

Top Ten Tips for writing a News Release

A news release is the best way to get attention for your company or products, it can be picked up by journalists and used in their publications, and therefore reach the audience you want to attract.

To write a successful news release follow these ten tips and send it to your chosen magazine, newspaper, TV or radio station:

- Your release **MUST** have a newsworthy angle. Think: why would the audience want to read it? How would it benefit them? Remember, a news release is not an advertisement and it will be rejected if it reads like one!
- Think about your target audience. If your subject is specialist then target the media that would cover the subject.
- The first paragraph of your release should grab the readers' attention. Get as much important information in the first paragraph as possible.
- A news release can benefit with a quote from a spokesperson at the company. However, if you do this make sure they are available for interview should a journalist request one.
- Every good news release has an image to support the text; this should be distributed with the press release and in high resolution.
- Contact details are vital. List telephone numbers, email and website addresses at the bottom of the release so journalists can contact you or even print them!
- Don't forget to use a spell checker! The spelling and grammar should be absolutely perfect; journalists will simply delete your email or throw your release in the bin if its not.
- Try not to use too much jargon unless absolutely necessary. Keep it simple, clear and to the point.
- Keep your release punchy, if a reader is bored after the first few lines they will stop reading; engage with your reader to keep them interested all the way through.
- The quickest and easiest way to distribute your news release is via email. Find the name and email address of the person or persons to receive your release. Ideally call each publication for the contact details.

If you need help getting started with your news release give us a call. We'd be happy to help!

**contact JM Marketing:
01536 414 555
pr@jmmarketingservices.co.uk**