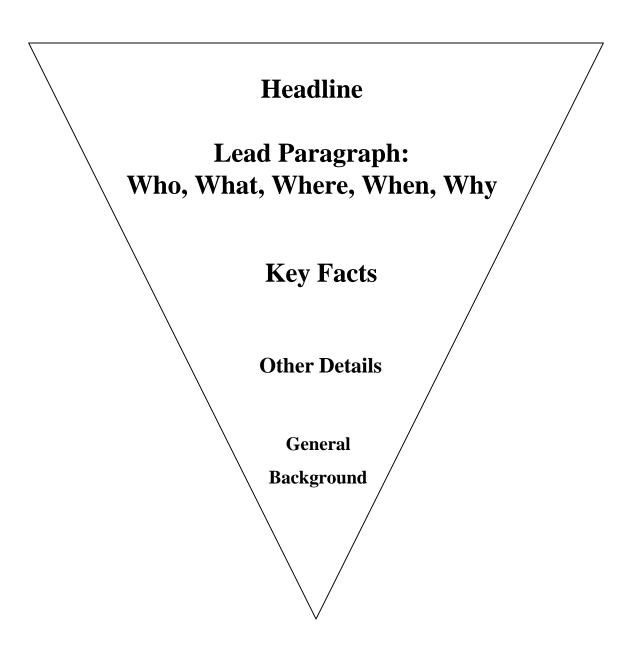
Structure of a Press Release

Most important information goes first Facts, details, and background follow



From: Susan K Jacobsen, Communications Skills for Conservation Professionals, Island Press, 1999