



WRITING FOR THE PRESS

ENGAGING WITH WRITTEN MEDIA: WHY YOU SHOULD DO IT & HOW



This has been developed by
FITF in collaboration with
Mindfully Wired
Communications

Delivered by Harriet Yates-Smith
(MWC) and Andy Read (FN)

Designed by Mindfully Wired
Communications



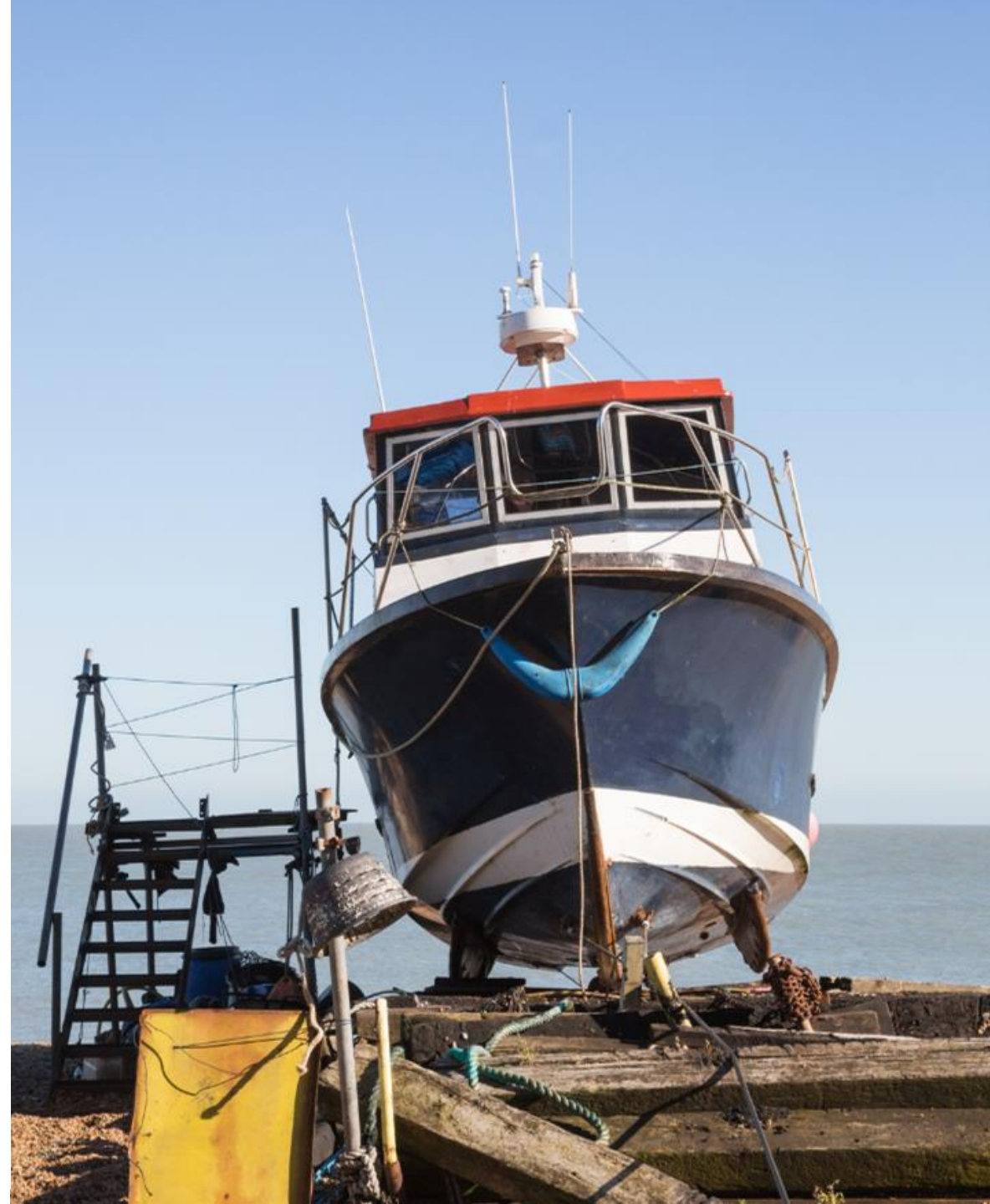
Fishing_future



@fishingintothefuture

TODAY WE'LL COVER:

- Why you should share your news with the media
- Good examples of news stories with Andy Read
- The different ways of engaging
- Tips and tricks
- Notes from the editor: Andy Read



SHARING YOUR STORY

BUT WHY?

- Combating fake news - have the news outlets got it wrong?
Correct them with real case studies
- Positive press will help the fishing industry
- Educating your audience on the realities of fishing life
- Celebrate the wins, you might inspire someone else to do the same
- Showing fishermen as individuals, rather than as one big industry where everyone is the same
- Building a profile that will influence policy, managers, and government in their decision-making



EXAMPLES FROM:
ANDY READ
FISHING NEWS



THERE ARE LOTS OF WAYS TO ENGAGE

- Media advisory
- Press release
- Series
- Responding to a call out
- Letter to the editor
- Press tour

ENGAGING WITH THE MEDIA

PRESS TOOLS

PRESS RELEASE

- A short, punchy headline, followed by a 'lede', followed by 500-800 words of newsworthy, copiable text
- Includes quotes from relevant sources
- Does not include opinions (unless in a "quote")

MEDIA ADVISORY

- Exclusively sent in advance of a newsworthy event / announcement
- Details the 'who', 'what', 'when' and 'where'
- Comes before press release

SERIES

- High-value, long lead-in, lots of communication with an editor
- Common theme / hook
- Sector publication e.g., *Fishing News*

PRESS TOUR

- High-impact, high effort
- Key announcement, big event
- In-person experience

RESPONDING TO A CALL OUT

- Publication asks for feedback or stories from the industry
- Example: MCA Small Vessel Code

LETTER TO AN EDITOR

- Informal
- Low effort
- Personal
- Sticks to the facts
- Ends with a call to action

TIPS FOR WRITING A PRESS RELEASE

THE HOOK

Your 'hook' is the reason WHY your story is interesting.

Journalists trade in hooks. They know readers will only read stories that spark genuine interest.

Bait your hook carefully! Tie it into:

- A FIRST
- A PROUD MOMENT FOR YOUR COMMUNITY
- A POLITICAL MOMENT
- A BRANDING MOMENT
- PEOPLE'S IDENTITY
- SOMETHING EMOTIVE



TIPS FOR WRITING A MEDIA ADVISORY

AN EXAMPLE

MEET THE CHEFS: CORNISH SOLE TASTING EVENING & PRODUCT LAUNCH LIMITED PLACES

Seafood Cornwall announces its successful venture into product development with the launch of two, new, sustainable 'Cornish sole' dishes - ready to re-heat at home and provide a gourmet seafood experience that comes with a clean conscience. Our Cornish sole roll and Cornish king crab linguine will be available to taste ahead of mass-market release in June 2021.

WHEN? 22nd May 2021

WHERE? The Tolcarne Inn, Newlyn, Cornwall

WHO? Secretary of State, George Eustice MP
Chef, James Strawbridge

Head of Seafood Retail at Harrods, Ms. Executive
Cornish fleet representative, Paul Trebilcock

WHY? Read more about our Brexit-busting, COVID-responsive drive to deliver sustainable, UK-caught seafood to British dinner tables *here* and *here*.

CONTACT Rachel@mindfullywired.org for more information.

VISIT www.seafoodcornwall.org.uk/TryOurProducts

WANTED! STORIES.
ANDY READ
FISHING NEWS





Fishing_future



@fishingintothefuture



**THANKS FOR YOUR TIME.
ANY QUESTIONS?**



Delivered by
Mindfully Wired Communications