Get quoted. How to respond to News Alerts.

Journalists scan our News Alerts when they are writing stories and will often take a quick view on which quotes are the strongest. Everything here is about being that quote.

Before you write

- **Speed is everything.** An OK quote seen first beats a brilliant one seen late, or lower down the News Alert.
- **Set your alarms.** Lots of official data breaks at 07:00, and overnight. Check News Alerts the moment you wake up.
- **Horses for courses.** The words you use and the tone you write can often decide which media quote you.
- **Always be yourself.** Don't try and write in a way you wouldn't speak. Authentic is key.
- What you say will reflect on your brand, so ensure you are happy with it.

Write it

- **Killer first line.** Journalists scan News Alerts in seconds so put more time into sentences one and two.
- **Quality beats quantity.** 3-4 strong sentences beat 10 weak ones every time.
- Journalists often use just one line, so each sentence should hold its own and be ready to be "lifted".
- **Use a number.** Journalists like numbers as they add depth to a story, e.g. "We've seen a 300% rise in XYZ…".
- **Spin off the official line.** Hook your comment onto the sentence a journalist will already be quoting where there is an official commentator.
- **Stay national.** "Businesses in Manchester" makes a national quote regional. Only go local if the News Alert asks.
- **Fence-sitting. Never do it.** Journalists prefer strong responses where you take a position.

After you have submitted

- Feel free to edit your comment, and you are allowed to do so as long as the News Alert is open.
- If our news team edits your comment, you will be alerted on email. We NEVER change the substance of what you have said but we may correct typos.

Stay out of trouble

- **If in doubt, take it out.** Your response could be on the BBC in minutes. Facts right, especially when naming a company.
- **Never let AI write your News Alert response.** Research and polish, yes. Generate, no. We can see it, journalists can see it, and detectors run both ends. If we see it repeatedly, your Newspage will be deactivated.
- **Don't plug yourself.** Your name and firm are in the byline. "As a firm, we've seen a 40% uplift" is enough.
- **No jargon.** If the reader has to look it up, it won't be printed.
- **Be consistent.** Taking different positions from one week to another can work against you.

Create News Alerts yourself

- Pro and Plus users can create News Alerts themselves. If you create a News Alert, your quote will always appear at the top and you will be labelled as the reason the story exists.

BEFORE YOU PRESS SEND

- ☐ AM I comfortable with what I have said?
- ☐ DO I have my facts right?
- ☐ DO the sentences in my response work on their own so a journalist can copy and paste them?
- ☐ Have I used any figures or anecdotes to add perspective?
- ☐ No jargon, no plug, no AI?
- ☐ Will I be happy if this quote appears on the BBC in 30 minutes' time?

No coverage after two or three responses? Normal. Journalists don't know you and sometimes they want to see a track record of your responding before they use you.

Keep going: the more News Alerts you respond to, the sooner you will get coverage and the more coverage you will get.

Stay in your lane: do NOT comment on stories where you have no expertise or no genuine insight to add.