PRESS RELEASE ON BOARD

3.1 Introduction.

This chapter delivers introduction to various basic principles and initial concepts of press-release. The chapter's discussion covers the history of press release, numerous definitions of press release, its functions and types of press release.

Basic Competences

It is hope the students will be able to:

1. have knowledge of history of press-release;

2. be acquainted with definitions of press-release;

3. be on familiar terms with functions of press-release;

4. be knowledgeable about types of press-release.

Indicators:

1. Students are able to explain the history of press-release;

2. Students are able to describe definitions of press-release;

3. Students are able to elucidate functions of press release and differentiate types of press release.

Study Objective:

The students are targeted to produce short report on basic concept of press-release.

3.1 __Basic__ __Concepts__ __of__ __Press__ __Release__

A **news release**, **media release**, **press release** or **press statement** is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. A press release is pseudo-news story, written in third person that seeks to demonstrate to an editor or reporter the newsworthiness of a particular person, event, service or product.

Typically, it is mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. They can also be part of a full press kit, or may be accompanied by a pitch letter. Commercial press-release distribution services are also used to distribute news releases. Sometimes **news releases** are sent for the purpose of announcing news conferences.

A press release is different from a news article. A news article is a compilation of facts developed by journalists published in the news media, whereas a press release is designed to be sent to journalists in order to encourage them to develop articles on the subject. A press release is generally biased towards the objectives of the author.

The use of news releases is common in the field of public relations, the aim of which is to attract favorable media attention to the PR firm's client, and publicity, the aim of which is to attract favorable media attention for products marketed by the clients.

3.2 <u>Origins of Press Release</u>

One anecdote on an origin of modern press releases is about an incident in 1906 involving Ivy Lee, who is often referred to as the first real public relations practitioner. At that time, Lee's agency was working with the Pennsylvania Railroad, which had just fallen victim to a tragic accident. Ivy Lee convinced the company to issue the first press release to journalists, before other versions of the story, or suppositions, could be spread among them and reported. He used a press release, in addition to inviting journalists and photographers

Ivy Ledbetter Lee (1877 – 1934)

to the scene and providing their transportation there, as a means of fostering open communication with the media.

The picture on the next page is original capture of first *press-release* by Pennsylvania Railroad on Ivy Lee's demand.

World's first press-release, 30th October 1906

3.3 <u>Types</u> <u>of</u> <u>Press</u> <u>Release</u>
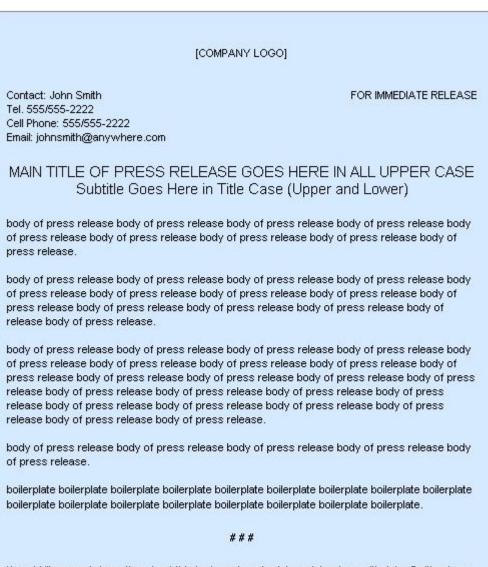
There are several types of press releases:

a. Basic Publicity Release : all news points for journalist, compiled from interesting events

b. Product Release : latest information about company product or service such as: product re-launch, transformation of product name, etc

c. Financial Release : report on financial condition for general public

d. Relational Release: aimed to maintain good relationship with public ex: thank you release or release related as responds to complains.

3.4 <u>Elements</u>

Common structural elements include:

a. **Headline** — used to grab the attention of journalists and briefly summarize the news.

b. **Dateline** — contains the release date and usually the originating city of the press release.

c. **Introduction** — first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.

d. **Body** — further explanation, statistics, background, or other details relevant to the news.

e. **Boilerplate** — generally a short "about" section, providing independent background on the issuing company, organization, or individual.

f. **Close** — in North America, traditionally the symbol "-30-" appears after the boilerplate or body and before the media contact information, indicating to media that the release is ending. A more modern equivalent has been the "###" symbol. In other countries, other means of indicating the end of the release may be used, such as the text "ends".

g. **Media Contact Information** — name, phone number, email address, mailing address, or other contact information for the PR or other media relations contact person.

3.5 <u>Templates :</u>

[COMPANY LOGO]

Contact: John Smith   FOR IMMEDIATE RELEASE
Tel. 555/555-2222
Cell Phone: 555/555-2222
Email: johnsmith@anywhere.com

MAIN TITLE OF PRESS RELEASE GOES HERE IN ALL UPPER CASE
Subtitle Goes Here in Title Case (Upper and Lower)

body of press release body of press release body of press release body of press release body of press release body of press release body of press release body of press release body of press release.

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# # #

If you'd like more information about this topic, or to schedule an interview with John Smith, please call Pat Brown at 555/555-2222 or e-mail Pat at pr@theplace4vitamins.com

5 Press Release Examples

Example 1

COMPANY NAME-tag line
Date Here
FOR IMMEDIATE RELEASE

For more information, contact:
Contact Name
Address 1
Address 2
City/State/ZIP
Phone:
Fax:
Website:
E-mail:

STRONG HEADER TO HOOK THE READER
2nd header as a teaser

Date-CITY, STATE, COUNTRY - The first paragraph contains the most important elements and most answer the Ws: Who, Where, Why and What. Answer all the important questions in the first paragraph.

Use direct language and back up any claims with facts. Get an expert quote. In the second paragraph, develop a little deeper the ideas introduced in the first paragraph. Back up your claims with quick examples. Don't use vague language, demonstrate.

Breaking quotes up into two parts is a good way to break the monotony and also give more credibility to the words by introducing your speaker and his/her qualifications. Keep your release to 500 words or less.

Conclude again with contact information. It is recommended to include a

<div align="center">**Example 2**</div>

YOUR LOGO

Dear Editor,

SFT Canada's 3rd Annual Free Tibet Conference/Mini Action Camp will be held May 5-8 in Vancouver, British Columbia. PLEASE LET YOUR READERS KNOW ABOUT IT.

REGISTER TODAY!
WHAT: 3rd Annual SFT Canada Conference/Mini Action Camp

WHERE: Vancouver, BC

WHEN: May 5-8, 2005. (We ask that participants arrive in Vancouver by the evening of May 4th and leave the morning of May 9th.)

WHO: You! Your readers!

WHY: Strategizing, skills-building, rabble-rousing, and celebrating to strengthen the movement for a Free Tibet in Canada.

REGISTRATION FEE $75
The registration fee includes all meals, accommodation, and transportation to and from the Vancouver International Airport

CONTACT INFO: contact kate@studentsforafreetibet.org or 778-322-3071.

WHAT: Join other students, activists, and campaigners from across Canada for 4 days of workshops, discussions, and strategizing about the future of the student movement for Tibet. This year, the conference/mini-camp will include some of the trainings given at Free Tibet! Action Camp (which is being held this year in

Europe), including direct action planning, scouting, and climbing to hang banners. This is an exciting opportunity to skills-share with experienced SFT staff members, trainers with the Ruckus Society, Tibetan community organizers and activists affiliated with a wide range of social and environmental justice organizations.

DEADLINE for applications. *April 18th -
*April 28th - All travel plans must be confirmed with Kate Woznow, SFT Canada National Coordinator

PLUS MEDIA, CLIMBING, GRASSROOTS FUNDRAISING AND MUCH, MUCH MORE

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Example 3

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PLUS MEDIA, CLIMBING, GRASSROOTS FUNDRAISING AND MUCH, MUCH MORE

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Example 4

Anne Howard
RushPRnews.com
1010 Cherrier, suite 1007
Montreal, Qc. H2L1H8
mailto:anne@rushprnews.com

RushPRnews: Serving Small Biz' Specific PR Needs

Simplified Press Release Efax Distribution and News Alert

4/15/2005 - Montreal, Qc. Canada- RushPRnews (http://www.rushprnews.com) announces new public relations solutions for small businesses planning marketing and public relations campaigns. This new company offers small businesses complete access to RushPRnews press release editorial, distribution and clipping services and manual site submission with a simple visit to their site. RushPRnews focuses on serving small business's special marketing needs by offering affordable and suitable e-solutions. Private consultations are offering to discuss: upcoming public relations campaign, writing material and manual search engine submission.

RushPRnews distributes press releases within twelve hours of ordering and reaches customers' goal of gaining a media presence in the U.S. and Canada. In addition to the most up-to-date media source, RushPRnews press release distribution service includes: a free tracking device that will allow the customer to know exactly when the release was read, how long it remained open, where it was received.

RushPRnews offers a highly competitive flat rate and unlike other similar services, with no membership fee. Its press clippings search engine comes with unlimited keyword support and free updates as long as the account remains active. All clients are also assigned an email account to easily manage the receipt of notifications and of their news alerts.

"RushPRnews offers a viable solution for smaller companies that are on a strict budget but nevertheless wishes to reach their market through media relations," says Anne Howard, President of RushPRnews. "We are now able to process orders faster, collect press clippings, and provide better care and lower cost for our customers, while also expanding our market-base much quicker."

Anne Howard, a public relations veteran who has worked for the past 15 years in

New York, San Francisco and Montreal is currently working with several firms to expand RushPRnews' web presence and to form strategic partnership, such as the two recently announced with AskCommunications, Alberta and Rampell Software, Florida.

She has harnessed her vast PR experience to offer the best press release distribution services with the most up-to-date media lists, which she has personally built over the course of her career. For more information about RushPRnews services visit www.rushprnews.com. For greater details about forming strategic partnership please write mailto:info@rushprnews.com.

To reach the webmaster, write to esta@rushprnews.com

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Example 5

"I believe too many of us editors and reporters are out of touch with our readers," Rupert Murdoch, the boss of News Corporation, one of the world's largest media companies, told the American Society of Newspaper Editors last week. No wonder that people, and in particular the young, are ditching their newspapers. Today's teens, twenty- and thirty-somethings "don't want to rely on a god-like figure from above to tell them what's important," Mr. Murdoch said, "and they certainly don't want news presented as gospel." And yet, he went on, "as an industry, many of us have been remarkably, unaccountably, complacent."

RushPRnews Daily Gazette

OPEN-CALL FOR WRITERS AND JOURNALISTS
for its Citizen Journalism Publication

CONTACT ANNE LASZLO-HOWARD - ANNE@RUSHPRNEWS.COM

6 / 03 /2005 - San Francisco, California/Montreal, Qc. - RushPRnews (http://www.rushprnews.com) is looking for citizen journalists to publish articles and press releases for the RushPRnews Daily Gazette

(http://rushprnews.iuplog.com). Articles of interest to small and minority-owned businesses and press releases will be posted for free once facts checking is completed. Also, social activists and environmental groups are welcome to submit announcements. Articles will be seen on Google, Yahoo and MSN News. There are no fees to post but also no payments made. There are no geographical limitations.

"We are hoping to give a voice for business-owners and activists through this free publication and as a result increase their visibility and make themselves heard," says Anne Laszlo- Howard, President of RushPRnews. "We have a firm commitment to small businesses and social issues and are focusing on this market-segment. Also as a woman working in new media technology, a men-dominated industry, I had to develop a real thick skin to be able to move forward and wanted to create a place for others to share ideas". Citizen journalism, also known as "participatory journalism," is the act of citizens "playing an active role in the process of collecting, reporting, analyzing and disseminating news and information," according to the seminal report We Media: How Audiences are Shaping the Future of News and Information, by Shayne Bowman and Chris Willis. They say, "The intent of this participation is to provide independent, reliable, accurate, wide-ranging and relevant information that a democracy requires."

Anne Howard, a public relations veteran who has worked for the past 15 years in New York, San Francisco and Montreal has firmly embraced this concept. She is currently working with several firms to expand RushPRnews' web presence and to form strategic partnership, such as the two recently announced with AskCommunications, Alberta and Rampell Software, Florida. For more information about The Daily Gazette and RushPRnews services visit www.rushprnews.com. For greater details about forming strategic partnership please write anne@rushprnews.com.

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CONTACT ANNE LASZLO-HOWARD - ANNE@RUSHPRNEWS.COM

Article written by Esta Weiss, website designer.
Edited by Anne Howard www.rushprnews.com

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3.6 Tips in Writing Press Release

a. The first lines of your press releases must include: "FOR IMMEDIATE RELEASE"

b. The second line: Date of the release

c. The third line: For more information, contact: followed by your contact information. Provide all possible contact information including mail address, telephone, fax, e-mail and web site (especially for online business).

d. Title/header should be a compelling headline. The headline makes your release stand out. Keep it short, active, and descriptive. If you don't know how, read a number of compelling headlines to get inspired. You can do a search on the Internet to find compelling headlines.

e. Hook the reader with the first paragraph. A first paragraph must summarize the five W's: who, what, where, when and why. In fact, most readers will give up if you haven't hooked them in the first few lines.

f. Put the most important information at the beginning. This is a tried and true rule of journalism. Editors receive dozens of releases everyday and they don't have the time to go hunting for the important information.

g. Don't say it, show it. Avoid saying something is "unique" or "the best". Instead, show how people will benefit - i.e. save time, save money, make their life easier, etc.

h. Get a quote from someone who has reviewed your product or used your services.

i. Spell-check and spell-check! Do remember to proofread your press release for typographical errors before you send them out.

j. End your press release with ### or with -END- after your last lines of text. This symbol lets your reader know they have successfully received the entire release.

3.7 <u>Some</u> <u>Key</u> <u>Things</u> <u>to</u> <u>Remember</u>

a. Stay away from hype-bloated phrases like "breakthrough", "unique", "state-of-the-art", etc.

b. Always write it from a journalist's perspective. Never use "I" or "we" unless it's in a quote.

c. Read lots of good newspaper writing, such as the New York Times or the Washington Post to get a feel for the style.

d. Shorter is better. If you can say it in two pages, great. If you can say it in one page, better.

<u>Examples</u> <u>of</u> <u>Press</u> <u>Release</u>

Media Release

Contact:

> Dr. Randall S. Hansen
> Assistant Professor of Marketing
> Stetson University
> Phone: 904/822-7495
> FAX: 904/822-7393
> E-Mail: randall.hansen@stetson.edu

November 22, 1996

FOR IMMEDIATE RELEASE

> New Website Helps College Grads Find Employment

(Stetson University, DeLand, FL) - A new site on the World Wide Web enables new college graduates - and all other job-seekers - to market themselves using the Internet. The Quintessential Career and Job-Hunting Resources Guide, found at http://www.stetson.edu/~hansen/careers.html on the World Wide Web, provides more than 100 listings and links to resources that can help job-seekers find employment.

The site, described as "impressive" by Stephen Abel, a brand manager for Netstart, Inc., provides resources not only to information about traditional job searches, (including resumes, cover letters, and interviews) but directs job-hunters to numerous sites at which they can post resumes online at low or no cost, network with professionals in their fields, and search online job listings. "The Quintessential Guide offers one-stop shopping for job-seekers," said the site's creator, Dr. Randall Hansen, a professor of marketing at Stetson University, DeLand, (Florida).

"It's a very well done and comprehensive site," said Dr. Tom Horton, special consultant at Stetson's Career Services Office. The site is designed to offer greater breadth and scope than similar career sites, Hansen said. "Unlike other career sites, the Quintessential Guide doesn't just provide links to other resources; it provides helpful editorial content and links to even more invaluable information for job-seekers," he said. Hansen noted that the frequently updated site is also the only one to provide a comprehensive bibliography of career-related print resources.

Hansen, co-author with his wife, Katharine, of *Dynamic Cover Letters*, said he compiled the site after seeing his students struggle to launch their job searches, often waiting until just before graduation. "Because I make significant use of the Internet in teaching marketing courses, I realized the potential of this vast network for helping students jump-start and broaden their job searches in a medium with which they've become quite comfortable," Hansen said.

Doug Kimball, associate director of the Athletic Study Center at Illinois State University, noted that the Quintessential Guide contains "lots of nice resources and is attractively laid out as well." Kimball said he planned to add the Guide to the list of sites for students to check out at Illinois Wesleyan's Career Center.

Hansen explained that from the comfort of their dorm rooms, students can, for example, post their resumes at dozens of sites on the Internet, thus vastly expanding the number of employers to which their resumes are exposed. "They can also search for jobs in California, or New York City - or Finland, as well as search specific databases of job openings in their individual fields," Hansen said. "But you don't have to be a new graduate to use the Quintessential Guide effectively in your job search."

Only a few weeks old, the Quintessential Guide already has garnered two awards from the Internet community. The Guide was honored as a "Delta Cool Web Site" by Delta Cool, an organization that judges web sites based on graphics, content, and ease of navigation." The Quintessential Guide also has received a Leading Learning Fountain award for being a site that displays "leadership in influencing people by helping them learn."

Examples of Press Release

For Immediate Release:
April 21, 2005
Contact: Becky Watts, 217-782-0886
Gov. Blagojevich's Pre-school Expansion Efforts Receive National Recognition
National report calls Governor a "Pre-K budget hero"

(SPRINGFIELD, IL) – A national report released today praises Gov. Rod R.
Blagojevich for his continued commitment to expanding pre-school access in
Illinois. Despite unprecedented budget deficits, Gov. Blagojevich has made a
strong financial commitment to early childhood education with increases of more
than 30 percent over the last two years. The Governor's proposal for FY 2006 is
the third year of a three-year $90 million plan to significantly increase access to
state pre-school in Illinois.

The report,"Leadership Matters: Governors' FY 2006 Pre-K Proposals," was
released today by Pre-K Now, a national organization. The report described
Governor Blagojevich as a "Pre-K budget hero" for continuing his push for pre-
school expansion despite difficult financial conditions.
"This is fitting recognition for Governor Blagojevich, who has shown a unique
commitment to expanding pre-school in Illinois," said State Board of Education

Chairman Jesse Ruiz. "Thousands of children and working families will reap lifelong benefits because they have access to pre-school classes that this funding created. Early childhood education is the most important investment we can make in the future of our state."

This is the second time in the last six months that Illinois has received national recognition for its leadership in early childhood education. In November 2004, the National Institute for Early Education Research (NIEER) released its "2004 State Pre-School Yearbook," which ranked Illinois as one of the top three states for program quality. Illinois received praise for its teacher training as one of only 13 states to require certification for its early childhood teachers.

Pre-K Now collaborates with advocates and policymakers to lead a movement for high-quality, voluntary pre-kindergarten for all three and four year olds and works to raise public awareness about the need for high-quality pre-k for all children. The organization's vision is a nation in which every child enters kindergarten prepared to succeed.

Examples of Press Release

Facebook Unveils Facebook Ads

60 Leading Consumer and Internet Brands Announce Participation in New Ad System

NEW YORK — Facebook Social Advertising Event, Nov. 6, 2007 — Facebook founder and CEO Mark Zuckerberg today introduced Facebook Ads, an ad system for businesses to connect with users and target advertising to the exact audiences they want. Through Facebook Ads, these users can now learn about new businesses, brands and products through the trusted referrals of their friends.

"Facebook Ads represent a completely new way of advertising online," Zuckerberg told an audience of more than 250 marketing and advertising executives in New York. "For the last hundred years media has been pushed out to people, but now marketers are going to be a part of the conversation. And they're going to do this by using the social graph in the same way our users do."

The keynote opened the Facebook Social Advertising event, which also featured senior executives from landmark partners including Blockbuster, CBS, Chase, The Coca-Cola Company, Microsoft, Sony Pictures Television and Verizon Wireless. More than 60 major consumer and Internet brand partners were highlighted at the launch of Facebook Ads.

Today, Facebook Ads launched with three parts: a way for businesses to build pages on Facebook to connect with their audiences; an ad system that facilitates the spread of brand messages virally through Facebook Social Ads™; and an interface to gather insights into people's activity on Facebook that marketers care about.

More than 100,000 Facebook Pages Launch Today Zuckerberg detailed how Facebook Pages allows users to interact and affiliate with businesses and organizations in the same way they interact with other Facebook user profiles. More than 100,000 new Facebook Pages launched today covering the world's largest brands, local businesses, organizations and bands.

"The core of every user's experience on Facebook is their page and that's where businesses are going to start as well," explained Zuckerberg. "The first thing businesses can do is design a page to craft the exact experience they want people to see."

Just like a Facebook user, businesses can start with a blank canvas and add all the information and content they want, including photos, videos, music and Facebook Platform applications. Outside developers have created a range of applications to enhance Facebook Pages, such as booking reservations or providing reviews of restaurant pages, buying tickets on a movie page or creating a custom t-shirt. Companies launching applications for Pages include Fandango, iLike, Musictoday LLC, OpenTable, SeamlessWeb, Zagat Survey LLC and Zazzle.

Distribution through the Social Graph Advertising messages will gain distribution through what Facebook has termed the "social graph," the network of real connections through which people communicate and share information. When people engage with a business' Facebook Page, that action will spread information about that business through the social graph.

Users can become a fan of a business and can share information about that business with their friends and act as a trusted referral. Facebook users can interact directly with the business through its Facebook Page by adding reviews, writing on that business' Wall, uploading photos and in any other ways that a business may want to enable. These actions could appear in users' Mini-Feed and News Feed, Facebook's popular products that allow users to share information more efficiently with their friends.

Unique Ads with Social Actions "Social actions are powerful because they act as trusted referrals and reinforce the fact that people influence people," said Zuckerberg. "It's no longer just about messages that are broadcasted out by companies, but increasingly about information that is shared between friends. So we set out to use these social actions to build a new kind of ad system."

Facebook's ad system serves Social Ads that combine social actions from your friends – such as a purchase of a product or review of a restaurant – with an advertiser's message. This enables advertisers to deliver more tailored and

relevant ads to Facebook users that now include information from their friends so they can make more informed decisions. No personally identifiable information is shared with an advertiser in creating a Social Ad.

Social Ads can appear either within a user's News Feed as sponsored content or in the ad space along the left side of the site.

Insights about Brand Presence and Promotion Facebook gives marketers valuable metrics about their presence and promotion on Facebook. Facebook Insights gives access to data on activity, fan demographics, ad performance and trends that better equip marketers to improve custom content on Facebook and adjust ad targeting. Facebook Insights is a free service for all Facebook Pages and Social Ads.

Protecting User's Privacy Facebook has always empowered users to make choices about sharing their data, and with Facebook Ads we are extending that to marketing messages that appear on the site. Facebook users will only see Social Ads to the extent their friends are sharing information with them.

For more information about Facebook Ads, please visit www.facebook.com/ads.

3.8 Summary

Press-release is a product of public relations' writing. Ideally, a public relations officer (PRO) must have ability in serving accurate information, in an interesting way with news value in it. However, in real life, PRO is often rejected by news journalist due to uninteresting press release. It is caused by many factors, one of them is writing mistakes made by the PRO. In press release writing process, it is necessary to pay extra attention in ideal details of writing, such as format, element and layout.

3.9 Task/Experiment/Exercise

Student choose from several preferences of press release's topics as below and create two (2) pieces of press-release based on that by paying attention to format, elemen as well as layout

Topics:

1. Jamu launching by Jamu Tcap Nyonya Meneer Peluncuran with various flavours of strawberry, orange and grape.

2. "A thousand step a day" program by Susu Anlene Gold.

3. PT. Mandiri Tbk, announces its dividend share to its customer 0.5 % in 2012.

4. Apple Store congratulates its loyal consumers in Indonesia.

5. The youngest BUMN commissioner, Laily Prihatiningtyas, delivers her key note speech on the future of BUMN (private sector).

6. PT. Telkomsel lauches its new product of "combo plan".

3.10   Reference List

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3.11   Glossary

a. *Backgrounders*: background writing; used to accompany press release.

b. *Bolier plate*: part of press release consists of brief information about its author or the organization.

c. *Factsheet*: supporting data in press release, normally in form of statistic data, table or figure.

d. *Topic idea*: main idea behind a press release.