

The voice of Ireland's farming industry

IRISH
**FARMERS
JOURNAL**

www.farmersjournal.ie



Peter Young
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BIOECONOMY

- UNLEASHING THE IRISH BIOECONOMY
 - STORIES OF MISSED POTENTIAL
 - POLICY PROMISES
 - PLENTY OF IDEAS
 - PLENTY OF POTENTIAL
 - ECOSYSTEM -WORKING TOGETHER
 - TELL INDIVIDUAL STORIES
 - TELL THE OVERALL STORY

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THE PERFECT PRESS RELEASE

NEVER SEEN IT!
OVER 20 YEARS
SEEN THOUSANDS – MOMENTS IN TIME
A GOOD ONE IS WHEN YOU
KNOW WHAT YOU WANT TO ACHIEVE

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COMMON MISTAKES

- TOO LONG
- TOO DETAILED
- NOT FOCUSED
- BADLY WRITTEN
- WRONGLY TARGETED
- WRONG
- FAKE NEWS

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WHAT IS YOUR HOOK



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HOW DO PEOPLE READ

- ON PAPER
 - HEADLINES
 - PICTURE
 - FIRST LINE
 - FIRST PARA
- ONLINE
 - HEADLINE
 - SHORTER
 - VIDEO/PICS
 - CLICK BAIT -

FARMERS
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Key Introduction

W's and H

Main body

Smaller stuff

FARMERS
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- GOOD HOOK
- HEADLINE – CATCHY AND RELEVANT
 - PUBLICATION DATE - EMBARGO
- PERSONAL STORIES
- KEY INFORMATION AT FRONT
- BODY –
 - RELEVANT INFORMATION
 - RELEVANT QUOTES
 - CONTACT DETAILS
 - EDITORS NOTES –

LONGER TERM

- BUILD UP YOU NETWORK
- KNOW WHAT A JOURNALIST WANTS
- SOME JOURNALISTS ARE LAZY
 - USE IT TO YOUR ADVANTAGE
- GOOD PICS
- UNDERSTAND DEADLINES

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