

# WALKERS ARE WELCOME TOWNS NETWORK



**Towns and villages with something special to offer walkers**

## **Fact Sheet: PR and marketing training**

Notes from the 2014 Get Together  
**Walk the talk and talk the walk**

### **Planning and preparation: Think Who, What, When, Where, Why, How**

**Who** - Know your target audiences – use stakeholder analysis.

**What** - In all communications be clear about the outcome you are seeking to achieve.  
Be clear about key messages.

**Where/How** - There are various marketing methods available – website, social media, editorial, advertising .... Know how your target audience prefer to access information.

**When** - Understand your audience's decision-making window.  
Get dates out there asap even if the finite detail is not confirmed – a year ahead at least.

### **Developing an integrated marketing campaign:**

Making the most of a small budget – think about joint marketing, partnering-up, piggy-backing, niche marketing, efficient targeting.

### **Press and media relations**

- The difference between news and PR – key messages/purpose of communication
- How to write a press release - sell the sizzle
- How to maximise coverage – the “p”s : planning, preparation, photos, pro-activity, persistence, persuasiveness, personal contact, promotional events. Targeting your press release to the right publications, providing the right angle, getting it to the right person and on time, selling it in and/or following up the press release are all as important as writing it.
- Think of hooks and angles. Would you read it?
- Picture this – you stand more chance of coverage if you can supply a good photo

### **How to write a press release**

The introduction is what the news editor (or indeed reader) looks at first. If it does not attract their attention they will not read on. Make it short and snappy. Use it as a précis of the story. Keep it to 25 words or less.

Get the local/regional/specialist angle in straight away.

In the intro or high up your copy include the five “w”s – who, what, where, when, why (and how).

Avoid starting with the name of your event. Not Monmouth Walkers are Welcome are organising an exciting event but An exciting event is being organised by...

Avoid repetition (this applies to the rest of the release as well)

Enliven your copy with a quote relatively high up the press release

**Layout:**

- Press Release
- Date of issue
- Heading

Introduction (25 words)

- Expand on detail
- Quote
- Expand
- -more- or –ends-
- Photo captions and credits
- Note to editors
- For further information please contact...

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