how" follow in the second paragraph.

STANDARD TEXT — COPY EXACTLY, DON'T REWRITE

The Interreg VI-A Romania-Hungary Programme funds cross-border cooperation projects that contribute to the sustainable development of the border region between Romania and Hungary. With a total budget of **EUR 175.94 million**, of which **EUR 140.75 million** comes from the European Regional Development Fund (ERDF), the Programme supports projects in areas such as environmental protection, renewable energy, health, culture, tourism, institutional cooperation and cooperation between communities. The eligible area of the Programme includes Arad, Bihor, Satu Mare and Timiș counties in Romania and Békés, Csongrád-Csanád, Hajdú-Bihar and Szabolcs-Szatmár-Bereg counties in Hungary.

The content of this material does not necessarily represent the official position of the European Union.

Press release checklist

Tick every box before you hit send.

- ☐ **Title** — Short, with an active verb. It tells the news; it is not a report title.
- ☐ **Lead (first sentence)** — Answers who, what, when and where, in about 25 words.
- ☐ **Body: why and how** — Explains why it matters and how it works, with concrete facts or figures.
- ☐ **One or two quotes** — From a relevant voice, such as the project or the funder (EC or Managing Authority). Max. two sentences each, in plain speech.
- ☐ **Logo, web link and standard text** — Programme logo and web link appear. Standard text about the programme and the EU disclaimer are copied exactly from the template.
- ☐ **Contact details** — Name, e-mail and phone of the person responsible. Add a link to photos with credit.
- ☐ **Length and style** — Maximum 1–1.5 pages. Short sentences, lively verbs, no jargon or acronyms.

A journalist's trick

Read only the headline and the first sentence aloud. If a colleague who knows nothing about the event gets the news, your press release works.