



**Hello!** Welcome to Comm@, our bi-monthly offering of tips, news and advice – all designed to keep you up to date with the world of marketing and communications.

As you know by now, we like to take this opportunity to give you some insights into the world of PR, so you can make the most of your own communication skills.

In this edition, let us unravel some of the mysteries of getting your stories into the media, and the best ways to generate news that journalists will love!

So take a breather, and let us help you get to grips with the complex world of media relations!

**Vanessa**  
**Footprint Communications**

#### ...FORWARD STEP...:



Immersing yourself in the world of the media is the best way to understand what they want, and it will help you get loads of creative ideas about how to get your story into the papers....

#### **29th June - 1st July** **The Radio Festival**

Spend two days at the Radio Academy Annual Conference. Hosted by presenters and industry experts, it's a great way to mingle with the media.  
[www.radioacademy.org](http://www.radioacademy.org)

And, if you feel you could benefit from some 1-to-1 advice, feel free to [get in touch with us](#), and pop round for a coffee to talk it over with one of the team.

Don't tell me the sky's  
the limit; there are  
footprints on the moon!

Comm@

### Guest Speaker ...

**Local journalist Chris Harris, from the one of the country's oldest newspapers - The Hampshire Chronicle - shares some top tips on how to get your story in the media. Covering the Winchester district for the last two and a half years, Chris writes for the newspaper, its internet site and is one of their key video reporters.**



"There's a few key points to remember if you don't want your press release trashed as soon as it arrives in the news editor's inbox.

Probably the most important is to make sure **it contains news** - something new and fresh - and not simply advertising for your client.

Secondly **write in plain English** with as little jargon as possible - there's nothing more annoying than spending valuable time working out what the press release is actually trying to say.

Thirdly **ensure the news is relevant** to the newspaper you're sending it to; before you call or email make sure you know what circulation and target audience it covers.

Finally **always include quotes, facts/figures** and contact details to follow up the press release."

### The Achilles Heel ... Where's Your Soft Spot?

Journalists are particularly busy people. They just don't have the time to wade through piles of writing in order to find the 'story' hidden in your writing. Unless you make it pretty obvious, something that could be a big scoop could easily end up in the bin.

Following on what Chris was saying, here are some questions. Answer these correctly and you'll have the best chance of getting your story into the media:

**Have you thought about how your product will benefit the audience?** If you're writing about your product feature, have you automatically assumed they will know how it helps them? People love reading about things they can talk about to their friends and most importantly – how it helps them. Remember, it's not about you!

**Why is your story relevant?** Contextualise your story with what you see in the newspapers and on the TV at the moment. Fit in with the current news agenda.



**Top  
Tip**

**Use a name!** An email written to a named journalist will always be much better received than something addressed "Dear Sir", and then you know exactly who to follow it up with!



### VICTORY ABOARD WARRIOR

Footprint Communications recently sponsored the Business of the Year Category at the inaugural 'Hampshire – The County Magazine Awards 2009'.

Held aboard HMS Warrior in Portsmouth, over 150 guests celebrated the best of Hampshire.

The Business of the Year Award was won by innovative Petersfield hairdressing salon 'Review', and runners-up prizes went to 'Alresford Chocolate Company' and 'Handover HR'.

Longstanding Footprint client 'Cresson Creative' also picked up yet another award in the 'Independent Food Producer of the Year' category.

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**Have you remembered the 5W's?** Who, Where, Why, What, When..and How! Without these, a vital part of your story will be missing!

**Have you added a photo?** In this case, an image really does paint a thousand words. Journalists no longer have the time to arrange photographers. Any less effort required on their part will help to get your news in.

**Have you added all your contact details?** Without including your telephone number, email address and website address, how can a journalist get more information, or how can a potential customer get in touch?

**Have you got a hard skin?** Never give up. Persistency is the key here. Journalists are very busy and will often forget to call or email you back. Some will probably even put the phone down on you. Keep up the pace!

If you find you do need some help getting your brand, product or services into the media, then feel free to give us a call, because that's what we do! [You can also download our top tips for approaching a journalist by clicking here.](#)

## BackStep ... The Footprint Blog

### Touch Local, Reach National Thoughts from Yiannaki, Account Manager



Hampshire's a thriving place of great diversity. Our beautiful county is a mix of big businesses and local independents, of 21st century development coupled with historic countryside, of major cities and quaint villages.

In fact, Hampshire can be seen as a microcosm of the UK as a whole, with so much of what is great about our country found within our county's borders. For us, living here gives us a great insight into the many cultures and perspectives that have put the great into Great Britain, and so gives us plenty of scope to think of creative story angles.

There are 61 million people in this country and every one of them is diverse and different! And yet so many of us are guilty of being London-centric when telling a story, despite only 15% of the nation's population living there.

A lot of the world's biggest organisations have long understood the importance of placing the concept of local narratives in a national context. Take HSBC's claim of being 'the world's local bank' as but one example.

Ultimately, for a national story that isn't focused on just one particular way of life, we need to look outside our assumptions and what we take for granted and follow the trials and tribulations of people from all walks of life – whether they live on London or Lyndhurst!

[View more entries from the Footprint Blog by clicking here](#)

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