



*Making Releases Relevant
in the Digital Era*

PR Summit, April 6, 2017

Media coverage is not the only purpose

- “published” on owned media (corp. website, channels)
- directed to employees. Has more impact than CEO message
- Helps investors
- Makes partners feel important
- Helps senior management solidify its position on the issue

Understand news judgment

- Inform readers of new developments
- Develop understanding
- Stir conversation
- Explain trends
- Answer questions
- Simplify complexities

Study what journalists like and dislike

Be direct and clear

Why Netflix will bump up prices

Uber, Google self-driving tech suit revs up

Draw them in

How this millennial saved \$1 by age 30

How do planes just vanish?

Make it useful

Tax tips for the self-employed

- Make it clean: two hashtags, as few links as possible
- Choose broadly used hashtags: *innovation, environment*

Politico

#Breaking: Deputy Chief of Staff Katie Walsh moving to outside political groups.

- One sentence, maybe two. Three lines of text or less
- Two components: news in main clause, then context
- Plain, familiar language

Ask yourself a question:

What will this enable someone to do tomorrow that they can't do today?

Buzzwords: boring and often vague

Client-centric, mindshare, leverage, bandwidth

Weave in examples and explanation

The project involves twinning, or *laying another pipe*, alongside a 710-mile pipe stretching from ...

Use comparisons: metaphors and similes

Tata Motors in India introduces the Nano. It's a tiny car, *like a jellybean with wheels*.

- Coherent paragraphs: two to four sentences
- Most sentences: 12 to 25 words (shorter for posts)
- Vary length and sentence structure
- Use punctuation effectively

Keep them to two lines

Qualities of a good quote:

expertise/insight

sharp opinion

attitude

company perspective

emotion



Stay In Touch

Write or call anytime with questions:

Ken@WritingwithClarity.com

207-767-0112

Sign up for my monthly writing tip on my website:

www.WritingwithClarity.com

Follow me on Twitter, [@KenOQuinn](https://twitter.com/KenOQuinn)

Facebook business page:

www.Facebook.com/WritingWithClarity