



Seafood Expo
ASIA



Seafood Processing
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Best Practices for Writing a Press Release

1. **Start with a Strong Headline:** Your headline should be concise, attention-grabbing, and convey the most important information in a nutshell. Use action verbs and make it clear and engaging.
2. **Write a Subheadline (Optional):** A subheadline can provide additional context or information that complements the headline. It's not always necessary, but it can be helpful when the headline alone doesn't convey all the key details.
3. **Include the Release Date:** Clearly indicate the date when the press release is meant to be published or made public. This helps journalists understand the timeline for the news.
4. **Craft a Compelling Lead Paragraph:** Your lead paragraph should contain the most crucial information, such as who, what, when, where, why, and how. Journalists often use this part to decide whether the press release is worth pursuing.
5. **Use the Inverted Pyramid Structure:** Organize your content in descending order of importance, with the most vital details at the beginning and less critical information towards the end. This structure ensures the key points are not buried.
6. **Keep It Concise:** A standard press release should be one page or around 400-500 words. If more information is necessary, include links to a website, blog, or supplementary materials.
7. **Be Objective and Unbiased:** Present the facts and information in an unbiased and neutral manner. Avoid using promotional language and excessive jargon.
8. **Use Quotes:** Include quotes from relevant individuals, such as company executives or experts, to provide perspective and a human touch to the story. Quotes should be insightful and add value to the press release.
9. **Include Contact Information:** At the end of the release, provide the contact information for a media contact person, including their name, email address, and phone number. Ensure that this person is readily available to respond to inquiries from the media.
10. **Use Associated Press (AP) Style:** Follow standard press release formatting and style guidelines, such as using a clear, easy-to-read font and a standard press release format. AP style can make it easier for journalists to work with your content.

- 11. Include Multimedia Elements:** If applicable, provide links to high-quality images, videos, or other multimedia assets that complement the story. Make sure these assets are easily accessible to journalists.
 - 12. Tailor to the Audience:** Customize the press release for the target audience and the media outlets you're sending it to. Address the specific interests and needs of the journalists or publications.
 - 13. Distribution Strategy:** Choose an appropriate distribution method, whether through a wire service, email to media contacts, or posting on your website and social media. Ensure it reaches the right people.
 - 14. Follow Up:** After sending the press release, follow up with key journalists or media contacts to gauge their interest and provide additional information or interviews if needed.
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Best Practices for Working with Media

- 1. Identify the journalists, reporters, or editors who cover topics related to your news:** Research the media outlets that align with your message and audience. Understand their style, format, and editorial calendar.
- 2. Craft a Compelling Pitch:** Your pitch should be concise, engaging, and to the point. It should include the following elements:
 - a. A clear and attention-grabbing subject line or headline.
 - b. A brief introductory paragraph that hooks the reader.
 - c. A concise summary of the news or story. Aim for 150-200 words in the email and provide a link to more information if necessary.
 - d. Why it's relevant to their audience.
 - e. Any relevant statistics, quotes, or data that support your pitch.
 - f. A call to action or next steps.
- 3. Personalize Your Pitch:** Avoid sending generic pitches. Address the journalist by their name and demonstrate that you've done your homework by mentioning their previous work or articles related to your pitch. Tailor your message to their specific interests and beat.
- 4. Timing Is Crucial:** Consider the best timing for your pitch. Avoid sending pitches during major news events that could overshadow your story. Understand the publication deadlines for the specific media outlets you're targeting.

5. **Provide Supporting Materials:** Include relevant materials, such as images, videos, or documents, that can help the journalist visualize and develop the story. Make sure these materials are easily accessible and follow any copyright or usage guidelines.
6. **Offer Expert Spokespeople:** If appropriate, offer access to knowledgeable and articulate experts who can provide valuable insights or commentary for the story. Be sure they are available for interviews.
7. **Be Prepared for Interviews:** If a journalist is interested in your pitch, be prepared to provide a spokesperson for interviews promptly. Make sure the spokesperson is well-prepared and well-versed in the topic.
8. **Learn from Rejections:** If your pitch is not accepted, don't be discouraged. Use the feedback to refine your future pitches and continue building relationships with the media.

Remember that successful media pitching is not just about the pitch itself but also about building relationships, offering newsworthy content, and respecting the needs and preferences of journalists and media outlets.