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News Release Writing and Distribution Strategy

My business this year is in a renaissance for PR assignments, including working with some brand new clients. So how do I attack a PR assignment and get stories published? Sharing some tips:

1. Always call the document a **News Release** (as opposed to a **Press Release**). You are releasing news.
2. Critique your work before sending it out. Ask yourself:
 - a. Is this really news?
 - b. Does my headline and first

- c. Did I get to the point in the first paragraph? Be immediately engaging and accurate at the same time.
- d. Spell check. Nothing sends your story to the trash bin quicker than spelling or grammar mistakes.

3. Include detailed contact information. The reporter may want to contact the story resource or you directly. The coverage is the key objective, not your prose. If the reporter uses your input and writes it to suit the publication style, you are still the winner.

4. Follow up with key media contacts. A phone call can stimulate interest in the story. Wait a day, then call to “confirm receipt”. This works for me. It also helps build relationships over the long haul. Reporters are people too.

5. Use quotes whenever possible – Words from the source directly add credibility to the story.



Call Jack Cantwell at Skylimit Marketing 717-269-0288 for a free consultation. You can also email jack@skylimitmarketing.com or visit www.skylimitmarketing.com

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