

Monthly Marketing Morsels

August 2014

SIMPLE SUMMER TIP - RELEASE WRITING ADVICE

1. Unless you have a good reason not to do this...Call the document a **News Release** (as opposed to a **Press Release**). You are releasing news.
2. **Remember who you are trying to influence**...it's the editor or reporter at the publication or broadcast station. Write the release from the reporter's perspective.
3. **Critique your work before sending it out**. Ask yourself:
 - a. Is this really news? Make your announcement as interesting and reader friendly as you can.
 - b. Does my headline and first sentence pique the interest of the reporter and cause a reaction of "This looks interesting. I think I'll do something with this".
 - c. Did my story resource have an opportunity to review your draft and make corrections or provide additional input? You are a collaborator, not the source. Ask your source to identify media outlets that are important.
4. **Include detailed contact information**. The reporter may want to contact the story resource directly. The coverage is the key objective, not your prose.
5. **Follow up with key media contacts**. A phone call can stimulate interest in the story.
6. **Build your relationships with key media contacts**. If this means connecting with them on social media, so be it.
7. **Instead of writing the release yourself, have a professional do it**...and get your important news presented in the most word-efficient manner.

Skylimit Marketing's extensive professional experience includes:

- Marketing Planning
- Copywriting for any medium (Print, Broadcast, On-Line)
- Public Relations
- Sales Promotion
- Media planning and buying
- Project management
- Social Media strategy
- Focus Group Facilitator

Jack Cantwell -
CLA Business Person of the Year.

Each client is different.

Each working relationship is different too.

There is no obligation to explore the possibilities.

Call Jack Cantwell at Sksylimit Marketing **717-269-0288** for a free consultation.

You can also email jack@skylimitmarketing.com or visit www.skylimitmarketing.com

