

Rules for a good press release.

1. Send it early: Three weeks before an event, or per the publication's stated preferences.
2. Make it simple. Who, What, When, Where, Cost, Contact Info
3. Give the editor a hook. Why are your biscuits best?
Why is the world falling over itself to see your widget?
4. Keep it on one side of one page. If I want more I will ask.
5. Find out what form the target publication prefers for P.R.
E-mail? FAX? Snailmail? Clay tablets? (I prefer e-mail.)
6. Only use the preferred method (if technologically possible). Do not send me your info in three forms. It will only annoy me.
7. Send photos or graphics as attached jpegs in e-mail, or on disk or CD if possible. Every step you eliminate for an editor makes your story one step easier to publish.
8. Keep appointments for interviews.
9. Don't complain after a story runs unless there are significant factual errors. Except for reviews, which obviously may be critical, if your story is told in a publication you can trust that the writer and editor want it to be as good as possible. You are selling activism, we are selling papers. We are all in this together. Whiners aren't likely to be invited back.
10. Keep your sense of humor. There are people living on grass and dodging rockets in Afghanistan, they are dying of cholera and stepping on cluster bombs in Iraq. Until the thought police lock us up, we are among the richest, luckiest, healthiest humans in history. Almost everyone else is worse off.
Enjoy your great good fortune and work for justice.