

five ways to bring your news release to life



TheBridgeGroup



target practice



**Reading a news editor's mind doesn't require a crystal ball.
For every press release the simple questions they will ask are
'will my readers care?' and 'will it sell copies?'**

So ask these questions of your news first and prove that readers need to know the information you are issuing. So if you're a Southampton company which has recruited six local people and wants to target the Daily Echo, ensure you plug your location early on. Or if you work with older people and want to target SAGA magazine, ensure it's clear how your news will impact upon readers who are 50 plus.





pint-sized



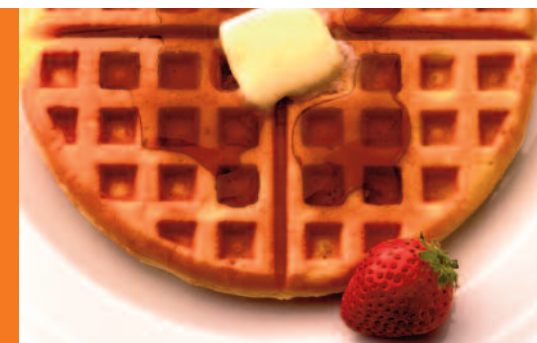
As Kylie regularly proves, small can be beautiful. To catch the attention of your audience, keep releases short and sweet.

Imagine it's a Friday night and you're explaining to a friend or partner in a busy pub the news you want in the release. Short and simple keeps their attention from wandering (or wondering if there's something you're not saying), and the same applies when you're reaching a larger audience via the media.





waffle watch



Please dispose of excessive verbiage. Or cut the crap.

A long word with many syllables doesn't mean you sound any more intelligent. A press release isn't about winning the Booker Prize, it's about getting your point across - so avoid unnecessary words or jargon.





got your number



Even if it's perfect, a journalist may still ask questions.

If they do, make it easy and ensure your release has plenty of contact details. And if they get in touch, return the call or email promptly - you might only get one chance.





pester power



Fact: email works.

If you've sent a press release by email, assume it has landed unless you've received a bounce back. Inexperienced press officers sometimes phone journalists asking if their press release has been received - don't fall into the trap. Trust in technology and, if you don't get coverage, then consider re-working the release rather than asking a question which will destroy any potential relationship with your target title. Only make that chase-up call if you're confident that your news will change readers' lives...

If there's a key title you really need to engage, call before you issue the release and discuss what they're looking for.





mark my words

If you want to boost your communication, we can help. The Bridge Group offers the following communication services:

- Pro-active PR
- Interview skills training
- Presentation skills training
- Crisis PR

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For more information on these services, please contact Richard Lovelace, Kerry James or Ian Hill on 024 7656 0440.

Or you can e-mail us at marketing@bridge-group.co.uk



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