Welcome to your STV Growth Academy

7th November 2018

Maximising free media

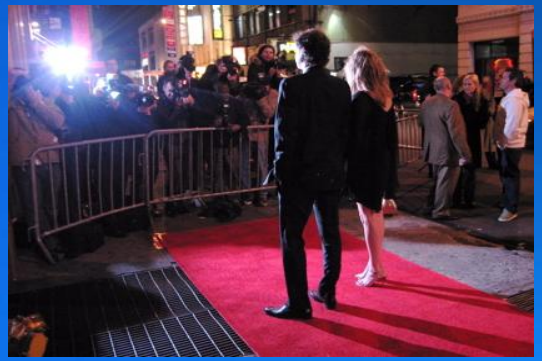
Katie Martin
Communications Executive

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
SAN DIEGO
NEW YORK
IT'S KIND OF A BIG DEAL

USP
and elevator pitch

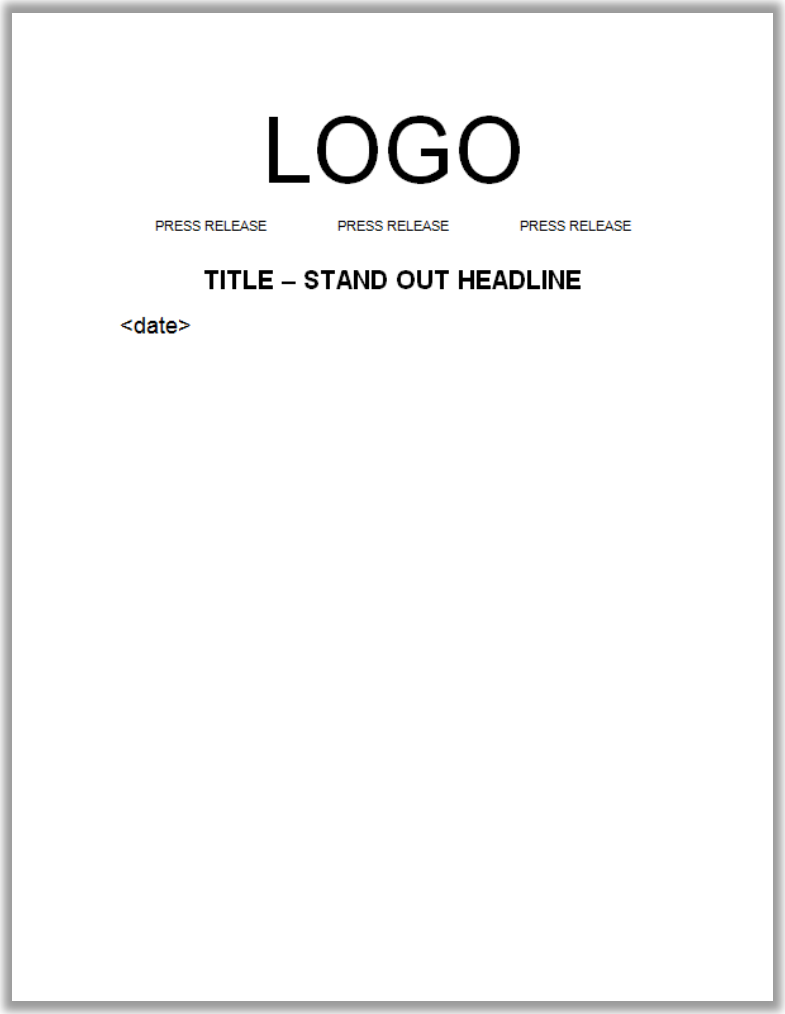
Provide clear concise information

Know your audience

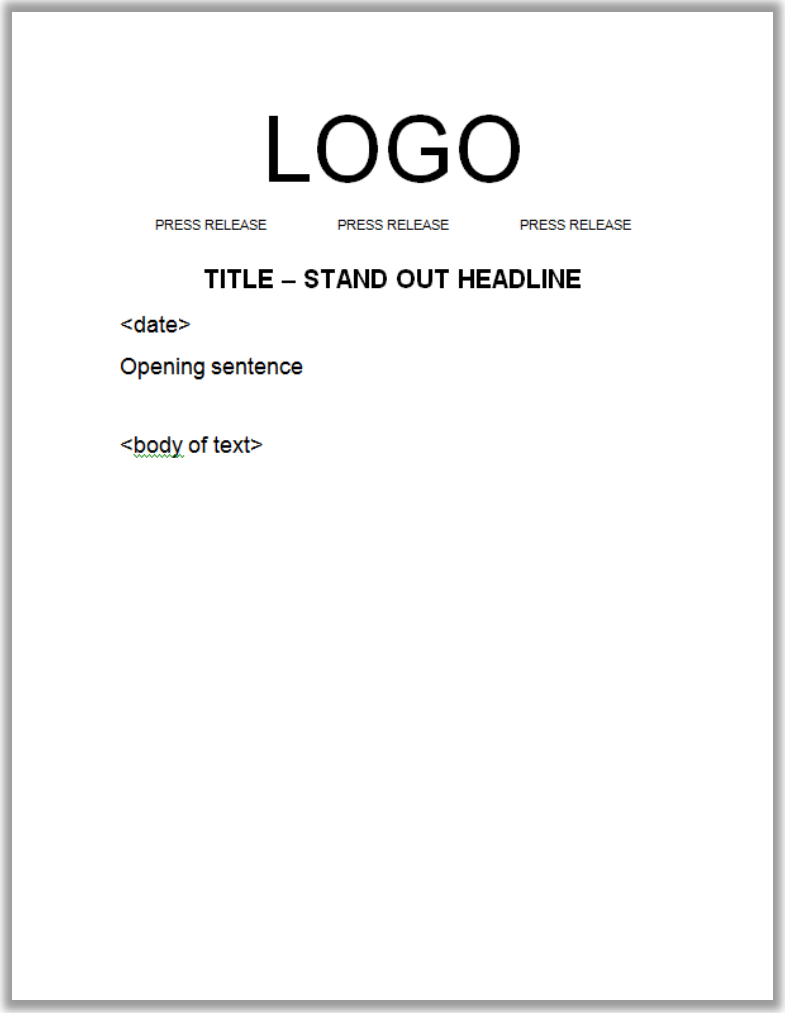
“The Chase”

KEEP
THINGS
SIMPLE

Writing an effective press release



Your title should grab attention but be clear and concise



LOGO

PRESS RELEASE PRESS RELEASE PRESS RELEASE

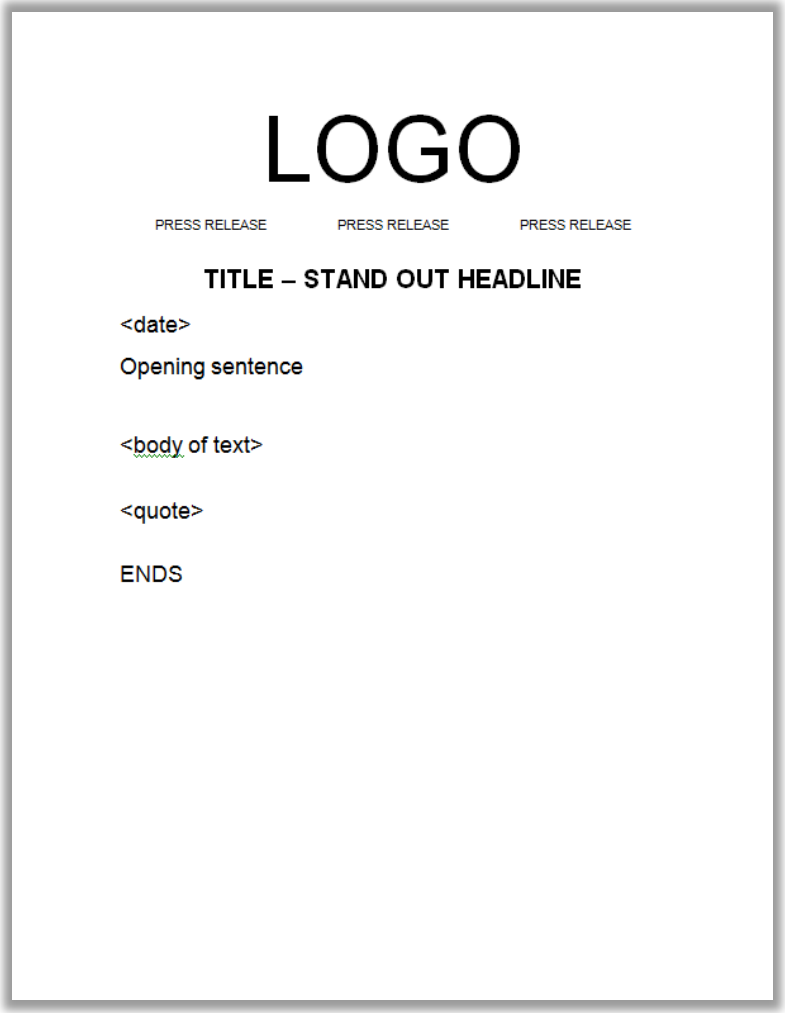
TITLE – STAND OUT HEADLINE

<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>

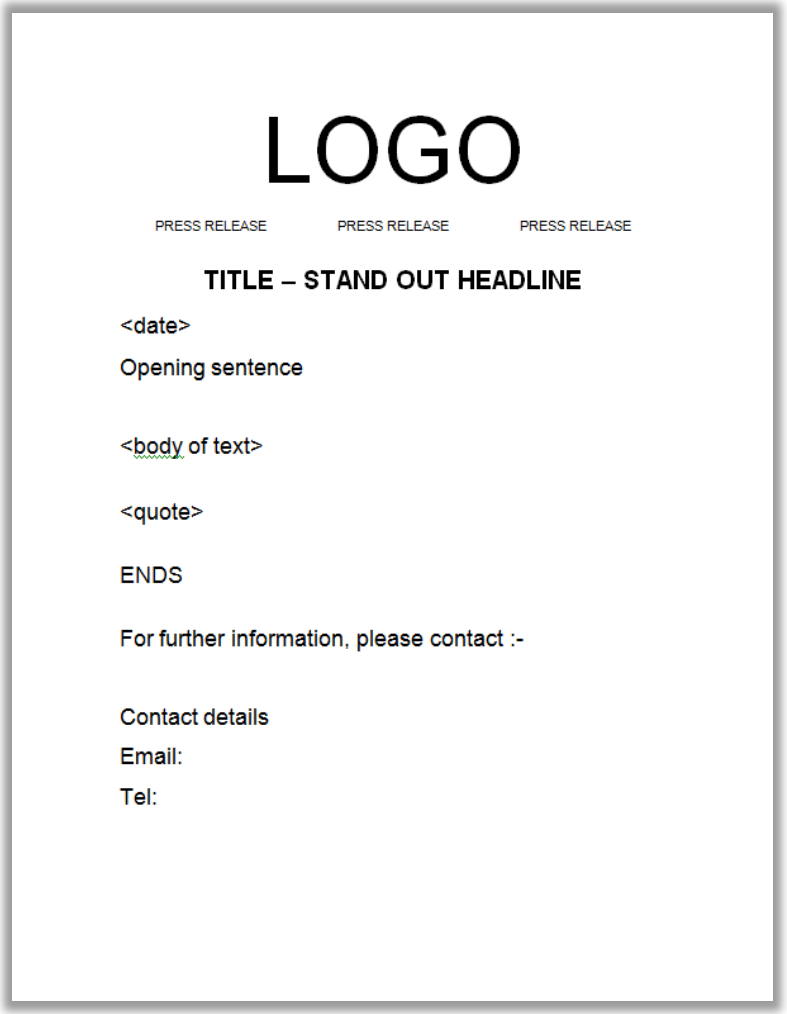
Opening sentence

<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

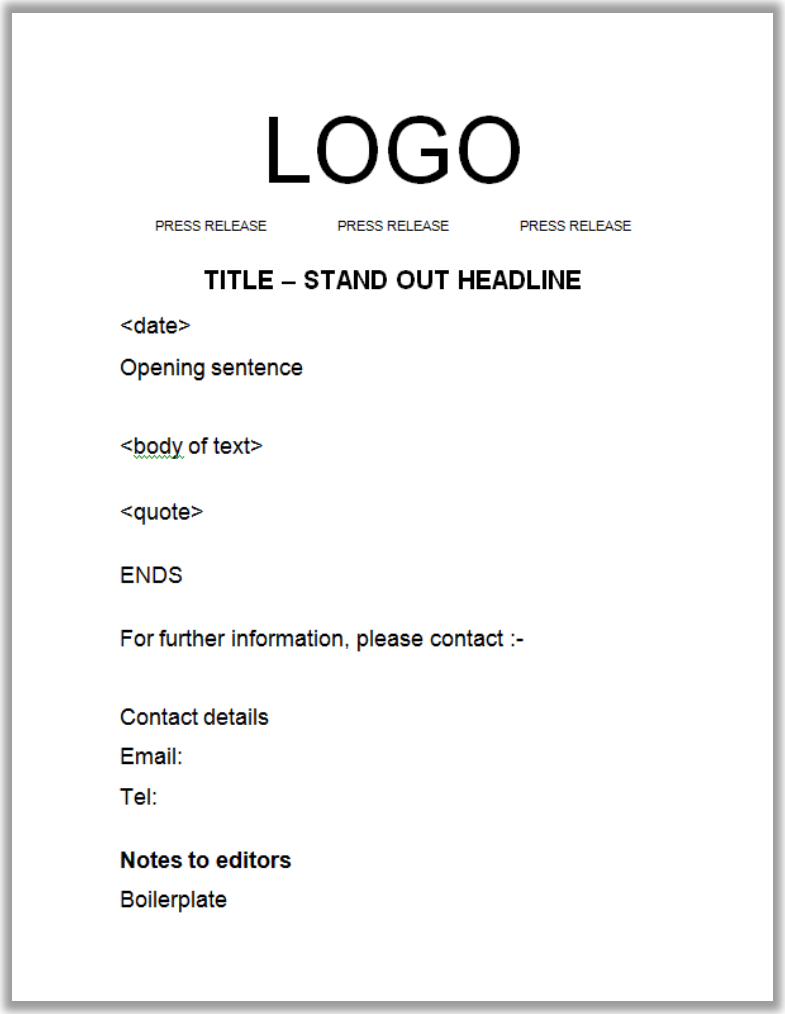
For further information, please contact :-

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