



The County Economic  
Development Partnership

## DIY Public Relations Service

Have you a good company story to tell but aren't sure how to tell it?

To access a FREE DIY Public Relations service simply visit:

<http://www.shaping-the-future.org>

and click on the DIY Public Relation here, answer a few questions and we'll do our best to help you - free of charge!

### Background

Issuing a news release is the best way to contact the media with your company news. Shaping the Future offers SMEs in Norfolk the chance to have news items submitted professionally to the relevant media at no cost to the submitting company.

This page/site is designed to help you submit the information the media will need – and we'll do the rest, including sending you a copy of the final press release for your approval before it's issued.

Please bear in mind that there is no guarantee that your story will be picked up – but if your story has news value we'll make sure it gets presented in the best light in front of the right people. Just answer the questions below as fully as you can. Your contact details are essential so that we can get back to you with any queries and for final approval. If you have a picture or pictures to accompany the story, you can submit these online too.

The service is primarily intended to generate awareness of your news story in this region, but if there is a possibility of interest in specialist media (a trade, profession or hobby) then please make this clear in the 'Target Audience' box.

This service is provided to Shaping the Future by Band & Brown Communications.  
What is a news release?

The purpose of a news release is to make your news available to selected media, and through those media to their audiences. A news release can be issued when you have:

- launched a new product or service
- secured a major contract or won a big sales order
- opened a new office or expanded your operations
- taken on new staff – either a senior appointment or a significant increase in your headcount
- won an award
- sponsored an event

- supported a community relations charity event
- marked a major anniversary
- anything that you think others might like to hear about!

#### Considerations

Before filling in the boxes below there are a few fundamentals to keep in mind:

- What do you want the reader to know?
- What are the benefits implicit in this announcement and for whom? Why is this important?
- Who and where is your audience?
- Be factual, not promotional
- The media want to know:
  1. What is happening?
  2. Who is making it happen?
  3. When is it happening?
  4. Where is it happening?
  5. Why is it happening?

#### **Contact details**

<http://www.shaping-the-future.org>

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