

Factors to consider when writing a press release

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Factor #1: Impact

The facts and events that have the greatest effect on the audience are the most newsworthy. While these facts and events can be specifically related to the spirits industry, they can also leverage existing political, economic, cultural or even technological trends. One big trend, for example, is the emergence of young millennials as an important new class of buyers. So a story pitch that is packaged around how young millennials are using new apps like Distiller to discover your spirits might be a big enough story to attract the attention of the media.

Factor #2: Weight

The significance of a particular fact or event lies in its value with respect to other facts or events. In short, what happens in the alcoholic beverage industry is important – but it's even more important if it can be related to broader economic trends.

Factor #3: Controversy

Arguments, debates, charges, countercharges and fights increase the value of news. In short, you want your product to be part of the conversations that consumers are already having.

Factor #4: Emotion

Take into account human interests that touch reader emotions. Ultimately, media publications are in the business of telling stories, and the most effective stories are those that resonate with an audience because of emotion. This type of press release is especially well-suited for telling the story of the founders of a brand. What challenges have they overcome?

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What makes their story so compelling from a personal perspective? If you can provide great quotes in the press release, this is also very effective.

Factor #5: The unusual

When a dog bites a man, it is not news. But when a man bites a dog, it is news. This is an old journalistic cliché, but it highlights the important point of what makes something newsworthy. A story about a new distillery in Spain or France might be unusual enough to catch the attention of an editor.

Factor #6: Prominence

More prominent individuals are given more attention. The most obvious case here is new U. S. President Donald Trump – any stories about Trump wines automatically took on new resonance during the recent 2016 presidential election. A story about a celebrity getting involved in a distillery brand might make for a good press release.

Factor #7: Proximity

Concentrate on news that is of local interest: the closer to home, the better. This is where news organizations have been so successful, they have made their success part of the broader success of their home city or region.

Factor #8: Timeliness

Emphasize on what is new. There are many different ways to use this tactic. Right now, anything that is “ organic” or “ craft-made” is still new and relevant. This is where many companies are having so much success.

Factor #9: Currency

Take into account what is on people's minds. Again, the key is to be part of the broader conversations that people are having, especially on social media. A current trend with staying power can be pure gold for a press release.

Factor #10: Usefulness

Help people answer questions and solve problems in their daily lives. Think of your press release as helping people gain knowledge rather than merely informing them. How is your spirit brand helping to educate them? Taking the big picture view, what you have to realise is that every press release follows a basic structure. For example, there's a headline, a lead paragraph, a quote and then some general information about.