

Ten Tips for writing a press release

1. Use campaign headed paper if you have it and add the words PRESS RELEASE at the top.
2. Compose a title and headline that explains exactly what it is about.
3. Write in plain English; use short words and sentences and no jargon.
4. Use double line spacing and wide margins
5. Keep it short, ideally no longer than one page.
6. Set out your viewpoint, and explain why it is of interest. Additional facts can be included at the bottom as "Notes for Editor".
7. Include a quote, as this can be included in the article as if the person had been interviewed.
8. Include a contact name and phone number.
9. Date the release.
10. Follow up the mailing of your press release with phone calls to make sure the information has reached the right person.

