TARGETWIRE
Building Media Relationships

The Anatomy of a Press Release

How to write and format a press release for electronic distribution.

Introduction

The emergence of the Internet has changed the landscape for press relations.

Targeting print journalists alone is no longer sufficient to get your news 'out there', but 'spin' proclaiming 'all PR' is now online or solely for 'inbound marketing' is misplaced and fails to recognize that the core purpose of PR is to build your brand through market influencers talking about and endorsing your company

Persuading prospective buyers to visit your website is a whole lot easier if they recognize that you are a brand leader, which is something that 'pr online marketing' alone is poorly equipped to achieve.

Print journalists therefore remain an important part of building brands and they contribute to the success of your online marketing projects. This valuable target pool should not be ignored nor should you assume they will 'find you' online.

It is equally important to recognize that the print journalist only has a few moments to use your release and therefore appreciates a release formatted for their purpose.

Over 92% of journalists prefer to receive the news they are interested in by email, which is why it is important to avoid your news being listed on page 5 of the traditional newswires, buried amongst 1000s of other news releases.

So, include links to rich media and backup content, but do so in a manner that respects the needs of all the 'consumers' of your news. This way you will have more success in achieving your PR goals.

www.targetwire.com is the only news distribution service that reaches both channels simultaneously (direct email and online listing) and provides more

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opportunities to build your brand , gain the mindshare of journalists and endures that your prospects and customers see your news in more than one place.

You can be very effective if you follow a few simple steps to crafting a release suitable for both targeted email and on-line distribution.

Writing your Press Release for both Targeted Email Distribution and On-Line Listing for SEM and SMM

A conventional press release is typically a brief document of one to three double-spaced written pages announcing news and relevant information about a company, product or service to media professionals.

Email messages are normally shorter because email client software allows the user to set limits on the size of the messages and long messages can be truncated.

For this reason we discourage companies from sending very lengthy email news releases.

You have about 100 characters for your subject headline and no more than 500 words of text organized into five or six, short two to three sentence paragraphs.

It is always important to include your logo to establish the brand identity and your contact details to allow the journalist to follow up directly (this does happen).

Information like photographs, rich content, bios of company executives, white papers and other supporting documents that are usually included in a printed media kit may be published online through a landing page on your website.

We stress a 'landing page'; specifically crafted for the release that provides valuable supporting information.

Don't just include a link to your website and expect the journalist to find what you want to tell them – Give them a place with all the important 'takeaways' in one place.

Information to include in your news release

1. A compelling email subject header and headline

   Remember you must gain attention with your headline.

   • If you don't attract journalists with this line, they simply will not read on. It takes the average person 48% longer to understand a statement containing a negative than a statement expressing a positive so don't use negative headlines.

   • Don't end your headline at the right margin, or the eye will stop there too. Break it into two or more lines, and let the first line of body copy start one third of the way into the page. The eye then progresses naturally from headline into copy.

2. Offer your key benefit or strength

   So many releases start weak and end strong.

   • If you want the reader to keep reading you must start strong, then follow quickly with subordinate news, benefits or text.

   • Ensure you give the reader proof of your statements by using independent reports, testimonials or information from a non-biased source like a university professor or software reviewer.

3. Include a 'Boilerplate'

   • Include a short paragraph at the end of your release – the boilerplate - containing background information about the company.

   • This might include a synopsis of the company, how long they have been in business, and any area of expertise.

   • If the press release is about a book or entertainer then cover career high-points.

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The Six most common mistakes

1. Not testing.
    Seemingly trivial differences - minute changes - can double or
    treble your coverage. Every time you send a release you can test
    something.

2. Not laying a path for the eye.
    Deliberate devices of phrase and design should lead the reader
    through the copy.

3. Speed and timing.
    Failing to act fast when a PR opportunity comes up can result in a
    lost windfall of publicity.

4. Spelling.
    Don't trust your word processing program to catch errors in
    grammar and spelling. Spell for your intended audience (US
    Spelling for USA, UK Spelling for Europe)

5. Failing to monitor clippings as a result of your release.
    This can give you valuable insight into timing, topics, writing style.

6. Failing to include contact information.
    Many releases are sent with no way for the journalists to follow up
    - provide mobile, telephone, email.

Words
Involve as many news reasons for the journalist to 'buy' your story.
Remember, journalists are most often interested in what is 'New', 'Free' or
'Amazing'.

Prune your release of dead words and phrases by checking against the
following list:

*   Desperate metaphors
*   Unnecessary words (In order to, for the purpose of)
*   Words of three syllables or more (utilize versus use)
*   Accidental slang or colloquialisms
*   Repetitions of the same words. Don't keep starting sentences with

company name!
- Overlong sentences
- Vague statements 'such as most', when you can truthfully say '67%'
- Passive words. Turn them into active verbs
- Latinate words. Turn them into Anglo Saxon e.g. approximately = about, modify = change.
- Hype. Substantiate every claim or you will lose your credibility
- The future tense. 'It provides' is better than 'it will provide'. Imply the benefits are already there.

Where to place rich content

You should always include your logo at the start of the news release. This supports brand recognition, but don't be drawn into embedding rich content and URLs into the body of the release.

Removing links can be time consuming, so make it easy for the journalist and blogger to copy your text into his article.

If you have riddled your release with links they might just 'pass' on this occasion.

Place all of your rich content, keywords and links after your boilerplate and contact details.

The journalist will find them and can study them at their leisure.

But remember!

Don't just include your website URL; Build a specific landing page that enables you (and search engines) to discover more about the importance of your news.

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The PASSWORD checking system

Check your news release with the PASSWORD system!

P propose:
Introduce the key benefits quickly. THE HEADLINE, PHOTO, SUBHEADS, AND THE CAPTIONS

A assert:
Use POWER WORDS that make your story dramatic and compelling.

S specify:
Those benefits had better be precise, factual, NUMBER THEM.

S support :
Give endorsements, testimonials, research data. CREDIBILITY FACTORS.

W weight:
Name your satisfied customers, big name quotes and references. 3RD PARTY REFERENCES.

O overcome:
Anticipate the journalists 'so what' objections; and throw them back in a positive way, as plusses.

R reiterate:
Repeat your main benefits over and over, in different words.

D drama:
Use active verbs and short snappy sentences. Create the feeling that this is happening now.

S solicit:
Make it easy for the journalist to respond, telephone and email give contact details.

Example Release

Cybit

Logo

Links to images

EPS plc saves ten percent on fuel costs through implementation of Fleetstar-Online

- Implementation of telematics vehicle tracking system significantly reduces company operating costs
- Live vehicle information has streamlined operations enabling better management of resources
- For images to accompany the release, please click here and here

Cybit, the UK's leading online Telematics Service Provider, has implemented its Fleetstar-Online solution for UK property service specialist. Fleetstar-Online has enabled EPS to reduce fuel costs by ten percent through encouraging strategic management of resources.

Body of the release without hyperlinks

EPS will use Cybit's Fleetstar-Online solution to streamline fleet planning processes, by accurately live vehicle locations. This has resulted in a reduced number of duplicate and unnecessary journeys EPS to cut down fuel expenditure and reduce its Carbon Footprint. At a time of increased Health and Safety, Duty of Care and Working Time Directive ation, EPS management has the information to make key strategic decisions on compliance.

"Our previous track and trace solution gave basic vehicle location information, but EPS had experienced a period of significant growth and we needed a solution that would have the capacity to grow with us," commented Bruce Tee, Group Fleet Manager at EPS. "We saw in Fleetstar an application that would give us comprehensive high accuracy data which we could work with to fully manage a growing team from an operational level right through to a strategic perspective."

"Our responsibility to adhere to corporate compliance extends throughout EPS – and is particularly prominent across our mobile workforce," continued Bruce Tee. "We take our duty of care very seriously and the information that is gathered, stored and presented by Fleetstar means that we have instant access to high level vehicle and driver information. Cybit has really delivered on providing us with a top level telematics solution and we look forward to developing new processes through the implementation of extended Fleetstar modules."

Fleetstar-Online is Cybit's industry leading, scalable suite of Internet-based Mobile Resource Management (MRM) and vehicle tracking tools. The high quality data relating vehicle and job performance is captured ation information, reported and analysed through Fleetstar. This allows meaningful business decisions to be made using up to the m mance.

Boilerplate

Powerful reporting capabilities facilitate effe al costs and productivity; support strategic initiatives around Carbon footprint; and increase compliance with legislation including Duty of Ca Health and Safety. The strategic importance of Fleetstar-generated information extends beyond vehicle tracking into the heart of the enterprise: Fleet derived i ation can be directly integrated into a range of business systems to improve the efficiency of the entire organisation. Fleetstar provides the business-critical info on that organisations need to execute a clear and rapid path to return on investment.

About EPS:
EPS is a Kent based complete property s e specialist. Working with clients from both the public and private sectors, EPS manages long term pro maintenance work and provides heati stallations to client premises. With over 300 highly skilled field operatives working across a wide rang each year for over 50,000 home and usiness addresses.

About Cybit:
Cybit is a global force in Telematics, operating within three core sectors: Internet-based vehicle Telematics solutions; Economic Exclusive Zo based asset tracking and precise positioning solutions.

In the vehicle Telematics sector, Cybit is one of Europe's leading Telematics Service Providers. More than 2,000 business-to-business clients use t solutions to manage in excess of 50,000 assets prim industries and logistics and distribution markets. Solutions agement, CanBus integration and internet-based monitori also provides consulting services to advise on op gal issues such as duty of care and working hours.

Links to additional information and landing pages

Cybit is also a global leader in the field of EEZ nds of fishing vessels on a daily ba ompany provides vessel monitoring and catch management solutions for many of the world's major fishing na ing the UK, Ireland and Greece, C s to manage valuable fishing stocks for emerging nations such as Ghana, Namibia and Mozambique.

Key Contact Information

Cybit's PMR business provides asset-tra precise positioning solutions for both maritime and land-base pplications including mineral exploration and coastal security. Its precise positioning solutions are in constant use in the lo and exploitation of oil, gas and mineral reserves around the glo

Additional information is avai e at www.cybitholdings.com, www.cybit.co.uk, www.truck24.com, www.amatics.com, www.cybitpositioningsolutions.co.uk and www.bluefinger.com

Contact information:

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About Targetwire

Targetwire is the world's first fully profiled global news distribution service enabling you to distribute your press releases instantly onto the desk of every journalist in your target market on the right day, at the right time, in the right language, ensuring maximum response rates to your release.

We profile our distribution to your target markets, by country, by market, by journalist, sending the news release from your company as an e-mail and add your company's logo and contact details with a direct hyperlink to your website or landing page.
This maximises brand building of your PR campaigns and gives your release **Pole position every single time**.

And we contribute to inbound marketing and off-page search engine optimisation by also distributing your release online and to social media such as Twitter

Targetwire is a flat rate service (based on the number of countries) without the need for subscription, with no text limits or 'hidden' charges for logos, or links.

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