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Eastbourne

GAME ON



Tips for Creating Successful News Stories

Generating news coverage is free advertising for your business and can often be even more effective than advertising.

Here are some top tips for creating sensational news stories:



1. Think of a story which might be of interest to readers – genuine news as opposed to plugging your business is more likely to be picked up by the media.
2. Write a press release:
 - your first paragraph should summarise the whole story in order to catch the readers attention
 - The content of the release should cover Who? What? When? Where? and Why?
 - Stick to facts and be engaging but avoid excessive adjectives
 - Include a quote from a spokesperson to add a human angle
 - Keep your release ideally to one page of A4
 - Include an eye catching headline for your title
 - Include your contact details for further information and use Editors Notes to include any other useful information
3. Including an image, or invitation to a photo/interview opportunity will help lift your story.
4. Select key media who may be interested and email your story. Pasting your text into an email, rather than attaching a document is often preferred by news desks.
5. Use social media to spread your story further.
6. Consider offering competition prizes or free press visits to achieve additional coverage.
7. Generate your own media with newsletters and blogs.
8. Finally, keep an eye out for your stories and keep the momentum going. Don't be disheartened if your first story isn't a success. A long term campaign will achieve much better results and raise awareness.