

A GUIDE TO BETTER NEWS RELEASES

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News releases are one of the most effective ways to raise your company's profile and reputation among investors and the general public.

But creating effective news releases requires that you think through both what you want to say and how to say it in order to continue rolling out your company's growth strategy.

Here are some things to keep in mind:

- A news release must be written in the same way a journalist writes a news story...concise, hard hitting and structured so that the news is contained in the lead paragraph. Make sure the first 10 words of your release – the most important in grabbing the reader's attention -- are rigorous and effective.
- It also requires a punchy headline.
 - For examples, check the Infolink archives of press releases. Your goal: to write a headline that will intrigue the news readers and arrest the attention of the media.
 - Put your best foot forward - don't be afraid to make a bold claim as long as you can back it up
 - Write your headline with the "news story" you'd like to see in mind.
- Start with a brief description of the news, then say who announced it. Not the other way around.
- Although the release will be self-serving, it needs to do so without being too heavy handed. Announcements that are perceived as too promotional won't be used by the media.

- In writing the release, consider:
 - Will the readers of the paper or viewers or listeners care about the announcement based only on what's contained in the headline and the lead paragraph? If you don't grab their attention here, you risk losing them completely.
 - The announcement must be important for you to have released it. Does it seem like an important announcement from the way it's written or is it muddled with legalese and corporate jargon?
 - Just as a news story is supposed to answer the five "Ws" (Who? What? When? Where? and Why? plus How?), the news release has to give the journalist enough details to go on...it must answer why this announcement fits in with, or is important to your corporate strategy. It must answer how important the announcement is to your bottom line or your growth prospects, now and in the future and it must explain who is involved.
 - Is it free from confusing language or torturous sentence structure and jargon?
 - Are the quotes from executives memorable or written by a committee? Do they actually say anything other than 'Motherhood' statements?
 - Does the release outline your corporate strategy for growth and link the announcement to that strategy?
- Your stock symbol along with the exchange(s) you are listed on must always appear above the headline at the top of the news release
- The release should always position your company as a major player in the industry
- The release should have a daytime and nighttime contact number and preferably two key contact people – at least one of whom should be readily available following the release
- The release should be 1.5 to double spaced, for visual attractiveness and ease of reading.
- If you are closing a deal with another company, make sure they do not pre-empt your announcement

- For news to have any value, it needs to be disseminated quickly. This is a legal mandate if it's a material event but quick disclosure is essential in all cases. That's where Infolink comes in – offering complete disclosure, fast, cost-effective, flawless.
- If you are announcing a deal with another company, make sure that your release does not spend an inordinate amount of time describing the other company (which isn't paying for the release). Give that company some presence in the release but don't let them take over the bulk of the release.
- After the last line of copy, skip a few lines and then type -30- in the center of the page. This is an accepted way to tell the reader that this is the end of the press release.
- Media outlets work to tight deadlines, so make sure you have Infolink distribute your release well before deadlines to give reporters a chance to expand on your release.
- Make it as easy as possible for media representatives to do their jobs by providing Provide as much contact information as possible: the name of the person to contact, address, phone, fax, email, Web site address.
- Finally, for best coverage, have the release written, edited and 'sold in' to the media by professionals who make their living in communications. And that's where Communications comes in.
- Call us. We can make a difference. 905-479-6333

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