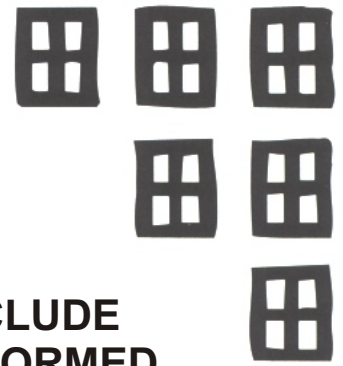


Writing an Effective Press Release

Make sure it's news, stick to the point and make it professional!



USE LETTERHEAD, A PRESS RELEASE COVER SHEET OR AN E-MAIL TEMPLATE

Send releases on your community letterhead where possible for a professional look and image - or, take it to the next step by designing a press release sheet - like the one at right. Be sure it includes all of your contact information, including your area code and fax number.

USE A SUMMARY HEADLINE

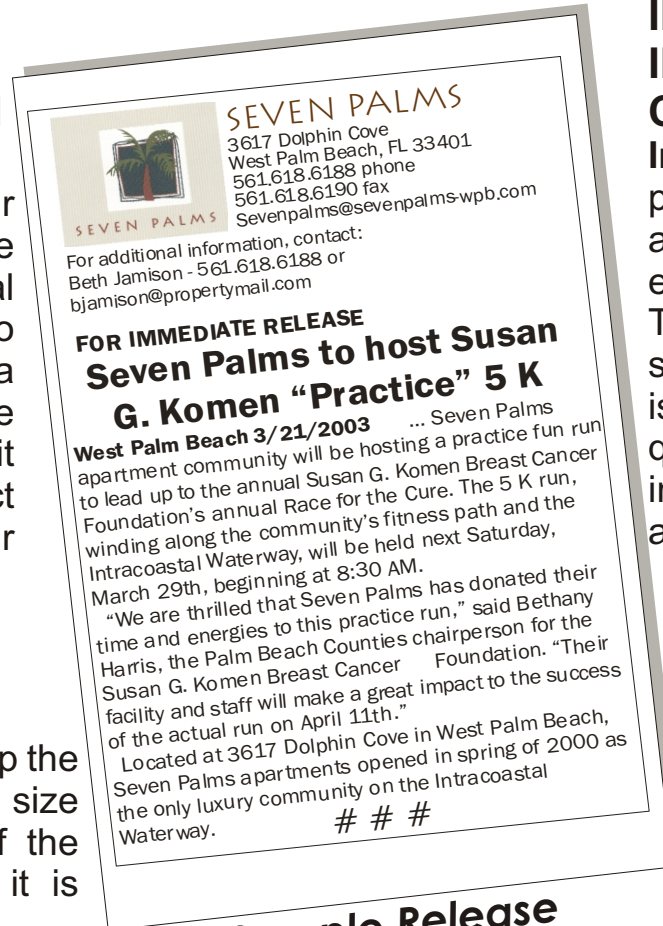
This should be brief and help the editor/news director quickly size up the essential nature of the release - to determine if it is newsworthy.

ALWAYS DATE YOUR RELEASE

Include the date and that it is "For Immediate Release" letting the editor know it is timely.

CHECK YOUR SPELLING

...and grammar! Accuracy counts. An editor may doubt the credibility of a release with spelling or grammatical errors.



Sample Release

INCLUDE INFORMED CONTACT PEOPLE

Include a contact person, phone number (including area code and extension) and e-mail. The contact person should be someone who is authorized to answer questions or to be interviewed on-camera about the release.

DON'T USE JARGON

Editors - and their readers - don't know the apartment business like you do. Use plain English. Don't get wordy or gushy - this is not the place for adjectives. This is not an advertisement!

THE FIRST PARAGRAPH

The "lead" - is the most important part of your release. Summarize your main news point and most interesting and pertinent aspects.

BODY OF THE RELEASE

Think logically. Use short, concise sentences and paragraphs to cover the who, what, when, where and how of the story. Begin with the most important information and end with the least. Be sure to edit yourself and be brief!