

Top Tips No14

## WRITING FOR THE TRADE AND TECHNICAL PRESS

**“Dog bites man” is not news..... “Man bites dog” is!**

Press releases must always be newsworthy, so create material which is:

- New
- Relevant to the audience
- Surprising
- Controversial
- Amusing

Good press releases answer Who?, What?, Why?, Where?, When?, How?

...but the most important question remains: *So what?*

Journalists expect to see certain elements in your press release:

- Date of issue
- Heading - use 'News ' or 'Media Information' - don't let them think it's a business letter
- Headline - must be clear and unambiguous if a journalist is to read your first paragraph
- Subheadings - unnecessary and unlikely to be used
- Figures - spell out numbers from one to nine, and afterwards written as numbers. However, use numbers for dates, addresses, prices, specifications etc

**To receive our White Paper on how to write articles, target the media and prepare press packs for the Trade and Technical Press, simply reply to this e-mail.**