

# KEYS TO MEDIA RELATIONS SUCCESS

**WHAT IS YOUR PROBLEM?**

**WHAT IS YOUR MEDIA GOAL?**

**WHAT IS YOUR PURPOSE?**

**To explain  
To influence  
    To prove  
    To move**

**ELEMENTS OF A QUAD P STRATEGY**

**Plan  
Prepare  
Pre-empt  
Practice**

**HOW MEDIA CONTEXT SHAPES MESSAGES**

**Print  
    The Pitch Letter  
    The Press Release  
Radio and Television  
    The Scheduled Interview  
    The "gotcha" Ambush  
Public Meeting Presentations  
    Ideas  
    Organization  
    Language  
    Delivery  
        Verbal  
        Non-verbal**

**Routine Coverage vs. Crisis Management**

**EXERCISES**

**Preparing a press release or pitch letter  
Role-playing an interview  
Impromptu Announcement**

## **TIPS FOR WRITING EFFECTIVE PRESS RELEASES**

- **Be sure that your information is newsworthy.**
- **Make sure that your demographic target “gets it.”**
- **Make sure the first sentence of your release is effective, as it must capture and hold attention.**
- **Avoid excessive use of adjectives and fancy language.**
- **Deal with the facts, not speculation.**
- **Provide as much contact information as you can: name, address, phone, fax, email, web site, etc.**
- **Make it as easy as possible for media representatives to do your job.**

## **FOR IMMEDIATE RELEASE:**

### **CONTACT:**

Contact Person

Company Name

Voice Phone Number

FAX Number

Email Address

Website URL

## **XYZ, Inc. Announces Widget to Maximize Customer Response Rate**

This headline is one of the most important components of the press release as this needs to "grab the attention" of the editor. It should be in bold type and a font that is larger than the body text. Preferred type fonts are Arial, Times New Roman, or Verdana. Keep the headline to 80-125 characters maximum. Capitalize every word with the exception of "a", "the" "an" or any word that is three characters or less.

<City>, <State>, <Date> - Your first paragraph of the release should be written in a clear and concise manner. The opening sentence contains the most important information; keep it to 25 words or less. Never take for granted that the reader has read your headline. It needs contain information that will "entice" the reader. Remember, your story must be newsworthy and factual; don't make it a sales pitch or it will end up in the trash.

Answer the questions "who", "what", "when", "where", "why" and "how". Your text should include pertinent information about your product, service or event. If writing about a product, make sure to include details on when the product is available, where it can be purchased and the cost. If you're writing about an event, include the date, location of the event and any other pertinent information. You should include a quote from someone that is a credible source of information; include their title or position with the company, and why they are considered a credible source. Always include information on any awards they have won, articles they've published or interviews they have given.

Keep your sentences and paragraphs short; a paragraph should be no more than 3-4 sentences. Your release should be between 500 to 800 words, written in a word processing program, and spell checked for errors. Don't forget to proofread for grammatical errors. The mood of the release should be factual, not hyped; don't use a sales pitch as it will ruin your credibility with the reader.

The last paragraph before the company information should read: For additional information on (put in the subject of this release), contact "name" or visit [www.yoururl.com](http://www.yoururl.com). If you offer a sample, copy or demo, put the information in here. You can also include details on product availability, trademark acknowledgment, etc. in this area of the release.