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News Releases

- ✓ Significant event
- About organization
- About person
- z You represent
- Distributed to media
 Hope media will
- share
- PR = no control on usage or placement

News Releases

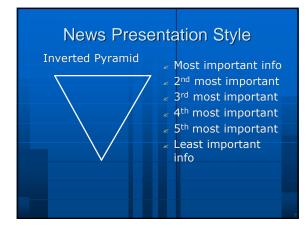
- PR tells organization's side of the story
- Journalists want objective information
- PR must paint organization in the best light possible

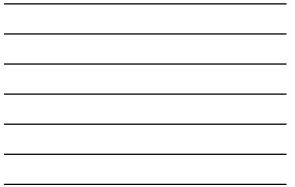
"The Best Light"

- ∠ PR pro is NOT a cheerleader
- ∠ PR pro is NOT a "yes person"
- « PR pro = objective, balanced
- approach
- ∠ NO FLUFF

NEWS Releases Include:

- ∠ Hard news
- Legitimate news
- Newsworthy news



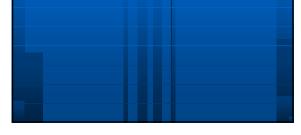






The Essentials

News leads answer some or all of the essentials





Types of News Stories

- Z Personnel
- 🖌 Award
- Special event
- ✓ Survey results
- Report findingsPoll or study
- Program or project
 Product
 - announcement
 - 🖌 Business

Position on issue

announcement

News Release Writing Facts:

- ✓ NEWS release, not PRESS release
- Interest of a media outlet's readers, viewers or listeners
- ∠ Write well 9th grade level
- Format correctly

News Value

- ∠ Impact
- ✓ Localization
- ∠ Timeliness
- ∠ Length
- 🖉 Objectivity

News Release Format

- Ørganization's letterhead
- Contact information
- 🗷 Embargo
- ∠ Headline
- ∠ Lead with dateline
- Supporting details in paragraphs
- ∠ Boiler plate
- ∠ End mark

News Release Types

- Announcement
- ∠ Spot news
- ∠ Response release
- ∠ Feature release
- ∠ Bad news

News Release Do's and Don'ts

∠ Do:

- Newsworthy Stick to facts
- Fluff
- Catchy headline
- Compelling
- Write clearly
- S-V-0
- Quotes from experts
- Cite sources

∠ Don'ts:

- Long headlines
- Long sentences
- Jargon
- Flowery adjectives
- Make it a
- commercial Complicated
- language

News Release Checklist

- Lead: direct and to the point?
- ∠ Answer 5 w's and how?
- Short sentences, paragraphs?
- ✓ Written at 9th grade level?
- ∠ Quotes approved?
- Names spelled correctly?
- Use Associated Press style?
- Inverted pyramid style?

Checklist (continued)

- Check spelling?
- Check spelling without spell check?
- Check punctuation
- ∠ Double check all the facts?
- ∠ Dated? Release time indicated?
- Contact information?
- PROOFREAD!

How Some Releases Work...

Research report 🗷 news release

News release 🗷 media coverage

Coverage 🗷 editorial

Editorial 🗷 Government hearings

Hearings 🗷 Legislation

