

UNOOSA WEBINAR

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ROOM

SPACE JOURNAL OF ASGARDIA

CLIVE SIMPSON – EXECUTIVE EDITOR



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The next issue of *ROOM* is published in the Winter and will include an exciting mix of informative and challenging articles written by space leaders and experts in their field.

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WHAT DOES THE MEDIA OFFER?

GENERATE SALES LEADS

DRIVE WEBSITE TRAFFIC

DELIVER KEY MESSAGES

'POSITION' THE ORGANISATION

SHAPE OPINIONS

DEFEND/CREATE REPUTATION

GAIN 'THIRD PARTY ENDORSEMENT'

PROVIDE 'CONTENT' THAT YOU CAN USE



SOME QUESTIONS TO ASK YOURSELF

**What is your agenda?
Why are you doing it?**

Who is your target audience?

**What are your key messages?
Who/what is your target media?**

WHAT ARE EDITORS LOOKING FOR?

Tell your story

What makes news?

'New' is news

Your special/unique products

People/awards/appointments

Premises/Promises/Promotions

WHAT ARE EDITORS LOOKING FOR?

Tell your story [2]

What makes news?

Good news is “news”

Talk about sales (not profits)

New jobs/investments/discoveries

WRITING A PRESS RELEASE

Summarise the story in headline

Who, What, Where, When – in first para

Use short sentences – avoid jargon

Check spelling & grammar

Provide links & full contact details

This could be you!

THE MEDIA IS AN IMPORTANT & POWERFUL ALLY



 Message

 Communicate

 Send

 Use



The future is here - be different and tell your story!