

## WORKING WITH THE MEDIA TIPS: PREPARING A PRESS RELEASE

### ➤ *An effective press release should:*

- ✓ Be written in a standard form.
- ✓ Be one page long and definitely no more than two.
- ✓ Be written on plain white paper, usually standard size business paper.
- ✓ Be computer generated or typed.
- ✓ Leave a margin of about 1 ½ to 2 inches around the edges of the text.
- ✓ Clearly state contact information.
- ✓ Start with a headline, written in ALL CAPITAL LETTERS.
- ✓ Announce an issue/event of importance for which you want media attention.
- ✓ Be brief and to the point.
- ✓ Answer the following in the first paragraph:
  - **Who** is the subject of the story?
  - **What** is happening?
  - **Where** is the event going to take place?
  - **When** will the event take place?
  - **Why** is this so important?
- ✓ Be as accurate and specific as possible.
- ✓ Have the word “more” typed on the bottom of the first page (if the release is longer than one page), and “end” or the symbols ### at the center bottom of the last page.

### ➤ Follow up the press release with telephone calls.



**FOR IMMEDIATE RELEASE**

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**CONTACT**

Jane Doe, +1 202 123 1234, [jdoe@ndi.org](mailto:jdoe@ndi.org)

**NDI FIELDS PRE-ELECTION ASSESSMENT MISSION FOR ALGERIA'S MAY 10  
PARLIAMENTARY ELECTIONS**

ALGIERS, ALGERIA – The National Democratic Institute (NDI) today began an international pre-election assessment mission to evaluate the pre-election environment in Algeria in advance of May 10 parliamentary elections. The multinational delegation includes Carole James, member of the legislative assembly in British Columbia (Canada); Irena Hadziabdic, president of the European Association of Election Officials (Bosnia and Herzegovina); Mohamed Anis Ghodbane, vice president of communications for *l'Association Tunisienne pour l'Eveil Démocratique* (Tunisia); Sarah Johnson, assistant director of the democracy program at The Carter Center (U.S.); and Jeffrey England, NDI/Morocco resident country director (U.S.).

The purposes of the delegation are to express the international community's support for democratic governance and the conduct of competitive multiparty elections in Algeria, and to provide an impartial and accurate report on the electoral process to the Algerian people and the international community. NDI's pre-election mission will be followed by the deployment of long-term observers, who will remain in Algeria through election day and the immediate post-election period.

During the pre-election mission, delegation members will meet with senior government officials, election administrators, political party representatives, civil society leaders, media representatives, candidates, and representatives of the international community. The delegation will present its findings at a press conference in Algiers on Thursday, April 5.

The delegation will conduct its activities in a nonpartisan manner in accordance with Algerian law and international standards for election monitoring set forth in the [Declaration of Principles for International Election Observation](#). The Institute will coordinate its observation activities with other observer groups, including the delegation from the European Union.

*The National Democratic Institute is a nonprofit, nonpartisan nongovernmental organization working to support and strengthen democratic institutions worldwide through citizen participation, openness and accountability in government. More information is available at [www.ndi.org](http://www.ndi.org)*