

*Is your business a candidate for public relations?*

**Would you like to:**

- Have a budget-friendly way to promote your business?
- Introduce yourself and your business to thousands of people?
- Increase the number of lifetime friends and customers?
- Realize the return on your budget-wise investment?

**Yes?** Then Public Relations may be an excellent choice for you and your business strategy.

*What if I am just a small business owner?*

- Are you an expert in your field?
- Do you have a quality product?
- Do you have a product or service that offers a solution to a current problem?
- Have you or one of your staff achieved a recent goal?
- Does your business have a unique history?

**Yes?** Then you have a story to tell.

*Do you have the time to:*

- Review a recent trend in your industry?
- Identify how you are contributing to that trend?
- Be willing to contact the media to offer your comments on that trend?

**OR:**

- Can your product solve a current problem?
- Do you have a recent example of how your product played this role?
- Can you write about your product in a succinct way?
- Can you write a brief paragraph about your business?

**Yes?** Then you can write a descriptive press release about your business.

*And finally:*

*Would you...*

- Be accessible to the media?
- Be comfortable speaking with a reporter?
- Be comfortable with your name and your business name in print?

**Yes?** Then let's talk about the press release, the foundation of public relations.

# Writing TIPS for your Press Release

## The Headline

- Draw your readers' attention.
- Summarize your release in one sentence.

**First paragraph:** the five W's (who, what, when, where and how).

- Condense the most important information into the first few sentences.

**Second paragraph:** the details.

- Tell your story.

**Third paragraph.** the anchor

- Describe you, your business, any pertinent history. Include contact information.

## *Now that you have your release, what do you do with it?*

**1** Make up a media list. Include the reporter or reporters that you believe would find your story interesting. If you do not know of the individual reporter, send to the assignment editor or assignment desk.

**2** One telephone call for follow up is considered acceptable. Multiple calls are not. Reporters receive hundreds of e-mails a day, and most forgo answering their phones.

**3** If you do not get a response from your first press release, consider e-mailing this reporter on a somewhat regular basis, offering your expertise when needed.

**4** For other releases, such as calendar items, no follow up is required and there is a 99% chance it will be published if submitted within two weeks prior to event.

## Resources:

### San Diego Newspapers

North County Times Newspaper • <http://www.nctimes.com/>

San Diego Union Tribune • <http://www.signonsandiego.com/>

Coast News • <http://www.thecoastnews.com/>

San Diego Daily Transcript • <http://www.sddt.com/>

### San Diego Television News

NBC 7/39 • <http://www.nbcsandiego.com/>

KFMB Channel 8 • <http://www.cbs8.com/>

KUSI Channel 9 • <http://www.kusi.com/>

KGTV Channel 10 • <http://www.10news.com/index.html>