

Flight Daily News/Flight Evening News – press release selection criteria

Flight Daily News receives a large volume of industry press releases before and during aerospace trade shows. We are never able to publish articles based on all of them as we do not have the space available. The purpose of this document, therefore, is to explain the general selection criteria that we apply so that you can maximise your opportunities for exposure in the dailies. Please note that we do not necessarily apply these criteria in every case, but we hope that you find them useful as a guide:

- 1) Does your announcement contain ‘hard’ news? We do not use releases that contain information that is several weeks or months out of date. We do not generally consider items that concern the delivery of ‘the third’ example of a particular product line, a milestone such as the ‘1,000th’ delivery of something or the ‘10,000th’ hour of operation of a system. Nor do we report that a company ‘remains on track’ to deliver a product to a previously announced timetable.
- 2) Is the announcement of interest to our audience? We are looking for releases that clearly explain the value of the product to an aerospace audience. How will it save them money/enhance their service offering/improve safety etc?
- 3) How does the announcement relate to the show? Can the product be seen at the show? If so, where and when? How will the product be demonstrated? Is there anything unique about the way in which the product will be presented at the show?
- 4) What visuals are available? We are always more likely to use announcements that have compelling images to accompany them. This means high-resolution images of the product in use. Ideally we would be provided with an opportunity to photograph the product ourselves on the stand at the show, the day before the show opens.
- 5) What are the follow-up interview opportunities? We will invariably want to follow up on releases that grab our attention. Therefore please include clear contact information for knowledgeable people so that we can call them for answers to any follow-up questions.
- 6) Can you provide your news in advance and under embargo? Announcements that we receive in advance of the show are far more likely to find their way onto the pages of Flight Daily News as we can plan for their use in advance. We can respect any embargo as requested.