



# Writing Effective News Releases: How To Get Free Publicity For Yourself, Your Business, Or Your Organization

By Catherine V. McIntyre

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Would you like to have your business featured in hundreds of newspapers and magazines, and on radio and television stations around the country? Would you like your name, service, event, or organization advertised at little or no expense? You can with a good news release. The author gives clear, step-by-step instructions to help you understand the essential elements of a good news release and provides numerous examples that have proven to be successful. You will learn what information to include and what mistakes to avoid, how to structure the release for greatest effect and how to incorporate news values that will make your news release newsworthy and spark the interest of editors and program directors. Includes dozens of valuable tips on dealing with the media to assure the best results from your efforts. A must for any business, club, or organization.

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## **Writing Effective News Releases: How To Get Free Publicity For Yourself, Your Business, Or Your Organization** By Catherine V. McIntyre Bibliography

- Sales Rank: #1494352 in Books
- Brand: Brand: Piccadilly Books, Ltd.
- Published on: 2008-07-03
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .40" w x 8.00" l, .80 pounds
- Binding: Paperback
- 176 pages

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### **Editorial Review**

#### Review

Many businesses have reported significant increases in sales as a direct result of stories generated from news releases. Studies have shown that responses to editorials derived from news releases are about seven times as effective as paid advertising, yet cost only a fraction of the amount. People trust editorials as unbiased reporting. Advertising, on the other hand, is looked upon with skepticism because people know the advertiser is trying to sell something.

WRITING EFFECTIVE NEWS RELEASES is aimed at teaching you how to get needed publicity with little expense. The book provides a cookbook approach to news release writing that focuses on using news values that are essential for any well-written story. It is loaded with actual examples of news releases which have proven effective in generating publicity. It also includes many insights and helpful hints on working with the media and creating newsworthy ideas. -- *Home Office Opportunities*

Oh Boy! An entire book on news releases. This is a very, very important book, and here's why: The media needs news. It sounds simple, but it's true. News releases are the tools of the trade for TV, radio, Cable, newspapers, and company newsletters. So many people seem to do news releases wrong, and with hundreds coming in a day, a good news release can make the difference between great exposure for your service, product, or event, or no exposure.

The book's biggest selling points: lots of actual news releases are shown and critiqued, arranged intelligently by type of release (TV/radio; non-profit groups, business releases, etc) . Other books have only skimpy info on news releases, this one seems like "the bible"!

The addition of an excellent resource section, full of useful reference books, makes this essential for anyone needing free publicity. Highly recommended. -- *Cliff Martin, COSMEP Newsletter, The International Association of Independent Publishers*

Written by former reporter and newspaper columnist, Catherine McIntyre, the publication offers a cookbook approach to news release writing that focuses on conveying news value, so your stuff gets ink. The book's loaded with examples of releases that have been effective publicity generators. Also includes helpful hints on working with the media. -- *WHAT'S WORKING -- United Communications Group*

#### About the Author

Catherine V. McIntyre is a successful newspaper columnist and reporter as well as an experienced advertising copywriter.

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