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# PRESS RELEASE GUIDE

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**What geographic location is this story originating from?**

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**What is the date you would like this press release to be published?**

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**What is the headline for your story?**

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**Explain the who, the what, the when, the where, the why and the how of the story:**

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**How do you know this is true?**

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**What is the significance of the story and why does it matter?**

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**What is the background, details, explanations, statistics and so on for the story?**

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**What does the main person involved say about the story?**

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**What is the main person involved in the stories name?**

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**What is their position?**

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**What organization are they from?**

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**Is there anything else that is missing and has not been covered yet?**

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**Summarize the whole story in one sentence:**

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**What is the organizations name this is originating from?**

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**What is a brief description of the organization?**

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**What is the web URL for this organization?**

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**Do you have any logistical information you would like to communicate to the editor?**

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**Who should the editor contact for more information?**

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**What is their contact number?**

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**What is their email address?**

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**What are possible photo opportunities for this story?**

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**What are possible photo locations for this story?**

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**Who are or what are the possible talent for the photo opportunity?**

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