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PR & Media relations

Keeping the media, along with colleagues at Discover Ceredigion and Visit Wales, informed of your latest news and events can often prove to be a valuable source of free publicity. However, before drafting a release you should ask yourself the following question:



Is your story newsworthy?

There are many aspects to consider when putting together a story, but first, always consider: 'what makes my story newsworthy'? Here are some key factors to consider when deciding on the value of your story:

Significance and relevance

Always consider your audience when putting together a story. Is your story of national relevance, or are you targeting a smaller or special interest audience? Consider how your product or service will benefit your audience and remember that the more people the story affects, the more newsworthy it is.

Subject matter

Understanding the subject is crucial in ensuring that a story is newsworthy. Think about why the subject is of interest to the target audience. In what way is your product or service unique?

Media agenda

Does your story fit into the agenda of the media you're trying to sell it to? Consider the type of audience they attract and whether they're likely to pick up your story.

Drafting a press release

Once you've established that your story is indeed newsworthy and decided on the angle you're going to take, it's time to draft a press release. Use the guide below to draft a simple, clear and concise press release to draw the attention of the media.

Ask yourself...

- Who you're writing for and what do you hope to achieve?
- What are you trying to say and how can you say it clearly and concisely?
- Is the story of national or local interest?
- Is it for online, print or broadcast media?

Press release checklist

The following top tips outline everything you need in order to write a successful press release:

1. Follow the same structure as a journalist would to write their article: direct, short headline; concise and efficient wording; as much information as is possible; big, clear images
2. Give as much information as is possible at the beginning and elaborate throughout the rest of the piece
3. Always try to get a quote – supplying a quote cuts out a lot of work for the journalist
4. Include any further information at the end
5. Consider if you can shorten what you've said or if you've said anything unnecessary? Avoid long words when a simpler short word can be used. Remember to avoid jargon
6. Short and sweet - one page of A4 is the ideal length
7. Present it so that it can be sent in an email easily
8. Are there any links or social media pages that you can promote?
9. Provide contact details for further information

Selling-in

Once you have a newsworthy story and you've written your press release, it's time to sell your story to the media. Here are tips on how to sell your story to the media and gain coverage for your business:

1. Never sell a story that isn't newsworthy, it will reflect badly on you and your business.
2. Know your subject inside out and be prepared to answer questions.
3. Keep a log of journalists you've contacted and those who've picked up the story.
4. Get to know the publication or programme you are targeting, taking notice of comments or past stories they've carried, this will allow you to pinpoint how the story may be relevant.
5. Prepare an e-mail clearly noting what your business is about and mentioning the subject of the press release.
6. Follow up the e-mail with a call. Summarise the release and be conversational, natural and friendly – getting them to like you will increase the chances of the story being picked up.
7. Mention places, names and keywords.
8. Consider using the services of a professional PR company.

Press Release example



[INSERT YOUR OWN LOGO HERE]

Template Press Release and Editorial Notes

For immediate release or **insert date and time that it can be used**

(This should be stated at the top of the release before the title)

Title

Whether you go with a factual headline or try to be more creative by using a play on words, always aim to keep it clear and succinct.

Subtitle

Sometimes it can help to have a subtitle that could be longer than the title and could be used to attract attention i.e. a place name that could grab an editor's / journalist's attention if they cover that specific area

Paragraph 1

You should seek to encapsulate the entire story of your release in this first paragraph. However, keep it short, simple and no more than around two sentences. In many ways, this is the most important section of a press release and you should get the most important information across in these first few sentences as there is no guarantee the reader will read the remainder of the story.

Paragraph 2 (and if necessary, 3)

Here you should expand on the information conveyed in the first paragraph and give further details and expand on your story.

Paragraph 3

If necessary, you can include a quote from a spokesperson from your business here. Depending on the nature of the release, it could include a call to action along the lines of urging potential visitors to come and see for themselves what you have to offer them. Again, you should keep this to no more than two or three sentences.

Paragraph 4

The final paragraph should contain more general background information and could include further details about your business that hasn't been covered elsewhere in the release.

--Ends--

(Here you should clearly state where the release ends)

Further information: if you would like further information on anything raised in this release, please contact **X** on **X** (remember to include the URL of your website)

Editorial notes (this section is where you can give detailed background information that the journalist may or may not decide to include but should include some of the details outlined below):

1. **Imagery:** provide a caption and reference for any images attached which accompany the release



[INSERT YOUR OWN LOGO HERE]

2. **About [Insert name of your business]:** (Here you should write a few sentences – up to a short paragraph – on your business. Information should include location and what services you offer – similar information to what you would normally have on an “About us” section of a website)

3. **About Ceredigion:** For a comprehensive overview of what Ceredigion has to offer as a tourist destination, visit the Discover Ceredigion website (www.discoverceredigion.wales) or email (tourism@ceredigion.gov.uk), for further information on accommodation, food & drink, attractions, events and transport logistics.

Alternatively, contact or call in to one of the Ceredigion Tourist Information Centres, who can be reached on:

- Aberystwyth Tourist Information Centre 01970 612125 | aberystwythTIC@ceredigion.gov.uk
- Aberaeron Tourist Information Centre 01545 570602 | aberaeronTIC@ceredigion.gov.uk
- Cardigan Tourist Information Centre 01239 613230 | cardiganTIC@ceredigion.gov.uk