

# PRESS RELATIONS IN PR

- ▣ Overview:
- ▣ In today's lecture we will discuss about press relations as it is one of the most and important tool for a PRs professional to have good relations with media person so to get full coverage for every activity for his organization we will also discuss the methodology of writing decent and actual news releases for promotion of organization.

# PRESS RELATIONS IN PR

## ▣ **6 Points For Good Press Relations:**

A good public relations practitioner will take following six steps to maintain good relations with the press

- ▣ 1. He will maintain TWO way Relationship.
- ▣ 2. He will by his conduct establish reputation of reliability.
- ▣ 3. The press will always provide good copy.
- ▣ 4. He will always cooperate with the press in providing material.
- ▣ 5. As and required he will provide Verification Facilities.
- ▣ 6. The PR practitioner will build personal rapport with the Media

# PRESS RELATIONS IN PR

- ▣ **Definition :**
- ▣ The word Press, as commonly known should not be confined to press. It covers all news media, like, radio, TV & cinema.
- ▣ The objective of press relations is to 'create knowledge & understanding.' and not what the employer or client wants to be printed for favorable mentions.
- ▣ All press material should be of 'interest & value ' to the readers, listeners or viewers, as the material is likely to be used and the resultant publicity will ultimately please the client or employer.

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## ▣ **What is News?**

'News is information which is not already known to recipients.

## ▣ **What is News Release?**

Whenever a news release has to be prepared following essential points should be kept in mind.

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- ▣ **The test of a PR story:**

It means that it has news worthiness i.e. the information will be of interest to readers and is therefore worth publishing.

- ▣ **Bad releases are bad PR:**

A news release creates an image of the organization in the critical eye of the editors. A badly written release will create a very bad impression of the sender's organization.

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## ▣ **Good presentations:**

Primarily following 4 things contribute to happier relations with the press.

1. Releases should be composed in the style acceptable to journalists.
2. Release should be in manuscript style, and not in business letter style.
3. Releases should be appropriate to the journals to which they are sent.
4. Carefully select journals to which releases are sent and moreover send them well ahead of time of publication.

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## ▣ **How Should The News Releases Be Written:**

The easiest way to learn how to write news release is to study newspaper reports and observe how they are written: there is a special technique.

Following TWO fundamental characteristics will be apparent from reading newspapers.

- A. The subject is stated in the opening words.
- B. The opening paragraph is a summary of the whole story.

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- ▣ **The 7 Point Formula:**
- ▣ 1. Subject - What is the story about?
- ▣ 2. Organization - What is the name of Organization?
- ▣ 3. Location - Where is the organization located?
- ▣ 4. Advantages - What is new? What are the benefits?
- ▣ 5. Details – What are the colors, sizes, prices, performance figures or other details?
- ▣ 6. Applications – What are the uses & who are the users?
- ▣ 7. Source – Is this different from location, e.g. location might be where the work is done, source will be the head office.



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- ▣ **WHY 7 Point Formula?**
- ▣ The value of the above 7 point formula can be summarized as below:
- ▣ 1. It provides a Checklist of data before writing a press release.
- ▣ 2. It is the plot for the release, indicating the sequence of information.
- ▣ 3. It provides a checklist to apply after writing the release.
- ▣ 4. It proposes an orderly sequence of information.
- ▣ 5. First paragraph should always state the subject, the name of the organization(although not the full business address.)
- ▣ 6. Last paragraph should state full name, address and telephone numbers of the organization.

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- ▣ **Secrets Of Good News Release:**
- ▣ In order to explain further following key points are enumerated below for writing a good news release.
- ▣ Good press release should have short paragraphs, , short sentences & simple words.
- ▣ The story should not be more than ONE page.
- ▣ The superlatives should always be avoided ,such as “the world’s biggest”
- ▣ Avoid vague generalizations like ‘economical - money saving” etc.
- ▣ Do not use clichés like “unique, wide range, this point in time “ etc.
- ▣ Do not quote remarks from leaders unless they have something special and or original to say.

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- ▣ **Presentation of a News Release:**
- ▣ For effective and authentic news release following points should never be ignored as the release is a manuscript.
- ▣ Press releases should be typed on printed letter head.
- ▣ Important points should be given headlines.
- ▣ Subheadings will help in emphasizing points.
- ▣ Indented paragraphs will always give good looks and effective response.
- ▣ Capital Letters should be used only when necessary.
- ▣ Underlining special points will help in easy identification.

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- ▣ **Presentation of a News Release: (continued)**
- ▣ Full points or full stops in abbreviations should only be used when necessary.
- ▣ Figures. Will substantiate your message or claims.
- ▣ Dates are important for up to date information..
- ▣ Continuations will inform the reader that the story is still continuing.
- ▣ Quotation Marks are essential for quoting sayings.
- ▣ Authorship gives the ownership of the story or release.

# REFERENCES

- ▣ Fundamentals of Public Relations –MCM 401  
Virtual University of Pakistan
- ▣ Davis, A. (2003) 'Public relations and news sources', in S. Cottle (ed.) *News, Public Relations and Power*. London: Sage

That's All  
Thank  
You