

Quotes-from media release

Specialties · By Simon Townsend · 1 min read

You ask about quotes from a media release. Yes, you can use any part of a media release you like. It's put out in the public domain for that purpose - that journalists will take it and use it. But any dope can copy words off a press release. Where's the good, professional journalistic work in that? What you should do with a media release is use it for two purposes:

- ONE to absorb general information.
- TWO to obtain a phone number and name of someone to PHONE and ask your own questions of, so that you can develop your own story and not just be a repeater of the story being pumped out by a PR person.

THEN you should call someone else for an opposite viewpoint, so that you end up with a rounded, balanced story.

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