**EMAIL ETIQUETTE**

Remember life in the office before e-mail; standing at

a fax machine or paying for a stamp, envelope and

stationery in order to snail mail it?

**E-mail Writing Tips**

1. If you are upset with someone, wait until you have

calmed down to respond, or call this someone

directly at the appropriate time.

2. Do not use CAPITALS. They indicate “shouting”. It

may be okay to use it for word or two to emphasize

items.

3. Keep sentences short. The fewer words the better.

4. Be careful when sending fancy HTML-formatted

messages. Some computers will not be able to read

them.

5. Beware of file sizes that may be too large. People

without high-speed access will not be able to

download your file in a reasonable time. When

sending a lengthy e-mail covering several topics,

use headings for each topic.

**10 TIPS FOR**

**TALKING TO THE PRESS**

1. Talk from the viewpoint of the public’s interest,

not the interest of your organization.

2. Speak in personal terms whenever possible.

3. If you don’t want a statement quoted, don’t make

it.

4. State the most important fact at the beginning

and be explicit.

5. If the reporter asks a direct question, he is entitled

to an equally direct answer.

6. Tell the truth, even if it hurts.

7. Do not exaggerate the facts.

8. Take responsibility for yourself and give the credit

to others.

9. Create a balance story.

10. Do your best to close on an upbeat note.