

## press releases: who needs them?

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The short answer is "your business." There are several ways that a well-crafted press release can complement ads and other paid media, or stand alone.

Getting your business name out in the papers brings recognition and credibility for you and the service you offer. A news story carries more weight than a similar sized advertisement. Trade or professional awards and recognition, employees completing advanced training, or launching a company web site are all possible topics for a press release. Stand up and get the attention your business deserves!

Another reason to get your company's name out in the business and community pages is that a high profile and reputation will attract potential new employees. We get unsolicited resumes from qualified people who want to work for our company based on what they've read about us in newspapers or newsletters.

Now you know why, but how do you go about creating a release? First, make sure you have a story to tell. Then use the "inverted pyramid" to create the release, placing the most important information in the first paragraph (the who, what, where, and when). Put the "why" and other lesser details in subsequent paragraphs.

Keep it to the point (one page max), since editors will cut all but the most essential information if they need space for other news. If it's too long, a busy editor may not take the time to even read it.

Photos should include captions and identify the context and people. Your photo may get placement without your release, so repeat the important details that you've used in the lead paragraph of the release.

Need help or want more ideas about how to get your business noticed? Call VIA Marketing or visit our website at [www.viamarketing.net](http://www.viamarketing.net).



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