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Series: PROMOTING YOUR PRACTICE THROUGH LOCAL PUBLICITY

Part Three: Packaging your story.

Last month, we talked about developing a story angle to get the attention of local media. Once you have your angle, you need to *package* it for the press.

Your goal is to interest the media in covering your story. In most cases, an editor (newspaper) or news director (broadcast) will assign a reporter who will use your information as a starting point possibly followed by an interview request. In some cases, usually with simple announcements, a newspaper may run a few sentences from what you provide without an interview.

In communicating with the media, avoid relying on promotional materials such as brochures, flyers or website pages to tell your story. Instead, use standard publicity formats to get media attention.

Optional formats	Purpose
New advisory	Used in advance of a news release to invite media to cover a news event or action. Limit to who, what, where and why in a page. Email standard.
News release	Standard format for events, announcements, achievements or other. Email standard. Limit to two pages.
Media kit	Greater detail for complex stories: news releases, fact sheets, bios, backgrounders. Email or distribute on site.
Story “pitch”	Place feature stories and interviews usually on an exclusive basis. Keep to several lines. Email standard.

In all cases, succinctly tell your story using journalistic inverted pyramid style. Put the most important information (who, what, when, where and why) in the first couple of paragraphs, followed by facts supporting your main idea. Include the name of the person issuing the information, email and phone in case the editor or reporter has questions or wants to set up an interview.

Do:

Stick to one main idea
 Write simply for a quick read
 Be specific
 Plan ahead for media deadlines

Don't:

Try to say put everything into one story
 Use professional jargon
 Be overly general
 Wait until the last minute