**M.A. DEGREE EXAMINATION, DECEMBER – 2019**

**First Year JOURNALISM AND MASS COMMUNICATION**

**Public Relations and Advertising**

**ASSIGNMENT-1**

**Question 4**

Prepare a model press release

**Introduction**

Press releases are short, factual news stories written in the third person and given to the media to encourage editors/journalists/broadcasters to feature the story in their publications and programmes. A press release should contain all the necessary information a journalist would need in order to create an original story.

**Tips how to write a press release**

1. **Make the headline stand out:**A heading that grabs attention has true potential. Use the 5 Ws in the when making your headline. A headline beginning with What, Why, Where, When, Who and even How can bring you a wide audience.
2. **To the point:**Make sure the body/description of your press release is to the point. Don’t brag about stuff that is not important. Also, don’t give away too much information. The press release should be crisp and neat, without any misconceptions or confusions.
3. **Use catchy phrases:**Use of catchy phrases will not only attract more readers to your news but will definitely make readers remember your news. Once they remember what your news was about, they will surely pass it on to other people they meet throughout their day.
4. **Grammatically flawless:**Make your press release grammatically flawless, as poor grammar is such a turn off for people reading your news. Also, a lot of the time people read news-related articles or watch CNN to improve their spoken English skills. So, make sure your press release is error free.
5. **Less is more:**Write no more than 1 page or maximum 2 pages. Lengthy press releases tend to bore a person reading or listening to it. So, always remember this basic rule while writing your press release: less is more.
6. **Use an active voice:**The use of a passive voice may not prompt your readers to make a move. To put it in simpler terms, a passive voice in a press release would be less appealing. On the other hand, if you use an active voice, your readers or listeners will feel more connected with you.

**Simple procedure of writing a press release**

1. **Write as if it’s front page news:**Be it front page or second, you have to give it your best shot and write as if it is the headline of the front page of the biggest newspaper in your city.
2. **Provide correct facts and figures:**Don’t make your press release vague. Providing accurate facts and figures will give your news a strong ground.
3. **Answer the possible questions:**Answering the possible questions before they arrive in the audience’s mind is always better. It is going to make your press release more effective and catch your target audience’s easily. So, make sure you answer all the 5W questions including ‘how’ as well.
4. **Leave the headline for the end:**What we suggest is that you leave the headline for the last and don’t waste your time thinking about it at the beginning of your write-up. It is much easier to come up with a headline once you are done with the complete article.
5. **Don’t forget to conclude:**Concluding your press release might not be that valuable for you, but for the readers or listeners, it’s very important. It will give them a final verdict in your press release.
6. **Don’t forget the contact information:**Contact information is crucial. The publication that you have sent your press release to might have some questions regarding the content in it. So make sure you have included all the contact information. Usually this part goes at the top of the press release.
7. **Add quotes:**Adding relevant quotes will make your press release more interesting for listeners or readers. These quotes will acknowledge the CEO or sponsors of the press release.Just make sure you are not using overrated quotes like “we are pleased”, “with pleasure,” and other similar ones.
8. **Write in the third person voice:**Always write your press release in the third person voice, because you would not be targeting your audience directly. For example: “XYZ company has signed a deal worth $5 million dollars with ABC.” You are not at all going to write like: “We have signed a deal with so and so company.”
9. **Inverted pyramid structure:**This has made press release writing even easier and audience-friendly. This template gives the most important information first. The world doesn’t want to know why the new technology is here they are just interested in knowing if it’s going to make life simpler for them or not.
10. **Keep the target audience in mind:**Just like blog posts, you have to keep the target audience in mind when you are writing a press release. When writing a press release for a publication, your target audience would be journalists, editors or broadcaster. Your press release is not directly written for the audience.

**A sample Press Release**

**Conclusion**

People use press releases for all kinds of events-there are book press releases, nonprofit press releases, sports press releases-there’s nothing that’s off bounds. It’s just that certain events are more suited to news coverage than others are.

**References**

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2. Gupta, Ruchika. *House Journal: An effective Mode of Employee Communication.* Retrieved from- Shodhganga.inflibnet.ac.in/handle/10603/42684