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Writing Effective News Releases: How To Get Free Publicity For Yourself, Your Business, Or Your Organization



Synopsis

Would you like to have your business featured in hundreds of newspapers and magazines, and on radio and television stations around the country? Would you like your name, service, event, or organization advertised at little or no expense? You can with a good news release. The author gives clear, step-by-step instructions to help you understand the essential elements of a good news release and provides numerous examples that have proven to be successful. You will learn what information to include and what mistakes to avoid, how to structure the release for greatest effect and how to incorporate news values that will make your news release newsworthy and spark the interest of editors and program directors. Includes dozens of valuable tips on dealing with the media to assure the best results from your efforts. A must for any business, club, or organization.

Book Information

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Customer Reviews

Many businesses have reported significant increases in sales as a direct result of stories generated from news releases. Studies have shown that responses to editorials derived from news releases are about seven times as effective as paid advertising, yet cost only a fraction of the amount. People trust editorials as unbiased reporting. Advertising, on the other hand, is looked upon with skepticism because people know the advertiser is trying to sell something. **WRITING EFFECTIVE NEWS RELEASES** is aimed at teaching you how to get needed publicity with little expense. The book provides a cookbook approach to news release writing that focuses on using news values that are essential for any well-written story. It is loaded with actual examples of news releases which

have proven effective in generating publicity. It also includes many insights and helpful hints on working with the media and creating newsworthy ideas. -- Home Office Opportunities Oh Boy! An entire book on news releases. This is a very, very important book, and here's why: The media needs news. It sounds simple, but it's true. News releases are the tools of the trade for TV, radio, Cable, newspapers, and company newsletters. So many people seem to do news releases wrong, and with hundreds coming in a day, a good news release can make the difference between great exposure for your service, product, or event, or no exposure. The book's biggest selling points: lots of actual news releases are shown and critiqued, arranged intelligently by type of release (TV/radio; non-profit groups, business releases, etc) . Other books have only skimpy info on news releases, this one seems like "the bible"! The addition of an excellent resource section, full of useful reference books, makes this essential for anyone needing free publicity. Highly recommended. -- Cliff Martin, COSMEP Newsletter, The International Association of Independent Publishers

Written by former reporter and newspaper columnist, Catherine McIntyre, the publication offers a cookbook approach to news release writing that focuses on conveying news value, so your stuff gets ink. The book's loaded with examples of releases that have been effective publicity generators. Also includes helpful hints on working with the media. -- WHAT'S WORKING -- United Communications Group

--This text refers to an out of print or unavailable edition of this title.

Catherine V. McIntyre is a successful newspaper columnist and reporter as well as an experienced advertising copywriter.

Prior to attending seminary, I worked in Communications and as a freelance writer for Christian Organizations. I used this book at that time, and was able to achieve a high level of publicity for many of their events as a result. Working in a small town for several years as a pastor, I did not really need it, but brought it with me to my new job. Here I serve three churches in a county with larger towns. So, when I needed to get publicity for an event that was being conducted by one of the churches, I whipped this out. Two of the three papers I sent it to used my press release in its entirety. While the internet has changed a lot of things, writing a good press release means you are much more likely to catch the attention of your local news writers, and the better you write your release, the more likely they are to use it. A great resource to keep on hand.

When I first got this book, I was nervous. This has an old-school feel to it, but it's actually something that every marketer should read. It was a pleasant surprise. This does an awesome job of showing

people (a) the importance to writing press releases and (b) the basics of writing them. This will not help you write award winning ones, but it does a great job of helping us understand what "news values" are...which helps us non-journalist people understand WHEN we should write a press release. It's more often than most of us think. I've read this a couple of times, and I'll probably read it again. I definitely use it as a reference.

Very helpful and informative book.

Simple, easy to read and apply. Delivered within a couple days of purchase. Very satisfied with this purchase. For the price it was definitely a good buy.

There is a lot of fluff and un-necessary information here just for the sake of filling pages. If you manage to go through all the fluff there are some good info as well.

Okay, so I haven't even read this. It was assigned for a class and we never even wrote any news releases for the dang class. What the heck, right? So anyways, I'm sure it's a fine book on writing news releases and you should probably actually read it and learn the useful information it contains.

This book is helpful for about five minutes. Then you realize that most of this information is more up to date and available online for free.

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The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing, and Online Media to Reach Buyers Directly (Your Coach in a Box)
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