WP7
Communication and Dissemination

Communication tips
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Latvian Environmental Investment Fund

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How to write press release!

1. Write release on the blank of organization sending out the press release

2. Grab attention with a good headline

3. Write in third person

4. Include quotes whenever possible

5. All information into 1 page

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Press release Template

Logo
Contact information
(Company name, address, telephone, fax number, e-mail, and web site address)

Information to mass media

Date, Place

Title
Include most important keywords
No more than 8 words (75 characters)
Not in all-caps

Opening paragraph
3 – 4 sentence paragraph. Should contain information: who, what, when, where, why.

Body text
Include any relevant information. Include quotes from staff members, industry experts etc. Quoting a person by name helps readers understand and remember the information more clearly.

Organization History
Paragraph contains information about the organization.

For additional information or a sample copy, contact: (all contact information)

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How to write an effective e –mail I

1. **Subject Lines are Headlines**

2. **Make one point per E-mail**

3. **Get your message across in the first line**
   - State the most important information first, make it easy to scan
   - If you want to add details put them at the end
   - Don't leave the punch line until the end. The receiver might not get that far

4. **Keep it short and effective**
   - Save the Whole Story - Stick to the Facts
   - Minimize Questions

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How to write an effective e – mail II

4. **Tell the action you want us to take**
   - Don't leave us in doubt of what we should do
   - If the email is just to inform, tell that

5. **Avoid extended blocks of text**
   - By breaking up your writing into short paragraphs or bullets points, numbered lists
   - Highlight keywords (bold or italic) for emphasis, without overdoing it

6. **Keep the CC and BCC to a minimum**

**And keep in mind what we all already know:
everyone is busy and gets too much e-mail!**

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How to write a news story (for the web page)I

1. **Introduction - interesting and factual**
2. **Keep it snappy**
   - Clear, Concise and Correct. The top four paragraphs should provide all the information a reader would need if they didn't know anything about it in advance
   - Put the paragraphs in order from importance and interest and work your way down to the least essential details.
   - Answer the six important questions that every reader wants to know:
     - Who?
     - What?
     - When?
     - Where?
     - Why?
     - How?

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How to write a news story (for the web page)II

3. **Get the basics rights**
   - Truth and accuracy are two of the most important values, so double check all the facts with two sources

   - Get somebody else to read it too, and see whether they understand the story

   - And always run a spell-check, but don't totally rely on it

4. **Never assume knowledge**

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How to write a news story (for the web page)III

5. **Tell the story**
   - include direct quotes or make it clear where the quotes came from
   - add statistics to the news story
   - use necessary words only
6. **A good headline**
7. **Brake it up**
   - use photos, bullet points, crossheads or other techniques to help break up the page

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Thank you for your attention!

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