

Top recession press release story ideas in May PR Success Monthly

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The top 10 recession press release story ideas are featured in the May issue of PR Success Monthly (<http://www.prsuccess.co.uk>), the e-newsletter for marketing and public relations professionals. The May number (and back issues) are available at <http://www.prsuccess.co.uk>.

Writer and journalist Peter Bartram analysed dozens of press releases issued in the last few months to discover common story themes. He said: "Even when times are tough it's possible to find good story ideas. Most organisations would be able to use at least some of the 10 to generate useful media coverage."

Trevor Gehlcken, editor of three regional business magazines and a transport industry publication gives his views on what he's looking for from PR people in the May issue.

There is also advice for press release writers on how to use a "note to editors" at the end of releases in more effective ways.

Lee Bloor, a senior account executive at Manchester-based Tangerine PR, describes how a campaign for Atkins snack bars took off and exceeded media targets.

PR Success Monthly is free to PR and marketing professionals who register (<http://www.prsuccess.co.uk>) to receive it. PR Success Monthly is published by New Venture Publishing (<http://www.newventurepublishing.co.uk>). The company publishes books under the Helping Hand Books imprint and also runs training courses (<http://www.newventuretraining.co.uk>) for PR and marketing professionals.

Further information: Peter Bartram on 01273 565505.