

Press Releases

A well-written press release can reach a much wider audience than those who actively seek out information regarding your organization. Keep them clear, concise, and give out all the most important information in the first couple of paragraphs. Follow the formatting in the following examples:

[An in-depth guide for how to write press releases](#)

This goes into more detail for how to write a press release like a pro.

[New Green Construction Code Unveiled](#)

A lightly commented sample press release that goes into what the IGCC is that you can adopt to use as your own.

Op-Eds

Op-Ed pieces are useful tools to voice your messages. Decision-makers and legislators read the opinion pages of newspapers so this is an effective means of communication. They provide opportunities to reach diverse audiences, including politicians, other organizations, and the public.

[How to Make Brown the New Green](#)

This is a sample op-ed written by Marshall Purnell of the AIA supporting something they did. The highlighted sections offer tips, guidelines, and examples to write an effective op-ed piece.

Here are some general tips for writing an op-ed:

- Keep it short, usually under 800 words. Some newspapers provide guidelines on how to submit an op-ed piece, and they may have their own word limitations.
- Stay on track. State the issue and identify your solution.
- Select individuals/members to author the piece (also referred to as ghost-writing), but maintain control of the message.
- Provide accurate facts and supply only information that you can support.
- Stay positive and keep trying to get your message out to the public.