

# Technews Publishing

## Ideas for Newsworthy Editorial

These sections outline the key editorial areas that are of interest to our readers. A well worked out marketing campaign can take advantage of any given area, at any given time, to keep your media profile high and your company a step ahead of the crowd.

### Movers & Shakers

- Are you planning any personnel appointments, staff promotions, visits overseas by company executives, visits to South Africa by overseas principals?

### News

- Are you planning to extend or alter your premises or move to larger premises?
- Are you planning to open any new branches or internal divisions, specialist service departments, maintenance or back-up operations, design or advisory services?
- Has your organisation broken any records or made any significant achievements, such as the award of a standards mark, the winning of a design award, or a million accident-free shifts, or a record turnover, or a high water mark in sales of a specific product etc?
- Have you made any donation of cash or equipment to an educational or training institution, or contributed expertise in the form of lecturers, publications etc?

### Technology

- Are you developing any new specialised plant or equipment, or importing or purchasing it to improve quality, speed up delivery times etc?
- Are you developing yourself or introducing any new technology, methods, materials or expertise?

### Products

- Are you planning to launch any new products – or have you revised, upgraded, altered or improved in any way your existing product lines?
- Have your (or your principles) developed any accessories or attachments that will extend the scope and capabilities of your products?
- Have you acquired any new agencies (local or overseas) for products not previously marketed by your company?
- Do you have any unique or unusual product or service to offer? Perhaps the first time such a product has been used in the application to save time, fuel, water, reduce skills' requirements, speed up production, improve safety, ease transport and/or handling etc?

### Functions

- Are you planning any special functions, such as in-house demonstration of equipment, a special product launch, a factory visit?
- Are you planning any events of general interest, such as seminars, conferences, workshops, training course, exhibitions, factory openings, dealer promotions etc?

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*'Facts are sacred; comment is free'*

**Business**

- Are you negotiating any big or unusual orders? This could refer not only to prestige projects, but also to special or unusual applications of your products.
- Have you secured any export orders, or possibly launched a partial or complete local manufacturing operation to reduce import dependence?

**Write the press release**

If you have a news story to tell, let us know. All editorial enquiries can be sent to [steven@technews.co.za](mailto:steven@technews.co.za). If you're not sure if your story is newsworthy and don't want to write a press release if it's not of interest, send us an e-mail and ask – we're always happy to assist and advise.

If you need help writing the press release, Technews Publishing offers a professional writing service that will produce an article to your specifications at competitive rates.

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