# **Guidance for Press Release and Article writing**

The first thing we should say is that NWS are here to help you in any way. If you would like us to assist with a press release or for us to check anything you have written please just email us at: [info@neighbourhoodwatchscotland.co.uk](mailto:info@neighbourhoodwatchscotland.co.uk) or call the office on 01786 463 732.

Here are a few reasons you might like to try and place something in the press:

* To try to sign up new members for your watch
* Encourage sign ups to the Neighbourhood Alert system
* Good news story/something that has worked in your area to reduce crime or promote safety
* Raising awareness of Neighbourhood Watch as a concept in your area
* Raise awareness of an event you are running

When writing a press release, you really need to grab the readers attention straight away but also need to get the most important information into the first paragraph. If the reader is only going to read one paragraph make sure they get all the information you want them to get! So, try and get the following into the first paragraph.

***WHO*** – Who is holding the event/reporting the info?

***WHAT*** – What are you telling people? What is exciting?

***WHERE*** – Where is the event or the place you can get further information?

***WHY*** – What’s the hook? – why should people be interested?

***WHEN*** – When is the event or the deadline?

# **Here is a basic example:**

[INSERT NAME OF GROUP] Neighbourhood Watch is interested in reducing crime in [INSERT AREA] and will be hosting [INSERT EVENT] on [INSERT TIME AND DATE] to celebrate/inform you of/ [DELETE AS APPROPRIATE]

# **Here are a few suggested starting sentences:**

Interested in keeping your community safe…

Interested in reducing crime in …

How can we help reduce crime and keep our community safe…

It’s not all curtain twitching, Neighbourhood Watch …

# **Here are some bits of key information that your Neighbourhood Watch is consistently doing, that you might like to consider in your article:**

Creating community spirit

Building a resilient safer community using trusted information from Neighbourhood Watch Scotland

Providing access to sources of support through Neighbourhood Watch Scotland.

Neighbourhood Watch has been working in Scotland since the 1980s to harness community spirit and help build resilient safer communities through its trusted information.

It’s Your Watch Your Way (for local coordinators) – you can do as much or little as you want – use email, WhatsApp or notes through the door to communicate with your members, whatever works for your community.

It’s a national network, delivering on a local level through Neighbourhood Watches and the Neighbourhood Alert system.

NWS offer support (for new and established coordinators) please contact the office by emailing for assistance during office hours – [info@neighbourhoodwatchscotland.co.uk](mailto:info@neighbourhoodwatchscotland.co.uk)

When circulating news or information on behalf of a Neighbourhood Watch Scotland group, we ask that you do not criticise or make negative comments about any of our partners. We are trying hard to build stronger relations with many organisations and any negative publicity can damage the bigger picture.

Feel free to talk to us about any frustrations you may be trying to overcome as we might be able to help.

Please ask for help with anything you are planning, remember we are here to help you. Contact the team at [info@neighbourhoodwatchscotland.co.uk](mailto:info@neighbourhoodwatchscotland.co.uk) or call the office on 01786 463 732.