

## Overview

This Standard involves assisting the preparation of information for the public and press, in the form of press releases. It is about writing, editing and preparing a press release for publication, and knowing what information to issue and how best to present it according to the nature of the audience.

You will need to understand the legal and ethical considerations surrounding the release of information to the press and public, especially where sensitive or contentious issues are involved.

This Standard is for anyone involved with drafting and evaluating press releases.

## Performance criteria

*You must be able to:*

1. clarify and agree the style, intended audience, content, length and quality of material required with appropriate people
2. agree resources and timescales needed to produce press releases with decision makers
3. assess and collate factual and graphic material that is accurate and relevant to the intended audience
4. prepare draft copy in line with press release requirements, agreeing any changes with decision makers
5. agree final material that balances audience needs and interests with time, costs and legal constraints
6. maintain effective communication with people involved in production and delivery so that time and budget requirements are met
7. check proofs and make sure material complies with research findings, agreed content and style, editorial policy and print/website specifications
8. remedy any errors or omissions in proofs without delay
9. ensure delivery and distribution are carried out as agreed
10. inform relevant people how material can be obtained by the general public
11. agree criteria to evaluate the effectiveness of press releases with decision makers
12. evaluate press release against agreed criteria
13. report results of evaluations to appropriate people

## Knowledge and understanding

*You need to know and understand:*

1. how to clarify and reach agreement about expectations and requirements for press releases
2. the budget parameters you are working within
3. the editorial policy of the production, and how it affects the use of material
4. the intended audience, customer experience and the implications for selecting material
5. the decision makers are and how to communicate with them
6. the timescales and resources needed to produce the material
7. the purpose, scope, style and format of the material
8. the legal and ethical constraints associated with publications
9. format and style of writing associated with press releases
10. who to communicate with at different stages of the process including decision makers, designers, printers, publishers and those who the press release is for
11. how to communicate with everyone involved and when it is appropriate to do so
12. how to identify and remedy errors and omissions in proofs
13. the process of publishing on the web
14. how to determine criteria to evaluate press releases

Draft and evaluate press releases

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**Originating Organisation** Creative & Cultural Skills

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**Relevant Occupations** Artist; Arts Administrator; Arts Development Worker; Arts Leader; Community Artist; Community Arts Administrator; Community Arts Manager; Live Events Administrator; Live Events Coordinator

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**Suite** Delivery of Arts Projects and Live Events

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