

WHY NEWS RELEASE AND CREATING INFORMATION FOR NEWS IS IMPORTANT TODAY

REASONS WHY IT IS IMPORTANT FOR STRATEGIC COMMUNICATION

Press releases as a stand-alone have no editorial value but just having one media take information from it and refer to it as a source, can quickly make it a news item.

WHEN TO CREATE ONE?

- Release of financial information;
- Announcement of new products or services;
- Changes in management;
- Communication to stakeholders or a host.



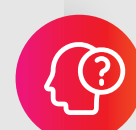
IS EASY TO UNDERSTAND

THE ONE PAGE DOCUMENT SHOULD CONTAIN INFORMATION THAT:

PROVIDES FACTUAL INFORMATION



IS FREE OF JARGON



PRESS RELEASES MAY BE VIEWED BY:

- CUSTOMERS
- STAKEHOLDERS
- INDUSTRY LEADERS
- POTENTIAL INVESTORS
- MEMBERS OF THE PRESS

WHO ARE **99%** OF THE DIRECT RECIPIENTS

The only time that general public will be aware of it is by going directly on company website, and on some occasions if it has been published as is on a media type website, or blog.



TURNING INFORMATION INTO A NEWS PIECE CAN BE HIGHLY POWERFUL AND INFLUENTIAL

NEWS RELEASE IS:

- A TRUSTED SOURCE OF INFORMATION
- RELEVANT FOR THE BRAND TO BE CONSTANT AND DEVELOP A DIGITAL FOOTPRINT
- VALUABLE TO GET YOUR BUSINESS, MESSAGING OR BRAND NAME INTO THE PUBLIC DOMAIN
Having information about your company published on large news sites is beneficial for SEO Search Engine Optimization
- A COMMUNICATION STRATEGY
Including the creation or the diversion to a new narrative building your new "definition"

HEADLINE TIMELINESS

can attract many news media that are thirsty for new content

an **opportunity for more publicity in the form of:**

which is



RADIO



TELEVISION INTERVIEWS



QUOTES IN NEWSPAPER ARTICLES



OTHER PR ACTIVITY

WITH THE SPEED OF **INTERNET AND SOCIAL MEDIA**, MEDIA HAVE HAD TO ADJUST ON HOW QUICKLY THEY CAN **CAPTURE THEIR READERS**



VIDEOS



PHOTOS

10x

more attention than text press releases



which is limited to **400 words**




The **research time** allowed only for investigative department and the fact finding checks resorted to **a few minutes** and 2 calls for verification



Also, social media has created a host of new communication channels to gain and disseminate information with different ways to engage and educate

Distribution to global newswires:

REFINITIV 

 LexisNexis

 DOW JONES NEWSWIRE

YOU GET THE OPPORTUNITY TO TELL THE SIDE OF YOUR STORY FIRST OR CLARIFY ANY ISSUES OR MISUNDERSTANDING



USING PRESS RELEASES TO ADDRESS A CRISIS HELPS RESTORE TRANSPARENT DIALOGUE AND CAN BE TRANSFORMED INTO A NEWS HEADLINE