

PRESS RELEASES AND MEDIA CONTACT

Constructing your release

You are competing for attention with dozens, maybe hundreds, of releases passing through an editorial office in a single day. What will make yours stand out from the crowd?

- Keep it on a single sheet. Multiple sheets can get separated.
- Give it a catchy headline. **BANNED MOVIE SCREENS AFTER 40 YEARS** is better than **ARCHIVE RESTORES OLD FILM**
- Include all essential information in the first paragraph. That might be all that gets used.
- Keep language simple and accessible: know your audience
- Use pithy quotes. They add interest and humanity.
- Don't ramble. Be succinct, precise and accurate. Make your material easy to use without sub-editing
- List names/ addresses/ phone numbers/ emails of contacts so the journalist can easily seek extra information.
- Where possible indicate additional material is available – photos, video grab etc.
- Be ready to offer individual 'angles' if there are multiple journalists

Preparing for interview

- Negotiate beforehand what topics you will cover
- Have in mind the three or four key points you want to make and make them, regardless of the questions asked
- Make it easy for the interviewer. Lead the interview. The less work they have to do, the more you are in control.
- Keep talking regardless. Dead time is anathema on radio and TV
- If you get the wrong questions, invent your own: "yes, that's a good question, but I think the real issue is...."
- Don't embarrass, contradict or upstage the interviewer. Find an indirect way of correcting errors of fact or wrong information.
- If appropriate, have audio or video grabs available to add interest
- Be yourself. Relax. Conviction and enthusiasm communicate. You are a better performer than you think you are.
- Study the technique of successful interview subjects