



Donna Miller, founder of Miller Consulting

A Free Resource for You!

What Makes a Good Media Release?

- ➡ Is it new?
A new product, service, award, leadership or location can be reasons to send a media release. But, only if it's actually new. If you opened a new store ten months ago, it's probably not news. If you've had a new CEO for two years and just now want to send a release, it's probably not going to be of interest to the media.
- ➡ Is it significant?
Significance can vary. Is it significant to a particular neighborhood, group of people, city or region? Or is it significant nationally or even internationally? Identify the reasons that make your story significant to particular audiences and tailor releases to match the audience. For instance, a release about a "hometown boy done well" will appeal to the hometown papers, but not necessarily larger market media.
- ➡ Is it emotional, uplifting, quirky, amusing or poignant?
Not all media releases have to be about something new. A human interest story pitch can appeal for emotional reasons. Do you have an uplifting or quirky story to tell? I once landed The Episcopal Church of the Transfiguration in Dallas a feature story about their group of needlepointers. Creativity is key when writing human interest media releases.
- ➡ Are famous people involved?
Famous names get attention, so if a Nobel Peace Laureate is coming to speak to your organization, it's news.
- ➡ Is your headline attention grabbing? Here's an example from the needlepoint story I mentioned earlier:

Needlepoint art prominent in Transfiguration sanctuary
Stained glass windows, liturgical vestments and processional crosses figure prominently in the sanctuary of The Episcopal Church of the Transfiguration. So, too, does a more humble art, needlepoint.
- ➡ Does the first paragraph tell the story?
Your email release will probably be one of hundreds received that day. Every relevant detail needs to be in the first paragraph.
- ➡ Did you include your contact information and Internet links for more information?
- ➡ MOST IMPORTANTLY! Confirm all your facts, use proper grammar and punctuation and check your spelling.

Why choose Miller Consulting?

Donna Miller, founder of Miller Consulting, is an experienced professional devoted to your project. She's encountered a wide variety of situations from assisting in one-person offices to managing large teams, asking for seven figure donations to working with all forms of media.

Miller Consulting contact information

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