

# Green Independence

## TIPS FOR SUBMITTING COMMUNITY SHARED EVENT INFORMATION

Generally, it is best the information is clear, short and to the point. Here are other suggestions:

- ✓ Write a headline that captures a reader's attention. Keep it as short and clear as possible.
- ✓ Please do not use call capital letters in your headline.
- ✓ Begin the text of the event information with the most important news, rather than with who announced it.
- ✓ Make sure the event information answers key questions, such as: What? When? Where? Why? Who? How? Try to anticipate questions a reader might have and address them.
- ✓ Avoid clichés, uncommon terms and jargon a general reader might not understand.
- ✓ Avoid excessive use of adjectives and superlatives.
- ✓ Rather than use an acronym or a shortened version of, say, an organizations title, spell out the full name or title.
- ✓ List a contact person and his or her telephone number and e-mail address at the top of the press release.
- ✓ If a web page offers additional information, include the web address.
- ✓ Date the information.
- ✓ Before sending the information, double-check all details to ensure accuracy.