

## WNET: April 2, 2008 The Press Release that Gets Noticed

### Session Notes

Your Intro – Name, business, present PR challenge, and one bit of newsworthy info

“What are editors looking for?”

Finding the Story and Slant

Story Structure: the inverted pyramid

**SAMPLE:** The 10<sup>th</sup> Annual Bluegrass & Folk Jam (*see attached*)

Interviewing & Quoting

Savvy – build credibility through shining light on the story not the business

The Headline

Educate Your Team

Layout & Distribution

The Forgotten Task: Follow-up

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### **Presenter:** Anika Hanisch

Since 2003, freelance writer and PR consultant Anika Hanisch has partnered with small businesses nationwide assisting with writing, editing, website design, and event planning. The founder of Spiritus Creative, LLC, Anika works and plays in Bozeman, Montana. Her personal outdoor narratives and articles appear regularly in regional publications, and her PR writing has been published in trade magazines throughout the United States and Canada.

*Anika's online portfolio is at: [www.spirituscreative.com](http://www.spirituscreative.com).*

## **SAMPLE:** The 10<sup>th</sup> Annual Bluegrass & Folk Jam

**ROUGH:** Hard light, multiple foci, plain facts; a little “listy”

Bill’s Auto Body & Glass will be hosting the local 10<sup>th</sup> Annual Bluegrass & Folk Jam. The event will be on Saturday, July 19<sup>th</sup>, from 10:00 a.m. to 6:00 p.m. Admission buttons are \$10 each. Tickets are already on sale and selling out fast. Ticket sales are high probably because this year’s event will also have a story-telling open mic. Caleb Strand, a well-known local author will also share some poems from his poetry compilation and a short reading from one of his best-selling novels.

**IMPROVING:** Focused light and honed wording

Marking the 10<sup>th</sup> anniversary of the Annual Bluegrass and Folk Jam, Bill’s Auto Body & Glass will host this year’s all-day jam on Saturday, July 19<sup>th</sup>. With the new additions of a story-telling open mic and a local author appearance, the \$10 admission buttons are selling fast.

### **REWRITE TIP:**

→ The 10<sup>th</sup> Anniversary event is not the story.

→ Even though Bill himself may want to be the story; he’s not the story either.

*What could possibly be the story instead? I’d hone in on the “new addition” to the event.*

**EVEN BETTER:** A softer light with a specific human focus

Sharing poems from his newest compilation, local writer Caleb Strand, will be a featured guest at this year’s Bluegrass and Folk Jam on Saturday, July 19. While traditionally showcasing musicians only, sponsors wanted to celebrate this 10<sup>th</sup> Anniversary year by opening the stage to other arts that complement the music.

“It’s all about story-telling,” said Strand. “I can see how my work and the usual music will go great together.” Strand’s poetry has received national attention and awards, but he’s best known locally for his humorous cowboy poetry greeting card line that makes fun of the tension between ranch life and modern technology.

The Jam’s main sponsor, Bill’s Auto Body & Glass, announced that admission button sales have skyrocketed. “It is possible we won’t have any tickets available at the gate,” Bill Olson said.

(LOGO HERE)

May 12, 2008

FOR IMMEDIATE RELEASE

**Contact:** Bill Olson  
Bill's Auto Body  
406.555.1234  
bill@billsautoandglass.biz

## **Local Author Speaking at 10th Bluegrass & Folk Jam** Caleb Strand to read from selected works – ticket-sales soaring

Sharing from his poetry compilation and best-selling novels, local author Caleb Strand, will be a featured guest at this year's Bluegrass and Folk Jam on Saturday, July 19. While traditionally showcasing musicians only, sponsors wanted to celebrate this 10<sup>th</sup> Anniversary year by opening the stage to other arts that complement the music.

"It's all about story-telling," said Strand. "I can see how my work and the usual music will go great together." Strand's poetry and fiction has received national attention and awards, but he's best known locally for his humorous cowboy poetry greeting card line that makes fun of the tension between ranch life and modern technology.

The Jam's main sponsor, Bill's Auto Body & Glass, announced that admission button sales have already skyrocketed. "For the first time ever, we won't have any tickets available at the gate," Bill Olson said.

The Jam will run from 10:00 a.m. to 6:00 p.m. on the lawn to the east of Bill's Auto Body; 1020 East Main Street. For more information and to order tickets, call **406.555.1234**. Learn more about Caleb Strand at **www.calebstrand.com**.

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