

## PR HOT SPOT April 2010

### PR Hot Lead: Essential Tips for Writing Attention Getting Press Releases By Kimberly Miles, Public Relations Manager

The press release is one of the most important tools for getting your business free media exposure. Media receive hundreds of emails a day, so it's important that when sending a press release, yours stands out from the crowd. Below are a couple of essential tips for crafting the perfect press release.

- Before writing your release, determine if the information you are sending to media is newsworthy. Examples of something the media would pickup are the latest achievement of an organization, an upcoming or recent important event that the public would like to know or a new product or service.
- The news release headline should have a "grabber" to attract readers. Think of what a newspaper headline might read. It should be brief, clear and point out the most newsworthy aspect of your release.
- The first ten words of your release or the first sentence may be the only thing a journalists reads so make sure that includes the most important information for them to read. If the first couple of words of your release are confusing or boring, then the release could very well end up in the trash.
- Write your press release in a third person point of view. Make sure you address just the facts, like in a news story. Do not use multiple adjectives or opinionated statements.
- Include contact information of a representative/s at your business that will be accessible to take media calls at the top of your release before the heading. Label that person "Media Contact/s". Contact information for the public should be included in the body of your press release.
- Make it as easy as possible for the media to do their jobs by offering to provide photography or interviewing opportunities. You can make a note of that in the press release.
- Keep your release to a page or page and a half maximum. Too long of a press release may cause the journalist to delete your release.
- End your release with a "boiler plate", a short paragraph description of your business or organization. For example, for Myrtle Beach travel press releases we use, "The Myrtle Beach area, popularly known as the Grand Strand, stretches from Little River to Pawleys Island, comprising 12 distinct cities along the South Carolina coast. Home to world-class golf, 60 miles of sandy beaches, an assortment of entertainment and family attractions and Southern hospitality, the Myrtle Beach area presents the quintessential vacation experience."

To see other sample press release the Myrtle Beach Area Chamber of Commerce has produced, go to [www.MyrtleBeachAreaChamber.com](http://www.MyrtleBeachAreaChamber.com) and click on the Media link at the bottom of the page.

### **Print and Online Publicity Values**

#### **February & March 2010**

Print Stories: 81

Online Stories: 83

Print Circulation: 9,985,491

Online Unique VPM: 146,900,462

Publicity Value: \$280,022

**Year to Date Ad Value for Myrtle Beach Travel News: \$845,288**

*Source: CisionPoint Media Monitoring*

*What would you like to learn or see in a future PR Hot Spot? Want to be involved in this areas PR efforts? Have a PR related question? You can reach Kimberly Miles at 843-916-7218 or [Kimberly.Miles@VisitMyrtleBeach.com](mailto:Kimberly.Miles@VisitMyrtleBeach.com). Follow Kimberly's tweets from the Myrtle Beach Area CVB at <http://twitter.com/MyMyrtleBeach>*