

TIP SHEET #5 – PR, or THERE JUST MAY BE A FREE RIDE

A concentrated PR effort increases your company's visibility while supporting a positive brand image.

Consider how an article that appears in a trusted publication is typically viewed as an endorsement by that publication. It is far more credible than an advertisement or direct mail piece because information about you and your company are being delivered from an impartial, third-party source.

Basics 1

- Have a well-defined reason for sending a press release
- Focus on one central subject in each release
- Test the subject for 'newsworthy-ness'
- Know publication and broadcast lead times
- Write a concise, informative headline
- Provide a brief, factual summary of your 'story' in the first paragraph
- Eliminate jargon
- Include appropriate quotes
- Include specific contact information, name and phone number, in the heading
- Include a dateline at the beginning of the lead paragraph
- Double space and leave ample margins
- Proof the copy well; errors cause editors to distrust the accuracy of the information
- Update your mailing list constantly

Basics 2

- Nothing impresses the editors but a clear, concise, newsworthy message—not color, paper stock, flashy photos
- If you have the right contact information the editor will get it—do not call to check
- Send the release to the right person; seldom do editors and reporters pass mis-directed releases on

Basics 3

- Flows well
- Presents facts in a logical progression
- Takes a minute or less to read
- You need the media
- The media needs you

The Most Effective Press Release

- Targeted to the local or community press
- May be used 'as is', or as a catalyst for an editor or reporter looking for a story
- Must be focused
- Must be 'newsworthy'