

## Writing texts for the press

### Use

This tool contains tips for writing attractive and readable texts for press release.

### Remark

You can choose to write your own texts destined for the press instead of letting journalists do the work. By doing this you often gain time as there is no need to explain facts, clear up misunderstandings or make subsequent corrections.

Tip: Ask at least one person to counter-check your text before submitting it to the media!

## Rules for writing press releases

### Type

<i>Short text</i>	Short texts of 20-40 lines (750-1500 characters) are sufficient for information concerning events, publications, new appointments, inauguration of a new service, etc. Such short texts have a greater chance of being published. Main statements are stated first, dates, times, addresses (who, where, when), etc. come last.
<i>Long text (with lead)</i>	Descriptions of projects or general health themes deserve a longer text of about 3000-5000 characters (60-140 lines). A <i>lead</i> containing the synopsis of the main information will introduce the text. The lead consists of one or two memorable statements about the content of the main body of text and is no longer than 15-25 words. The text should have a tempting start, perhaps a quotation. The theme should be made more concrete by quoting real life examples. Practical information such as events, dates, publications, etc. is always stated at the end.

### Format

- Short title
- Write in columns (30-35 characters)

### Illustrations

- Provide good quality black and white photos with the remark "at your disposal". This means that there is no copyright and the material can be used free of charge.

## Writing style

- Writing style and content must be adapted to the target readership
- Short sentences (no more than 20 words per sentence)
- One statement per sentence, main statement at the beginning
- Verbs instead of nouns
- Active instead of passive verb forms
- Avoid words of foreign origin
- No superlatives
- No empty clichés
- Gender neutral formulation
- Change of sentence rhythm and structure

## Examples:

### Short text

#### *Courses for carers of the elderly*

For the past two years, Mrs. G. has been paying weekly visits to her 88- year old neighbour. Lately she has noticed that Mr. K. has been neglecting his household and his personal hygiene, that he has nearly stopped going out and that he has been drinking more and more.

Mrs. G. is worried and is asking herself many questions: what should she do? Should she address the problems with him? Who could she tell? Who could help her?

The service for the elderly will address questions of this nature and many more during its two-day workshop.

The workshop takes place in the day care centre on day x and day z from 9am to 4pm. Thanks to the generous contribution of Z, the cost of the workshop is minimal: x\$/person for the two days, incl. lunch and refreshments. The course is open to everyone who is involved in the care of the elderly.

More information and inscription forms are available from XY.

## Addiction prevention – a new children’s book

**The new children’s book „Hey Josy“ packed with ideas for addiction prevention activities for children of primary school age, is presented to the public by its authors.**

„Josy, I’m feeling überstrong!“ Anna shouts and energetically leaps over a small stream. Anna and Josy’s story is told by children and describes how children can discover their strengths and experience new ways to behave and react.

[...content and objectives of the project/illustrations ... ]

A reading with children cake and music will take place next Friday from 6pm. All are welcome. Free entry.

Book reference.

Orders from: Address, phone, fax, e-mail