

Welcome to your STV Growth Academy

7th November 2018



Maximising free media

Katie Martin
Communications Executive



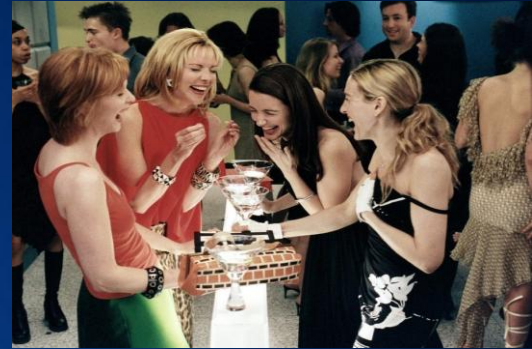
Public relations



What my friends think I do



What my boss thinks I do



What society thinks I do



What my parents think I do



What I think I do



What I actually do



GOOD AND BAD NEWS



PUBLIC RELATIONS

**IT'S KIND OF A BIG
DEAL**



USP and elevator pitch

A male and female news anchor are seated at a desk in a television studio. The female anchor on the left has blonde hair and is wearing a dark blue dress. The male anchor on the right is wearing a dark suit and a patterned tie. They are both smiling at the camera. The background features a large screen displaying a cityscape with a bridge, overlaid with blue geometric patterns.

**Provide clear concise
information**

A background image of a television show panel. On the left, a man in a floral shirt stands with his arms raised in celebration. Next to him, a woman in a blue suit stands with her hands clapping. Seated at a long table with microphones are two other men. The man next to the woman is wearing a plaid shirt, and the man on the far right is wearing a dark shirt and holding a microphone. The background is a dark studio with a large, out-of-focus audience. The entire image has a blue color overlay.

Know your audience



“The Chase”



KEEP
THINGS
SIMPLE



Writing an effective press release



LOGO

PRESS RELEASE

PRESS RELEASE

PRESS RELEASE

TITLE – STAND OUT HEADLINE

<date>

**Your title should grab
attention but be clear
and concise**



LOGO

PRESS RELEASE

PRESS RELEASE

PRESS RELEASE

TITLE – STAND OUT HEADLINE

<date>

Opening sentence

<body of text>

**Key facts should be
contained within the
first couple of lines**



LOGO

PRESS RELEASE

PRESS RELEASE

PRESS RELEASE

TITLE – STAND OUT HEADLINE

<date>

Opening sentence

<body of text>

<quote>

ENDS

A quote can be helpful depending on the release - perhaps from you, or from a consumer/client. Someone who can put their face to the story



LOGO

PRESS RELEASE

PRESS RELEASE

PRESS RELEASE

TITLE – STAND OUT HEADLINE

<date>

Opening sentence

<body of text>

<quote>

ENDS

For further information, please contact :-

Contact details

Email:

Tel:

Ensure the contact details are correct and that the person named will be available to discuss the release and provide more information



LOGO

PRESS RELEASE

PRESS RELEASE

PRESS RELEASE

TITLE – STAND OUT HEADLINE

<date>

Opening sentence

<body of text>

<quote>

ENDS

For further information, please contact :-

Contact details

Email:

Tel:

Notes to editors

Boilerplate

A boilerplate is usually a few sentences or a paragraph about your business – this messaging should be consistent across all platforms including your website and social media



LOGO

PRESS RELEASE

PRESS RELEASE

PRESS RELEASE

TITLE – STAND OUT HEADLINE

<date>

Opening sentence

<body of text>

<quote>

ENDS

For further information, please contact :-

Contact details

Email:

Tel:

Notes to editors

Boilerplate

Consider an image to accompany the release – it makes the story more visual.



STV Growth Academy

Grow with STV