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Headline Impressions = invitation to read on, a promise to deliver a story

Hitachi Plant Technologies Develops a Solar Activated Air Conditioning System

Use of a high-efficiency solar energy collector developed by Hitachi Plant Technologies reduces consumption of fossil fuels and carbon dioxide emissions.

TOKYO—(BUSINESS WIRE)—Hitachi Plant Technologies, Ltd. (President and Representative Director: Toshiaki Higashihara) has recently developed an environmentally-friendly Solar Activated Air Conditioning System employing its own developed solar energy collector. The system reduces consumption of fossil fuels and carbon dioxide emissions remarkably.

Hitachi Plant Technologies is actively expanding its marketing activities, targeting at local air conditioning in buildings or district cooling facilities for the regions of the Mediterranean, the interior of North America, Western Asia, and Australia, "Sun Shine Belts" which are sufficiently exposed to huge amount of sunlight. The company expects to break in its sales up to 5 billions yen in FY2015.

Access by User Type and Activity

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Today’s headlines must consider

Robots

Readers
Headlines that work

Getting your story told

By Terry Scott Bertling
Features/Niche Products Editor
San Antonio Express-News
tbertling@express-news.net
Three key points

- The good news: editors still want to hear about great stories, strong content.
- A good headline can help sell your story.
- Knowing how editors write headlines shows you’re a pro who knows the business.
Consider your reader

• Your first reader is probably an overworked editor deciding how to use precious space, being flooded with coverage requests that range greatly in quality or public interest. Standing out in a sea of story pitches is key.
A good headline can sell your story

What we’re looking for is a good STORY – something that will make readers want to read beyond the headline.

But the headline is the starting point.
Really bad headlines make Jay Leno’s collection

Readers notice our worst headlines and keep Tonight Show host Jay Leno supplied with examples for his weekly segment. You don’t want your work recognized there and neither do we.

(Source: www.nbc.com/the-tonight-show/headlines)
Leno’s headline gag

- A few headlines are made up for these Tonight Show intro shots, but many of Leno’s featured headlines come from newspapers or ad copy goofs. It’s not easy to write good headlines.

(Source: www.nbc.com/the-tonight-show/headlines)
Subject line importance

• If you’re pitching stories by e-mail, your subject line can be your first headline. These are some poor ways to use that limited space:
  – USE THIS VERSION (replaced earlier version)
  – CORRECTION: Date is Feb. 5, not 6
  – REVISED PRESS RELEASE
  – FOR IMMEDIATE RELEASE
  – A HOT NEW product for consideration
  – ITINERARY
  – RECALL (press release sent out prematurely)
Subject line importance (cont’d)

More weak subject line examples:

– “S (headline left unfinished)
– Time Is Running Out (Parts for sale. Couldn’t figure out what KIND of parts from the press release.)
– AUTHOR PUBLISHES NEW BOOK
– URGENT REQUEST FOR COVERAGE (for event the same day)

-- See what’s new
-- Press kit
More good examples

A love story from an assisted living center made a nice A1 centerpiece for Valentine’s Day. These two lovebirds, both 92, decided to tie the knot. A local PR firm alerted us to the story by e-mail.
Good subject lines

- Bevo appearance (Short & sweet label, but we have a lot of UT fans who may show up at a local store to see University of Texas mascot Bevo, the longhorn steer.)
- GO TEXAN High Plains tour (another label, but we signed up our wine writer for this tour of wineries in Texas).
- Y100 Up For ACM Station of the Year (worth a local column, blog mention or brief).
Good subject lines (cont’d)

• Item From Fredericksburg -- Indie Film Festival in April (We put it on our coverage calendar. Fredericksburg is a popular destination for our readers.)

• RODEO CARNIVAL CLOSED TONIGHT (We got this news, related to sleet and snow, on our website ASAP.)
Good subject lines (cont’d)

• Eva Longoria brings the taste of Texas to Vegas (We’ll write about anything she does. She’s one of our biggest celebs. She’s been on our magazine cover twice, and in People briefs frequently.)
More good subject lines

• Yoga dogs (A great e-mail pitch from a local photographer who produces calendars with dogs and cats in yoga positions, thanks to Photoshop.) Made a hilarious SA Life centerpiece.
A photo can help sell your story

Sometimes a really good photo can help sell your story.

**TIP:** Please send small attachments or let us know high-resolution photos are available. Don’t send large attachments on e-mail unless requested.
Combatting e-mail clutter

• Your press release sent by e-mail is likely competing with 200-300 e-mails a day sent to a busy assigning editor.

• Some get deleted based on the subject line alone. We scan first for local topics.
Editors are looking for:

- Good story ideas of interest to the masses
- Stories of local relevance
- Topics for shared stories for merged sections (of interest in San Antonio and Houston, for example)
- State topics that will play well on the wire
- Helpful, how-to stories
- Fun, entertaining stories
How to write a headline

Newspaper headlines:
• Summarize the story and grab attention
• Are clear and succinct, making every word count
• Are accurate, easy to read
• Use active verbs
• Emphasize the main point of the story
• Favor short words over long words
How to write a headline (cont’d)

• Don’t repeat words in a headline
• Avoid double meanings
• Avoid puns
• Avoid confusing acronyms or abbreviations
• Include most interesting news
• Avoid a sales pitch for client
• Focus on what the reader will be most interested in
• Read good newspapers and news websites to see how journalists write their headlines
• Don’t repeat the lead
In summary

• We want your good story ideas
• You can grab our attention with compelling content and a well written headline
• When your press releases or news stories show that you understand what editors are looking for, you increase your chances of hitting pay dirt.
How to Write a Good Headline

Greg Jarboe
President, SEO-PR
Feb. 16, 2011
Writing a good headline requires you to use both your left- and right-brain

- There is some evidence that the right hemisphere is more involved in processing novel situations, while the left hemisphere is most involved when routine or well rehearsed processing is called for.
53% of search queries were three or more words long in January 2011

Source: Experian Hitwise, Feb. 8, 2011
When conducting keyword research, look for “Russian nesting dolls”

- Look for two-word terms inside three-word phrases
- *Apple iPad* is inside *Apple iPad tablet*
- *Mini-MBA* is inside *Rutgers Mini-MBA*
- *Digital marketing* is inside *digital marketing course*
- *Executive education* is inside *executive education courses*
Rutgers release ranks #1 out of 2,466 results for *online executive education*
It also ranks #1 out of 1,226 results for online executive education program
“There are no algorithms for wit, irony, humor or stylish writing.”

There is web search interest in *low fares*, but none in *red hot air fares*.

Source: Google Insights for Search, 2004
Southwest Airlines and Low Fares are search terms, but $29 One-Way isn’t
Partially optimized press release generated over $1 million in sales
There is significantly more web search interest in sex than there is in flowers.

Source: Google Insights for Search, Feb. 12, 2011
But web search interest in *flowers* spikes each year on Valentine’s Day

Source: Google Insights for Search, Feb. 12, 2011
We optimized draft of SuperPages.com press release for relevant search terms.

**NEWS RELEASE**

FOR IMMEDIATE RELEASE
February 1, 2005

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Valentine’s Day Gifts: SuperPages.com Survey Finds the Cost of Playing Cupid Varies by Sex

SuperPages.com Crunches the Numbers on How Much Love Costs, Most Romantic Dining Options; PLUS This Year’s “Must Have” Valentine’s Day Gift Ideas from Celebrity Shopper Joss Hersh

DALLAS – According to a national survey released today by Verizon SuperPages.com, men and women don’t always agree about how much love costs. While 52 percent of men think they need to spend more than $50 to show their love for their sweetheart on Valentine’s Day, three-quarters of women plan to spend less than that amount on gifts.

For most women, it’s the thought behind the gift, not the price tag that counts. Seventy-five percent of females said they expect their significant other to spend less than $50, and only five percent expect a gift worth $100 or more.

**NEWS RELEASE**

FOR IMMEDIATE RELEASE
February 1, 2005

Media contacts:
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SuperPages.com Crunches the Numbers on How Much Love Costs, Most Romantic Dining Options; PLUS This Year’s “Must Have” Valentine’s Day Gift Ideas from Celebrity Shopper Joss Hersh

DALLAS, TX (PRWEB) February 5, 2005 — According to a national survey recently released today by Verizon SuperPages.com [http://supertpages.com], men and women don’t always agree when it comes to Valentine’s Day gifts and how much love costs. While 52 percent of men think they need to spend more than $50 to show their love for their sweetheart on Valentine’s Day, three-quarters of women plan to spend less than that amount on gifts.

For most women, it’s the thought behind the Valentine’s Day gift, not the price tag that counts. Seventy-five percent of females said they expect their significant other to spend less than $50, and only five percent expect a gift worth $100 or more.

Source: Verizon SuperPages.com, Feb. 5, 2005
1,841,272 searches for florists on SuperPages.com Feb. 6-14, 2005

- Searches for “plumber”
  - 8,485 Feb. 6-14, 2004
  - 13,730 Feb. 6-14, 2005
  - Up 62%
  - This was site traffic growth benchmark

- Searches for “florists”
  - 342,478 Feb. 6-14, 2004
  - 1,841,272 Feb. 6-14, 2005
  - Up 438%
  - Delta of 1,286,459 over site traffic growth benchmark

Source: Verizon SuperPages.com, Feb. 25, 2005
35% of The Huffington Post’s visits in January came from search engines.
Thank you!

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