



Feature releases and letters to the editor

Feature releases and fact files

Good for:

- Providing more background material about a specific project, person or organisation.
- Information that is not time-specific so they can be planned around traditionally quiet news periods – the summer holidays and Christmas are ideal.
- Adding to a media pack with photographs, a company logo and product literature.

Top tip: Produce a fact file and try to put any figures into context, for example the data contains XX miles of road – that's enough to travel to India and back.

Letters to the editor

Good for:

- Positioning your business as an expert commentator and a key industry player.
- Responding to articles about industry issues or national news stories.
- Tailoring information to specific audiences; editors receive many letters every week and chose only those that will appeal to their audience.

Top tip: Use letters sparingly, you don't want to establish a reputation as a know-it-all!