POWER**PRISM**

Tips for Writing a Press Release

A press release is used to announce new information, new facts or milestone accomplishments of your program/agenda. Press releases can be used to respond to something that has happened externally that affects you. If you're submitting it to a local media outlet, it is critical that the information be locally focused with a local spokesperson quoted, if possible. Press releases can provide "hero opportunities" to your legislative allies, so invite them to submit a quote for inclusion.

- Use letterhead, double space and leave ample margins.

- Include contact name/position/telephone number in upper right hand corner.

- Under contact name, put release date: (For Immediate Release: Date)

- Your headline should be short, catchy and in bold letters. If you use a sub-headline, it should be in upper and lower case and underlined.

- Include all pertinent information. If you're talking about an event, include specifics.

- Include quotes from relevant parties. Make sure quote is approved by speaker.

- Don't use too many quotes! Every coalition partner does not need to be quoted in every release. Spread the glory around over time!

- Signal the end of the release with three pound signs. (###)

- After emailing/faxing press release, follow up with reporters for coverage.