



Rhode Island Tobacco Control Network

## Media Advocacy

### 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 the arts, design and creative sector – such as a press release that applauds the General Assembly for proposing to expand Medicaid benefits to cover smoking cessation. 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.
- Please send us a copy of your final press release for our records!