Tips
Principles of Writing a News Release

- Give most important details first. Begin with a headline that summarizes the release. The first paragraph should answer the five questions: "who, what, where, when, and why?"

- Keep it short and simple. News releases should be no more than two pages and double-spaced. The type face should be clean and easy to read.

- Format the release correctly. Include the date, contact information, and a headline. Type your news release on a letterhead.

- Begin the news release with the name of your city and the date.

- If the release is longer than one page, type "-more-" at the bottom of each page, except the last. Signify the end of the release by typing "###" or "-30-"centered after the last sentence.

- Be careful with language. Avoid using slang or technical terms.

- Use quotes generously. Quotes keep it real.

- Check for accuracy. Be sure to verify all spelling, facts, statistics, names and titles.

- Keep it factual. Don't say anything you cannot back up with verifiable facts.

- Address the release correctly. Make sure you have the right person and that their name is spelled correctly.

Possible Topics:

Please contact the Poison Center for approval on the topic