

Let the '[Declaration of the Right to Stutter](#)' go viral

How do I write a press release with maximum impact?

- 1) Get straight to the point. Put the news in the headline right away. In this case: 'Declaration of the Right to Stutter signed by 70 organizations worldwide.' Headline in your own language.
- 2) Explain the news in a maximum of three lines in bold. That's your introduction.
- 3) In the first regular paragraph, highlight a few key phrases, such as "We stutter. That is how we talk." For example, tell us how many people stutter in your country. Worldwide: 50/60 million.
- 4) Copy/paste the statement (the version in your own language).
- 5) Tell something about your own organization, why you signed this statement.
- 5) Give examples of people who stutter who did not feel the freedom to stutter or were even discriminated.
- 6) End with a note. It contains a name, contact details, such as an e-mail address and telephone number. Links to your website, and to the statement. Journalists should be able to check the information online, help them with links.
- 7) Is your message much longer than 600 words? Then add the message as an attachment. You briefly share the news in maximum 250 words in the accompanying email. Write directly, concisely, convincingly and concretely. Journalists don't read, they scan your message in seconds.
- 8) Distribute the press release through a reliable press release service (google it). Then also manually send the message to dozens of e-mail addresses of journalists and media. This takes a lot of time. Please allow a day to properly deliver this press release and respond promptly to responses.
- 9) Publish your press release on your own site. Spread the link with an attractive social media announcement. Mention relevant persons and organizations. LinkedIn is a particularly good medium for this, because stuttering often causes problems at work. Write there with your contacts in mind, make it a bit personal. And ask to spread this message (link to press release). Also ask your relevant contacts to help spread this message on social media. Like their posts.
- 10) Please do it now. Don't wait for World Stuttering Day, October 22. Editors need time to discuss and process this press release.

Make it go viral. Good luck! Thank you very much!

Dutch example

<https://stotterverhalen.stevenschrift.nl/2022/10/17/verklaring-voor-het-recht-om-te-stotteren/>

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English version: 'Declaration of the Right to Stutter'

<https://stamily.org/declarationrighttostutter/>