WHAT DOES THE MEDIA OFFER?

GENERATE SALES LEADS
DRIVE WEBSITE TRAFFIC
DELIVER KEY MESSAGES
‘POSITION’ THE ORGANISATION
SHAPE OPINIONS
DEFEND/CREATE REPUTATION
GAIN ‘THIRD PARTY ENDORSEMENT’
PROVIDE ‘CONTENT’ THAT YOU CAN USE
SOME QUESTIONS TO ASK YOURSELF

What is your agenda?
Why are you doing it?

Who is your target audience?

What are your key messages?
Who/what is your target media?
WHAT ARE EDITORS LOOKING FOR?

Tell your story
What makes news?

‘New’ is news
Your special/unique products
People/awards/appointments
Premises/Promises/Promotions
WHAT ARE EDITORS LOOKING FOR?

Tell your story [2]
What makes news?

Good news is “news”
Talk about sales (not profits)
New jobs/investments/discoveries
WRITING A PRESS RELEASE

Summarise the story in headline

Who, What, Where, When – in first para

Use short sentences – avoid jargon

Check spelling & grammar

Provide links & full contact details
THE MEDIA IS AN IMPORTANT & POWERFUL ALLY

This could be you!

- Message
- Communicate
- Send
- Use
The future is here - be different and tell your story!

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