

10 keys

to good press relations

> By Maison Moderne's journalists <

01

“Make my life easy.”

Alain Ducat, journalist and editorial secretary, Paperjam

Write a short, simple email explaining why you're sending your press release, and why you've chosen us to send it to. Get it professionally written, include one or two high-quality photos, and don't forget to attach it. All this makes our job simpler.

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02

“Tell me a story my readers will like.”

Céline Coubray, editor, Archiduc

Before sending your press release to every journalist in the country, think carefully about who's likely to be interested. We're an architecture journal, so our readers don't want to read football results... unless the stadium building affected the score!

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03

“Give me an exclusive.”

Thierry Raizer, editor, Paperjam.lu

If there's one particular outlet where you'd most like to see your story, why not offer it as an exclusive? We have a weakness for these – though if the story isn't relevant to us, it has no chance of being published.

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04

“A different angle adds value.”

Jean-Michel Gaudron, editor, Paperjam

If you want us to talk about your company, but your story has already had loads of media coverage, give us something new. A different angle can add value by turning it into a whole different story.

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05

“English media loves English content.”

Duncan Roberts, editor, Delano

If you tailor your press release to the outlet you're sending it to, you've got more chance of attracting their attention. *Delano* is an English-language publication, so at least take the trouble to write it, ontranslate it into English.

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06

“Tell me why I should write about you.”

France Clarinval, editor, Explorator

Just because you're the first to do something, or you do it better than anyone else, doesn't automatically mean we'll write about you. Give us some good reasons why we should.

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07

“Buy us a coffee.”

Florence Thibaut de Maisières, journalist, Paperjam

Press relations is a people business. If you bump into us at a Paperjam Club event, or anywhere else, feel free to introduce yourself. It's a great way of getting to know you and understanding each other's expectations. Of course a lunch invitation doesn't guarantee that we'll write about you, no matter how good the lunch is!

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08

“Trust us.”

Véronique Poujol, journalist, Paperjam

Press relations is about trust. Feel free to embargo news items so we can start work on them earlier and deal with them in more depth. Don't worry, your secrets are safe with us.

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09

“Be there if I have a question.”

Jean-Michel Lalieu, journalist, Paperjam

Press relations is also about staying reachable. If we need more information about your story, we usually need it fast. We can't wait for everyone in your organisation to rubber stamp it.

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10

“Be selective.”

Frédéric Antzorn, journalist, Paperjam

Don't bombard us with irrelevant information and sales literature. Pick and choose what you send – quality is more important than quantity.