

## Why write a press release?

- Your work is interesting
- Your work is important
- You owe it to the world community.
- You need the coverage.



## How the press works

- The media receive many press releases.
- You will not be given credit.
- Journalists are busy.
- Always send by e-mail.
- Timing is critical.
- Let the journalist do his work.
- Be prompt and friendly.



## How journalists react

- The lazy/busy journalist waits for news.
- The busy but less lazy journalist makes a call.
- The gung ho journalist does a longer interview.



## News values (newsworthiness)

- Hot – current, breaking news type of stuff
- Important – does it have impact for the reader.
- Identification – can the reader relate to it.
- Sensationalism – bizarre, dramatic, funny, weird, longest, smallest, fastest, first...
- Conflict or change – is there disruption to the known order or a conflict of some sort.



## Summing up your idea and finding your angle

- Six words – summary
- Three words – headline
- One word - theme



## Before writing

- Why is it newsworthy?
- What do I want to say?
- To whom can I say it?
- How can I say it?



## Structure of press release

- Headline and sub-headline
- Body – lead, details, consequences (news triangle)
- Picture and caption
- Contact details
- KISS!



## Language

- Common instead of scientific
- Active instead of passive
- Short instead of long
- Specific instead of vague
- Concrete instead of abstract
- KISS!
- Read, rewrite, reread, rewrite...



## Weed out

- Words and phrases
  - Hard
  - Long
  - Abstract
  - Passive
  - Clichés
- Sentences
  - Long
  - Complicated
  - Unvaried length



## Insert

- Active/descriptive verbs and phrases
- Descriptions, metaphors, comparisons



## Checklist for press release

- Is there too much or too little information?
- Have you chosen the right angle?
- Have you chosen the right style?
- Does it get the message across?
- Does it sound good?
- Are there spelling mistakes?
- Can the journalist contact you?



## Sending a press release

- Appropriate recipients
- Send as e-mail
- Eye-catching words in "subject"
- Copy *and* attach
- Photo
- Timing
- Availability



## Good news



- Research grants, start of project
- Ongoing research
- Impending results
- Pending results
- Final results
- Events