

Press Releases / News Releases

2013

NOVEMBER

SATURDAY

46TH WEEK 320 DAYS

A company uses news release to disseminate information to the media and hence it should be very meticulous in writing a news release. A company should follow the following guidelines when writing a news release.

*** The headline:** - The headline should contain facts. Fancy words should not be used as it may irritate the editor. The headline can introduce the story succinctly, for instance, 'Deloitte plans to increase investment in the German market.'

*** First paragraph:** - The first paragraph should briefly summarize the content of the entire news release. Editors have a practice of cutting the news release that has been sent by the company. Therefore, the purpose of the first paragraph is that even if content is slashed, the entire story would be known.

*** The Body Structure:** - It is absolutely vital to place the most important parts of the news release in the beginning and the less important ones later. The content towards the end of the prepared release can be cut during editing.

*** The copy:** - The news release should contain facts, not flamboyance. Plenty of supporting data should be provided by the company. For instance - in the story about increasing the investment in a country, the company should provide details about how much is being invested in a country, in what time period, why the company is so important strategically, in which attention/activities is the investment being directed, etc.

*** Length of the news release:** - The news release should be brief. A lengthier news release will definitely be edited by chopping off portions from it. It makes the job of an

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an editor more difficult and in order to ease out his
 least the editor may simply
 decide to delete the last
 paragraph, thus, making the story

incomplete. Sometimes the editor may not even run the
 story if it is too long.

- * **Layout!** - The news release should be divided into short paragraphs. It should not appear cluttered. There should be adequate margins on all four sides of the page in order to provide enough white space. The written matter should be typed neatly with double spacing in order to give space to the editor to insert his comments and remarks, if any.

(iii) Write it like a reporter: -

If your press release looks and feels like a real article, reporters will often just file it as a story with minimal editing.

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(iv) provide some good quotes: - Even if your CEO is a complete idiot, don't make him sound like one by providing a quote that's a series of Business

(v) Contact your top outlet personally: - In addition to sending a press release, personally contact the reporter that you really want to cover the story. Send them something personal. You might even want to rewrite the press release to fit their beat.

Report Writing: - Here are the main sections of the standard report writing format: -

1. Title section: This includes the name of the author(s) and the date of Report preparation.

2. Summary: - There needs to be a summary of the major points, conclusions, and recommendations. It needs to be short as it is a general overview of the report. Some people will read the summary and only skim the report, so make sure you include all the relevant information.

3. Introduction: - The first page of the report needs to have an introduction. You will explain the problem and show the reader why the report is being made. You need to give a definition of terms if you do not include these in the title section and explain how the details of the report are arranged.

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4. Body? - This is the main section of the report. There needs to be several sections with each having a subtitle.

Information is usually arranged in order of importance with the most important information coming first.

5. Conclusion: This is where everything comes together. Keep this section free of jargon as most people will read the Summary and Conclusion.

6. Recommendations: This is what needs to be done. In plain English, explain your Recommendations, putting them in order of priority.

7. Appendices: This includes information that the experts in the field will read. It has all the technical details that support your conclusions.

→ pointers to score high in Report writing.

8. Use names and pronouns (I, he, her) when you write about yourself and others at the scene. Avoid outdated expressions like "this office" and "the abovementioned persons" or "official".

There are certain people who advocate that use of impersonal terminology brings in guaranteed objectivity and accuracy.