

Writing For Media

Week 13

Public Relations Writing

Introduction

- The public relations (PR) function in any organisation is usually carried out by staff who have specialised in this sector.
- Public relations is all about the relationship between the organisation and the general public.
- One of the aims of PR is to influence the general public through the mass media.
- The job of the PR person in any organisation is to be constantly on the lookout for newsworthy events, products, developments and human interest stories and then turn them into any of the following:

- A news release
- A press conference
- A photo opportunity for newspaper coverage
- Corporate material for direct mailing
- Briefing packs for potential customers
- Briefing packs for special groups of visitors
- Free educational packs for schools and colleges.

- If you are responsible for helping to produce public relations material, here are some guidelines to follow. Effective PR material will:
 - Be factual, newsworthy and impartial
 - Appeal to human interest
 - Contain up-to-date information
 - Be appropriately distributed
 - Be produced professionally.

News Releases

- A news release (or press release) is an announcement sent to the press and other media about anything considered to be newsworthy.
- A press release is NOT an advertisement but it can result in useful publicity for the company issuing the release.
- Some reasons why a company may send a news release to the media are:
 - Relocation of offices
 - Introduction of new products/services
 - Purchase of new building/premises
 - Changes in top personnel
 - Response to a crisis/allegations about the company

Compiling a Press Release

- Editors who receive the press release may publish an edited version, publish it as written or contact the initiator to find out further details.
- Unfortunately 90% of press releases are thrown in the editor's waste paper basket. Only 5-10% are actually used.
- To make sure your press releases are in this small percentage, special writing skills are needed:

- **Headline:** compose an appropriate, snappy heading.
- **Opening:** a good opening para is essential to grab the editor's (and ultimately the reader's) attention. Give the main essence of the message in this opening.
- **Middle:** central paras should be short and self-contained so that the editor can cut them out if necessary without ruining the sense or the flow.
- **Close:** a conclusion or a summary may be appropriate at the close, or a brief repeat of the main message. It is often useful to include a quotation from a key person.

Guidelines for Writing News Releases

- *Use third person.* Write as though you are the newspaper editor, talking about your company as an outsider.
- Do NOT make your press release sound like an advertisement or invitation.
- Write in an interesting, snappy, punchy style with short sentences.
- Try to appeal to human interests where possible.
- Use a style suitable to appear in a newspaper with as few changes as possible.

- Your press release **MUST** answer the following questions:
- **WHAT?** What is happening?
- **WHO?** Who is involved? Who is affected?
- **WHERE?** Where is it happening?
- **WHEN?** When is it happening?
- **WHY?** Why is it newsworthy?

In other words, provide the 5W1H again.

News Releases

Member
Log In

Singapore Airlines Garner More Awards

11 October 2007

- Singapore Airlines has again secured the "World's Best International Route Airline Award" in the annual Readers' Choice Awards 2007 poll conducted by the US-based travel magazine, *Condé Nast Traveler*. The Airline has won this top award 19 times since the Award was launched 20 years ago.
- Readers, who participated in the annual Business Travel survey conducted by the magazine, also voted the Airline as the winner in the following categories: Best Transpacific Business Class, Best Transatlantic Business Class
- The magazine has a readership of over three million.
- In another annual survey conducted by the UK edition of *Condé Nast Traveller*, Singapore Airlines was rated the "Favourite Business Airline 2007" by Business Class travelers.
- Recently, readers of the UK-based *Business Traveller* magazine voted Singapore Airlines as the top airline in the following categories: Best long-haul Airline, Best Business Class, Best Cabin Staff and Best Asian Airline.
- These accolades come soon after the recently announced rating of Singapore Airlines as Airline of the Year in the annual Skytrax survey.
- The awards that Singapore Airlines has been winning over the years encompass categories such as inflight service and entertainment, food and beverage, ground services, safety and company management.
- Commented Mr Huang Cheng Eng, Executive Vice President, Marketing & The Regions for Singapore Airlines: "We are grateful to our customers who have supported the Airline through the years by consistently according it good ratings in the various surveys. We appreciate their unwavering loyalty."
- "Our staff must also be commended for working as a team to provide the best possible travel experience for our customers. I am confident that these awards will encourage our people to continue their good work and to set even higher standards of customer service".
- For more details on recent awards received by Singapore Airlines, visit www.singaporeair.com

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California Arts Council



FOR IMMEDIATE RELEASE

July 12, 2005
Number 05-13
www.cac.ca.gov

Gloriamalia Perez, Department of Justice
(916) 445-4488

The Art of the Law

*California Arts Council and the Office of the Attorney General
host art show by local legal professionals*

SACRAMENTO – The California Arts Council, Office of Attorney General Bill Lockyer and Side Bar Cafe will sponsor *A Creative Merger: Lawyers and Artists*, a visual art display at the Department of Justice building at 1300 I Street, Sacramento, CA. *A Creative Merger: Lawyers and Artists* opening will be **Friday, July 15** from 3:30 to 5:00 pm, and California Arts Council Director Muriel Johnson and Chief Deputy Attorney General Steve Coony will speak.

“I was impressed by the show since I first heard about it,” said Johnson. “The work is wonderful, and demonstrates that art resides in people of all professions, including those who may be better known for logic and reason than creativity.”

“It is an honor to co-host this powerful exhibit and display the talent of our legal community,” Lockyer said. “Creative expression stimulates freedom of thought, appreciation for diversity and opens new windows onto the world in which we live. The collected works of these fine artists - and lawyers - achieve these worthwhile objectives with style and beauty.”

FOR IMMEDIATE RELEASE
September 5, 2002

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Agriculture
530-898-4147

College of Agriculture Golf Tournament Raises Close to \$45,000

A \$10,000 gift from Witmeier Ford and the Ford Motor Company to the CSU, Chico College of Agriculture's seventh annual fund-raising golf tournament has pushed proceeds near \$45,000.

The tournament, recently re-named the Witmeier Ford/CSU, Chico Superior Ag Golf Classic, normally nets between \$30,000 and \$40,000 for scholarships and other programs in the college.

"I hate to give an absolutely firm figure before every bill is in and the smallest details are taken care of, but it looks very likely we will hit the \$45,000 mark, topping last year's net of \$38,440" said Jean Nelson, director of development for the College of Agriculture.

Nelson and Superior Ag Golf Committee members worked with Witmeier Ford to obtain the gift. Ford's participation was made through their Business Preferred Network and Ford Commercial Credit, both of whom have a special interest in the CSU, Chico agriculture program.

"Agriculture and the university are two entities that help give Chico its unique characteristics," said Ed Witmeier, owner of Witmeier Auto Center. "Our gift is to honor the importance of each."

Superior Ag's sole mission is to support and bolster the university's agriculture program, and a sub-committee of the organization is the driving force behind the tournament. The committee represents several prominent agricultural businesses and organizations.

"Every year our longtime supporters pull out all the stops in donating time, energy and money for the good of our students," said Charles Crabb, dean of the college. "We are proud to have Witmeier Ford join our family of extraordinary friends."

Other major tournament sponsors include Tri-Counties Bank, Matson and Isom, Boff Carter Olive Company, Pacific Coast Producers, Durham Pump and Farm Credit.

The golf classic is held in late July at Butte Creek Country Club and pulls in approximately 190 golfers. Player spots are often sold out by early June.

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Company Newsletters

- Many companies publish regular newsletters known as in-house journals or company magazines, which keep staff informed about matters of interest.
- These regular magazines are very good for improving company-staff relations.
- These newsletters may also be sent to employees who have retired.
- Company newsletters contain a variety of information such as:

- New policies/procedures
 - Updates on products/services
 - Births/marriages/deaths
 - Promotions
 - Sports and social news
 - Contributions from employees.
-
- Special newsletters may be produced for circulation to customers or members of a special industry.
 - They are a good way of keeping people informed about the latest products, news and developments within the company.

Writing Skills

- Use reported speech, third person
- Write in an interesting, readable style
- Use short sentences and a crisp, snappy style
- Try to appeal to human interests
- Be as factual and objective as possible
- Build the article logically.



Access

Newsletter for HiSoftware Users

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Dear HiSoftware Users, Customers and Associates:

As the new President and Chief Executive Officer, I would like to personally thank you for your valued support and partners for your continued support and patronage of HiSoftware products and services.

As a brief means of introduction, my name is Kurt Hoffmann. I became the new president and CEO of HiSoftware on December 1, 2005 (see <http://www.hisoftware.com/pressroom/ceo.htm>) for the announcement of cooperative with our announcement. HiSoftware closed a record of revenue leading through Belmont Capital Partners and Phoenix Technology Services. The Company will use these proceeds to further build out its state of leading technology products as well as offer more delivery methods, creating a focused environment.

Throughout my 20 years as a software executive, I have tried to drive my business philosophies through very close customer interaction and participation. The customer is always at the forefront in leading and steering in the software buying process. Using customer focus groups, user group meetings, resource assessments, on-site visits or just reaching to customers in the phone are some of the ways that help us in the development of new products, opening of new markets, opportunities, and creating new software distribution channels and delivery options.

I am pleased to come to a very technologically strong company that has had so many years of revenue growth in acquiring over 4,000 customers at a remarkable pace from almost every aspect of the public and private sectors. In addition to thousands of individual business and government agencies, the company's more recognized customers read like a "Who's Who" list including: State Dept of America, British Telecom, Amtrak, AIG, Stanford University, YOC, Internal Revenue Service and US Department of Transportation. Additionally, we are fortunate to have leading business alliances with Microsoft, Adobe, Symantec, Pharmacia, Oracle, Phoenix Technology and most of the world's largest consulting firms.

From an operational perspective, Bill Brown, the founder of HiSoftware has become our new Chief Technology Officer and Vice President of Development. Bill's role will be to continue to deliver world-class technology solutions that best meet the demanding, unyielding needs of our customers. Additionally, we have looked out our sales, support and customer service teams to best serve the customer needs by creating "Public Sector" and "Private Sector" groups.

In the coming weeks and months, HiSoftware will be launching new product and solution offerings that revolve around your unique business and operations. Some great include:

- **Software Expansion**
 - Creating product and service modules that support required accessibility to vehicle privacy, security, the quality and performance, search engine optimization, corporate branding, competitive intelligence, application testing and internet compliance.
 - Building solutions to meet most industry agency and market requirements.
- **Providing strong relationship-management through**
 - Ease of use
 - Rapid implementation
- **International expansion to help assist our customers and partners in a more localized level.** We recently opened our first overseas office based in Paris, France.
- **Providing on-going regulatory compliance monitoring.**
- **Implementing variable pricing models including limited and volume discounts** offerings that best suit market demands.

We greatly appreciate all thought comments and look forward to hearing from you and participating in this market success. We look forward to continuing to deliver market driven products that are supported by a dedicated team whose number one goal is to provide for the customer.

Best regards,
Kurt A. Hoffmann
President and Chief Executive Officer
9453 179th Street, Everett, WA 98203



A newsletter for women, their families and friends of women owned & led LLC's Fall 2006

Message from the Managing Partner



Welcome to the Fall 2006 edition of Rachlin News. We once again offer a few topics in this issue including money management, traveling for professional women, time, space, health, family and more.

Let us begin by starting with you. Some great news about the firm. The Business Accounting Report came in the latest quarterly audit for overall as one of the top 20 firms in the nation. And, according to the most recent *Entrepreneur* Accounting Firm, success and growth index in the 17th and 18th positions according to the country. These are great achievements, but we could not have accomplished any of this without the passion, energy and dedication of everyone within the Rachlin team. We cordially welcome and support—regardless of your status—the best possible success.

The same philosophy and culture is fostered in the professional level. Our first focus is on the individual and the individual's success. We believe in the success of our clients, the best decisions for the safety of their families and the best first step for job and truly best and the people to serve. We have what it takes to win with you, something extraordinary. Consequently, he made a difference in every person's life.

Each of us can be the partner to be a First-Come partner about what we do, to help lead us to others, to help promote our industry through every industry.

Let me tell you,

Lorraine K. Blum, CPA
Managing Partner

Money Management for Women

Wether married, single, widowed or divorced, a reality of women today will at some point in their lives be the sole financial decision maker for their households. Not all women are not wealthy enough for retirement and may be unprepared to make strategic financial decisions in a crisis or crisis. How can women gain more confidence and feel more in control while working toward their financial goals? Being "Money Smart!"

EMPOWER YOURSELF WITH EDUCATION
Education is critical. Gather information, understand options and put together a plan to help you. The more information you have the better decisions you may make for you and your family. After the most difficult part of the process is getting started.

Once you start, you will probably work to realize that your past decisions have had an impact on your financial today. If you are discouraged about this, don't be. Learn from these past decisions and draw upon your experience when planning for tomorrow. There are a lot of ways—the smart financial decisions you make from being smart will probably affect your financial future. When better time to start than right now?

TIPS FOR DIFFICULT TRANSITION
For many women, a divorce is both of a spouse might leave them feeling vulnerable and unprepared to take full financial control of their future. With the average age of a widow in America today being 66, many of these women may be an additional 30 years. Planning can never begin soon enough. How can these women should take as part of that emergency course of financial planning plan to a life-changing event?

Make professional advice. It's very important to be consistent with your financial advisor and your estate planning strategy to use if any additional planning is needed. Estate plans, healthcare, a trust, legal advice and beneficiary designations should all be reviewed. Properly funded trusts can often outperform, or provide relief when these penalties.

Women & Money

- By 2010, women are expected to manage \$1 trillion—40 percent of the country's wealth.
- The average age of a widow in America today is 66.
- The average woman experiences a 27 percent decrease in her standard of living following a divorce, unless married a 10-year term.
- Nearly 40 percent of women worldwide are working in their own.
- Covering 60 percent of the activity your investment.

Dear Rachlin! Available for Personal Distribution, 2006 National Institute of Women and Multicultural Financial Services Association, Business Plan 2006

Check all while economy gets better
 professional contacts, show partners, investment accounts and insurance policies. This may be a great help for families left with the loss of working through financial troubles while hearing the death of a loved one.
Be it someone you feel is trustworthy
 that is not help you through a volatile time. A financial advisor or even a trusted friend may help organize, simplify and make sense of complex financial matters. They may recommend suitable investments appropriate for short-term and long-range planning.
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Examples of company newsletters