

## 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.



**Tips**  
**News Release Sample**

**FOR IMMEDIATE RELEASE**  
*(insert date)*

**For more information contact:**  
*(insert your name, phone number, and E-mail address)*

**FATAL ATTRACTION: POTIONS AND PILLS**  
*(insert the name of your organization) Kicks off Poison Prevention Awareness Campaign, (insert NPPW date)*

*(insert your city, your state -- release date)* – Poisoning is one of the leading causes of injury and death in the United States. It is estimated that more than 70,000 Georgians are unintentionally poisoned each year. In 2013, the Georgia Poison Center responded to 88,579 poison exposure calls. Forty eight percent of the calls involved children under the age of five. It can take only seconds for a child to reach for poisonous cleaners, cosmetics or medications possibly resulting in serious injury or even death. During March (**## to ## (insert date, usually 3<sup>rd</sup> week in March) ) (insert your organization)** and the Georgia Poison Center will kick off a week-long campaign to raise awareness of the dangers of unintentional poisonings, and to inform people of the necessity of keeping potential poisons away from children at all times.

Children under the age of five are particularly at risk for poisoning due to their stage of development. As a child’s mobility increases, so does his ability to reach for a dangerous product. "Young children constantly explore the world around them, touching and tasting everything they see. Unfortunately, the results can be devastating," said Dr. Gaylord Lopez, Director of the Georgia Poison Center.

-MORE-



FATAL ATTRACTION -- Add one

1. “The goal of this campaign is to teach people how to protect children and others from the harm of poisons.” said Dr. Gaylord Lopez, Director of the Georgia Poison Center. ***(insert localized quote here.)***
2. During National Poison Prevention Week, the Georgia Poison Center reminds you to make your home safe by poison proofing it. Keep the number of the Georgia Poison Center on or near your telephone, and if a poisoning occurs, call the center immediately. The free service is available 24-hours a day, 7 days a week:

Toll free number

**1-800-222-1222**

TDD for the deaf and hearing impaired

**(404) 616-9287**

3. To help keep your family safe, the Georgia Poison Center suggests keeping potential poisons such as household products and medicines in child-resistant containers stored in locked cabinets, out of the reach and sight of children. In addition, the Center recommends that you read and follow label directions before using any household products or medicine.
4. Poisonings are preventable – but it’s up to you. For more information about poison prevention call ***(insert local contact at local number)*** or the Georgia Poison Center’s Education Department at (404) 616-9235 or visit the Georgia Poison Center website at [www.georgiapoisoncenter.org](http://www.georgiapoisoncenter.org).

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