

VERX ACO

COMMUNICATIONS TEMPLATE

Press Release Planning Template

A structured, evidence-led starting point for organisational announcements.

Press release planning guide

Use this template to organise the facts before drafting a release. Replace every bracketed prompt and remove any section that is not supported by evidence.

A useful release answers: what happened, why it matters, who it affects, what evidence supports it and where readers can learn more.

Release details

Release date and location

Primary media contact

Approval owner

Draft structure

Headline

[Clear, factual statement of the announcement and its value]

Standfirst

[One or two sentences that add context without repeating the headline]

Opening paragraph

[Organisation] today announced [what happened], enabling [audience] to [practical outcome].

Supporting evidence

[Facts, dates, scope, measurable change, programme detail or independently verifiable context]

Quotes and context

Executive or project lead quote - decision, intent and significance

Customer, partner or stakeholder quote - lived value and evidence

Next steps, availability or call to action

Boilerplate and final checks

About the organisation

[A concise factual description: purpose, location, core work and relevant proof points.]

Media contact

Name | Role | Email | Telephone | Website

Publication checklist

- Names, titles, dates, figures and links have been verified.
- Every claim is supported and confidential information is excluded.
- Quotes are approved by the named speakers.
- The headline is factual and the first paragraph contains the announcement.
- The call to action and media contact route both work.