

So You Want to Write an IGCC Press Release? Here's How

The first two paragraphs of a press release should answer 5 questions.

- **Who:** State your organization and mission.
- **What:** Provide clear and concise information on a news-related event, such as the introduction/passage of a bill granting tax credits for green building.
- **When and Where:** Supply the precise location, day, and time of the specific event and make sure you include a street address as well.
- **Why:** Explain the purpose for the event

Keeping those principles in mind, you can follow this simple formula to craft a solid, readable, and, dare we say, catchy press release.

1. Make a header with your organizational information. You can imitate the one on the ICC's sample press release or come up with your own, but be sure to include all of the relevant contact information.
2. Put the release date. Usually, it will read FOR IMMEDIATE RELEASE, in which case the dateline below will suffice for a release date.
3. Write a *short*, attention-grabbing headline. If the issue needs more than a few words to describe, use a sub-headline.
4. Put the dateline (place, day, date) on the first line of the release
5. Craft your lead paragraph. Get all the important facts in there while keeping it punchy and brief.
6. Write the body paragraphs, keeping in mind who, what, when, where and why.
7. Conclude with boilerplate about your organization.
8. Optional: Repeat contact information and/or offer to provide someone to interview. This is good for long, multi-page press releases.
9. Center three hash marks (###) just below the content of the release. These signal the end of the release.