

Tips on how to write a press release:

- Draw interest of the target audience with a strong news angle such as making the story relevant through highlighting recent events if possible.
- Create a clear, concise headline that includes the name of the organization issuing the press release and describes the content of the news release.
- Use quotes from key community leaders or specialists in the topic being addressed.
- Use statistics to illustrate why the issue is a concern to the community.
- Use proper grammar and spelling.
- Write in third person; avoiding I, we, us, your, etc.
- Address who, what, when, where, why and how.
- Read the release aloud to see if it makes sense.
- Include the release date plus contact name and information when sending it to the media.
- Use bullet points sparingly.
- Use agency/organization letterhead.
- Mark the end of each page with “-more-“ and the final page with “###”.

*Adapted from Community Briefing Prevention Toolkit: Town Hall Meetings.
For more information visit: www.stopalcoholabuse.gov/townhall*