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Top Tips for Public Relations

- Clear objectives - Have clear goals about what you are looking to achieve, whether it's an increase in visitors, awareness building, more sales, attendance at an event.
- Make noise! - Take every opportunity to shout about what you are doing - send a press release to your local paper, send a mailer to customers, put up posters and displays in-store, tell customers - word of mouth is a very powerful tool.
- Localise - Make sure your story has a local angle - i.e. partner with a locally known artist or charity or get the local Mayor involved.
- Events - Holding an event is a great way to get people to your store who would not normally visit. Don't forget to tell people what you are doing though. Send a press release to your local media well in advance. Organise a photocall as part of the event and send a specific invitation to the picture desk of your local paper.
- Avoid jargon - Remember the audience you are writing for - keep the jargon to a minimum and make sure your message is clear and concise.
- Win friends - Building relationships with journalists is the basis of your interaction with the media and should be viewed as a long term investment. Read the local publications and get the names of the journalists who cover your specific topic.
- A picture's worth a 1000 words - Your story is much more likely to be picked up if there's a good photo to go with it. Make sure you caption your photograph with the names of people featured. Check with your local paper in what format they prefer to receive images.
- Remember the 5 Ws - When writing a press release, make sure you get all the facts in the first paragraph - who, what, why, when and where.