

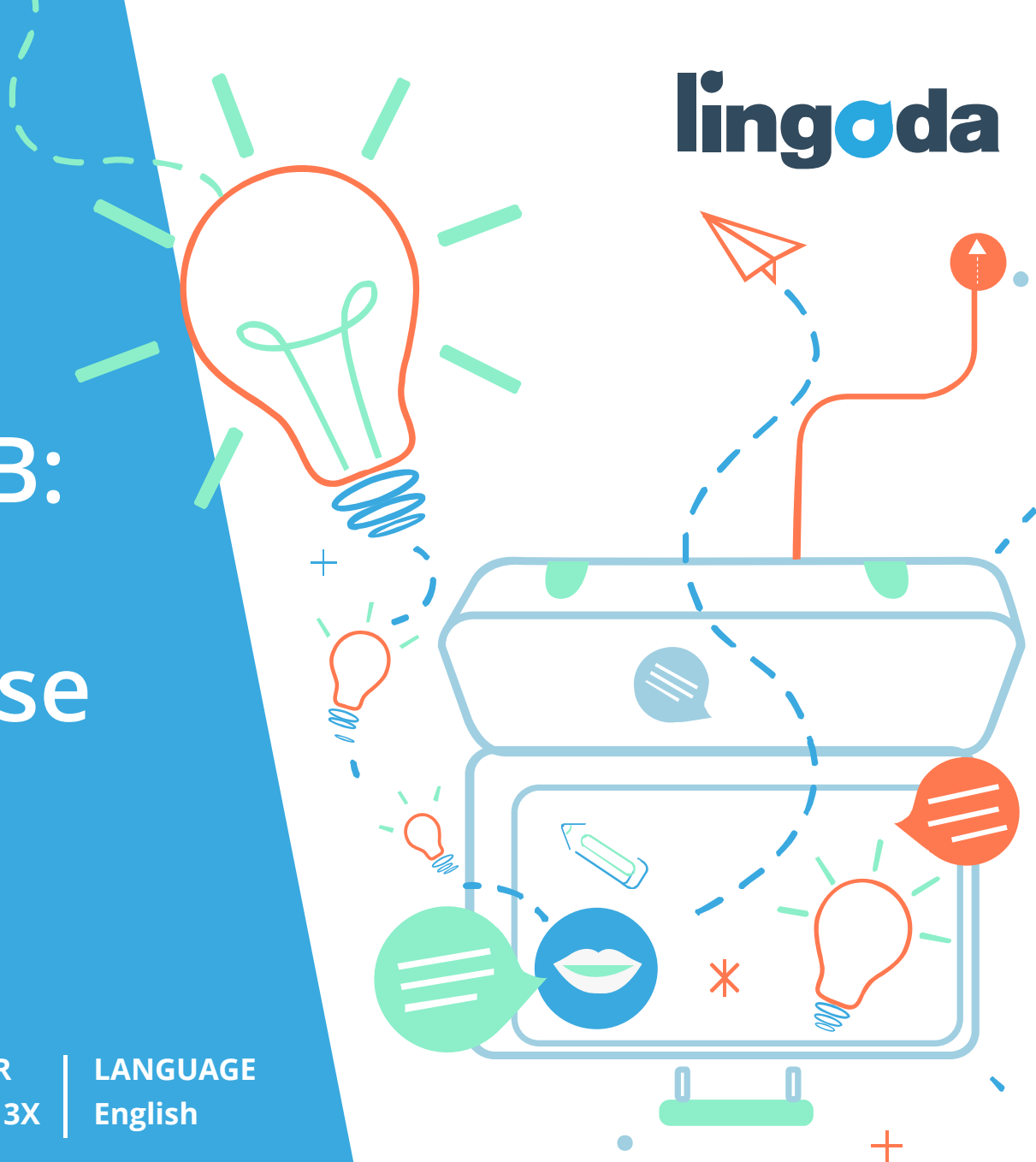
# Beyond B2B: writing a press release

COMMUNICATION

LEVEL  
Upper-intermediate

NUMBER  
EN\_BE\_3213X

LANGUAGE  
English

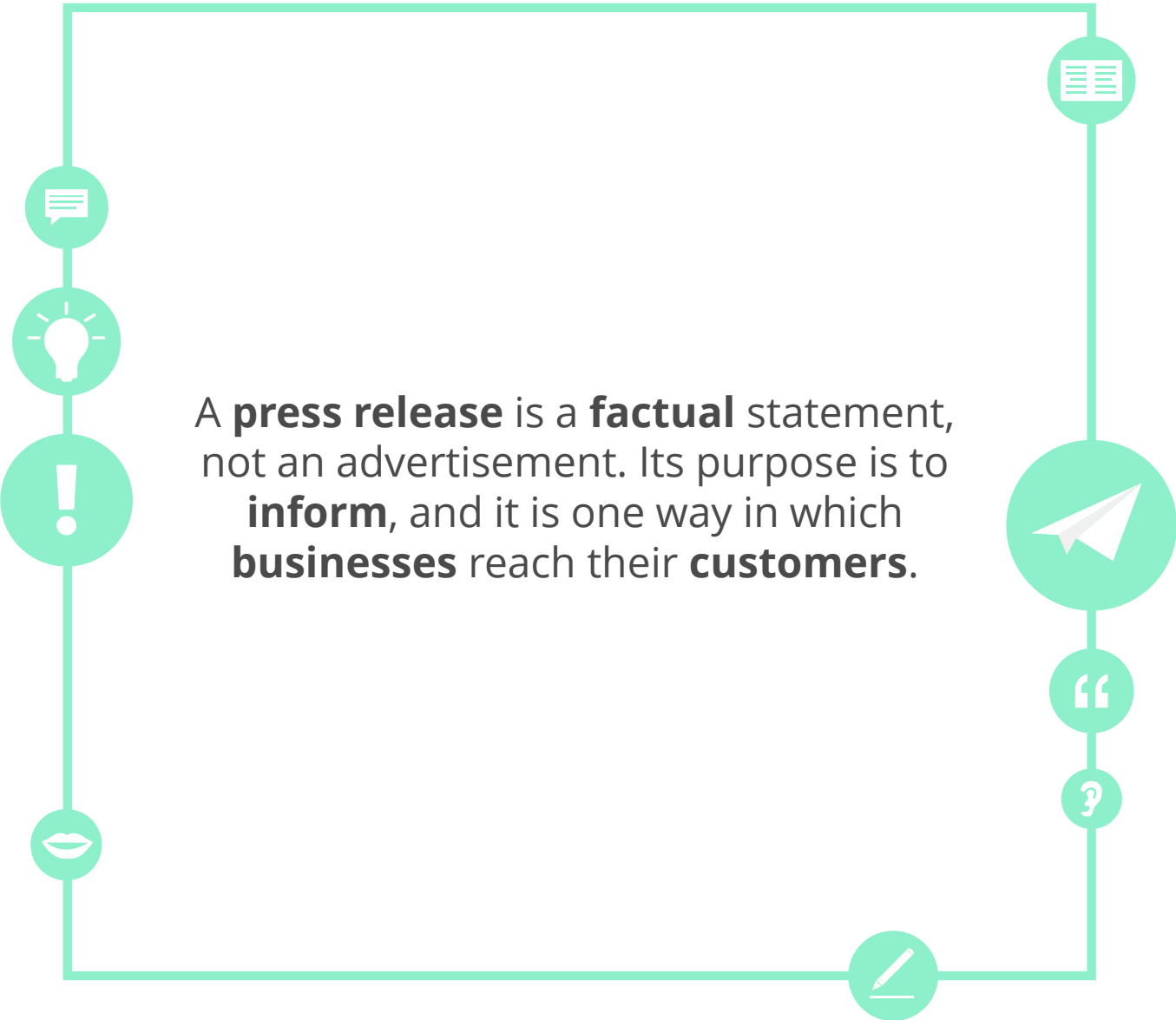




## Goals

- Can recognise and understand the key components of an effective press release
- Can use new knowledge and terminology to write a short press release





A **press release** is a **factual** statement,  
not an advertisement. Its purpose is to  
**inform**, and it is one way in which  
**businesses** reach their **customers**.



## Preview and warm-up

- In this lesson you are going to learn how to **write a press release**.



**Press releases** are often handled by PR companies.



## Public relations

Read the text below about public relations.

**Public relations**, or **PR**, is concerned with managing and directing the spread of **information** from a **business** or **organisation** to the **general public**. While the main aim is to inform the public about a company, the long-term goal is to maintain a positive opinion of the organisation. The PR department tries to gain **free publicity** for businesses, for example by ensuring a magazine writes an article about one of the managers. A company might have an **in-house** PR department or may work with an **external** company.





## Public relations

Below are some of the things that a PR agency does.  
Can you think of anything else that they might do?



write press  
releases

write speeches

market research

manage a crisis



## Discuss

**Which of the tasks on the previous page do you think you would be good at?**



**Would you like to work in PR? Explain your answer.**



Answer the question

**How important do  
you think PR is for a  
company?  
Justify your answer.**





## A press release

- Below is some basic information about what a **press release** is.

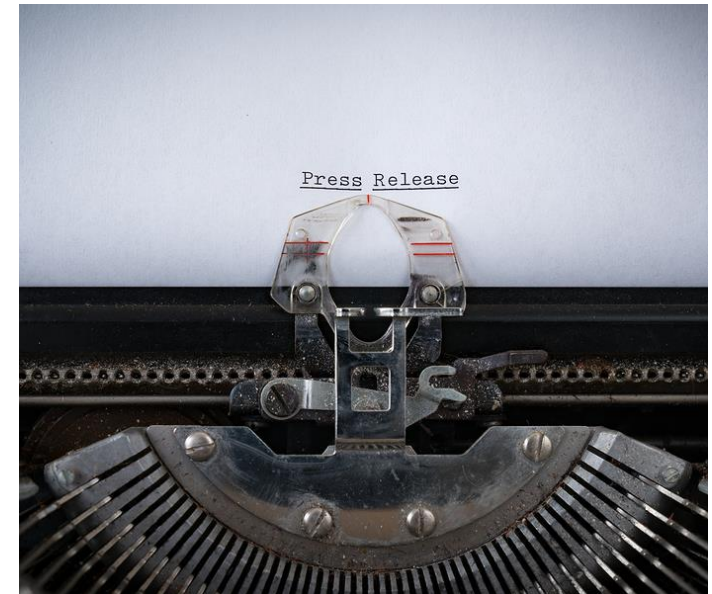
It answers the questions who, what, where, when and why.

It is written for news outlets to inform them of something.

It is not an advert – it is based on facts.

It is neutral and written in the third person.

It is usually one page long, sometimes two.





## Types of press releases

- Below are some different **types** of **press releases** that **PR companies** may write.

- **General news:** the most common type of press release, this gives updates about the company, e.g. winning an award.
- **Launch:** covers the launch of a new product or website.
- **Event:** about an upcoming event which clearly explains the details and is designed to get people to attend.
- **Staff:** used particularly when an important member of staff or the board is changed, normally providing biographical details.



## Types of press releases

Have you ever read or written a press release before?

Which **type of press release** do you think would be most interesting to write?





## Layout of a press release

- Here is an explanation of how a **press release** should look.

- The **letterhead** of the company should be at the top of the press release – this should include contact information of the organisation.
- The **date** of the press release and when the press release can be made **available** to the general public, e.g. *for immediate release*, should also be stated.
- Below this comes the **headline** and then the **main body** of the press release.
- The **contact details** of the person who wrote the press release should be at the end.



# How to write a press release

- Writing a **press release** is **formulaic**. Below is the **structure** that a press release should follow.

- a clear **headline**
- a short paragraph that **sums up** the story
- the body, which puts the story into **context** and gives more details
- a short paragraph which gives details on who to **contact** or where to **buy** a product

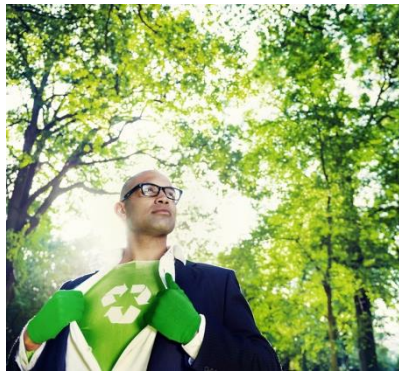


## writing the headline

The **headline** of a **press release** should be **clear** and **informative**.

The headline is perhaps the most **important** part of your press release, as the media uses it to decide whether to **continue reading**.

The headline should say exactly **what the press release is about**. It should **grab** the media's **attention** but not leave them wondering what is coming.



Collman Group wins environmental sustainability award.



## Writing headlines

**Write a headline for each of the scenarios below.**

**Discuss your headlines with your classmates or teacher and make sure all the headlines are clear and informative.**

A company is launching vegan cat food.

An organisation won best newcomer award.

A company has 100,000 social media followers.

A notebook page with horizontal lines and faint circular patterns, intended for writing headlines.

## the first paragraph

The **first paragraph** should **sum up** the whole article and tell journalists the **pertinent facts** of the story.

It should not repeat the headline directly.



Yesterday, the Collman Group, a packaging producer, was announced as the winner of the 2018 Caring for the Future Award for environmental sustainability.



The panel of judges for GreenAway, the awarding NGO, said that the Collman Group had succeeded in creating innovative, carbon neutral, entirely recycled packaging.





## The opening paragraph

Choose one of the stories from p. 15 and write an opening paragraph for a press release.

Details?

What?  
When?



A blank sheet of lined paper with a blue vertical margin line on the left side, intended for writing an opening paragraph.

## the body

The **body** of a **press release** gives more details of **why** the news is **important** and **how** it **happened**.

This part of a **press release** often contains a **quote** from a **person** in the company who is involved in the news.

The **body** will also contain key **figures**.



*My team and the whole company couldn't be more thrilled to have been chosen for the award this year.*



## Main body

**Read through the main body of the Collman Group press release.**

Collman Group has had environmental sustainability as a core value since its founding in 2012. It has been working towards producing totally green packaging since its inception, and last year it finally managed to make even the production process carbon neutral as well as ensuring the packaging was recycled and recyclable.

Chief Executive Dana Foy said:

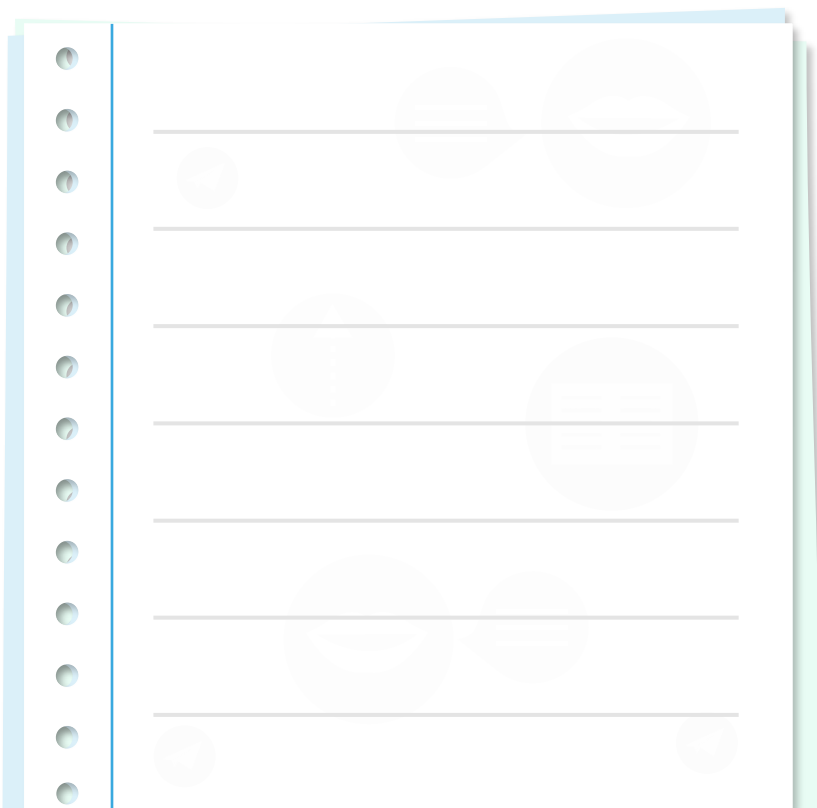
*Winning the award is wonderful but the real achievement for us is doing something good for the environment. Collman group produces packaging for 32% of the UK's drink market, meaning our innovation has a huge effect on the industry.*





## Writing the body

**Now write the body of your press release (based on one of the stories from p. 15) modelled on the one on the previous page.**



## the final paragraph

The **final paragraph** should inform the media where they can find more information.

This should be a **contact** e-mail address or phone number for the **person** who **wrote** the press release, along with a link to the company's **website**.

If relevant, you should also include the **date** of the **event** or **product launch**.

The **final paragraph** should inform the media where they can find more information.

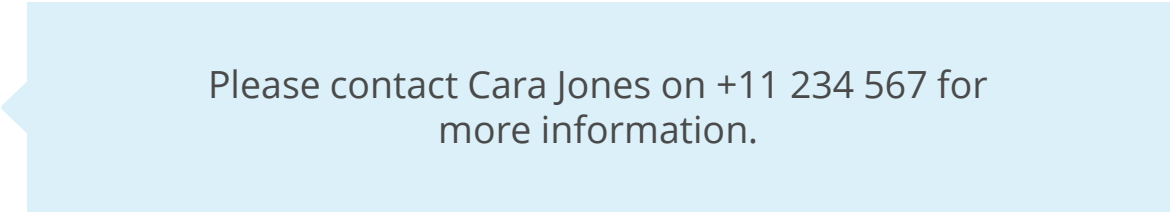
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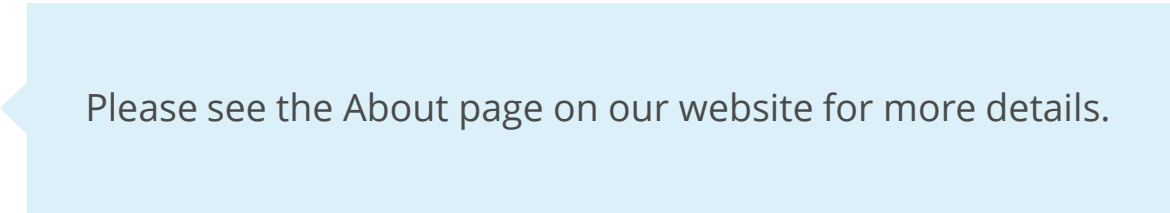
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Please contact Cara Jones on +11 234 567 for more information.



Please see the About page on our website for more details.



## Writing your own press release

**Listen to the director of a travel company talking about a competition that they are launching. Make notes on what he says.**

- What is happening?
- When? What are the key dates?
- Where is it taking place?
- Why is it happening?





## Write your press release

**Write a press release about the competition.  
When you are finished, share it with your classmates or teacher.**





## Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no

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## Reflect on this lesson

Think about everything you have seen in this lesson.  
What were the most difficult activities or words? The easiest?



If you have time, go over  
the most difficult slides again

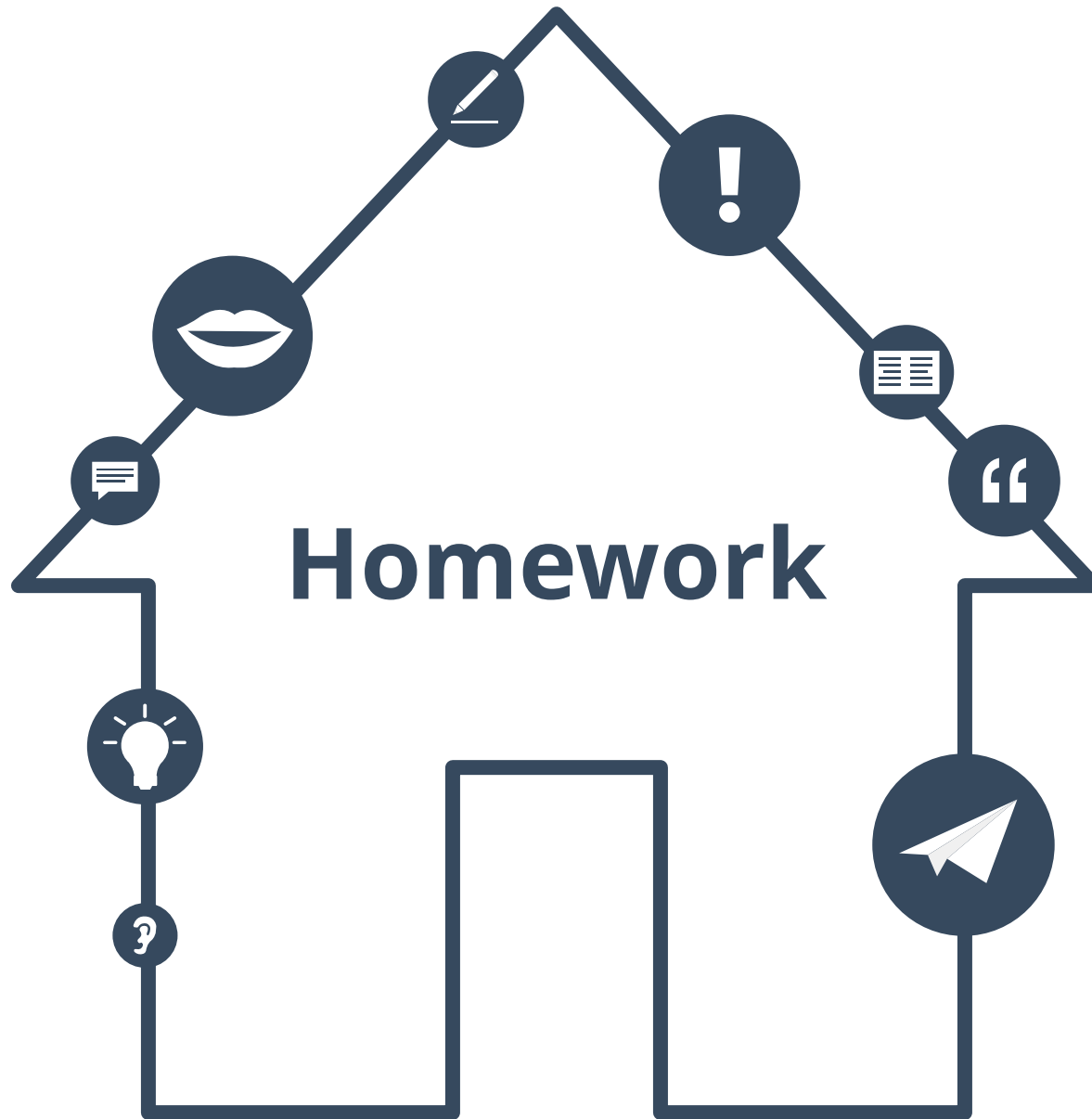


## Transcription

### Exercise p. 22

We're launching a competition to win an all expenses paid adventure holiday for two to Argentina to celebrate our 20<sup>th</sup> anniversary. It'll include trekking in Patagonia (both in the hills and on a glacier), some horseback riding and a stop in Buenos Aires as well.

To win, people need to sign up to the website for e-mail alerts, like us on social media and write a 50 word statement about why they should win the holiday. They need to do this by the end of this year and the holiday will be in March next year.





Who? What?  
Where? When?

# headline

## How? Why?

first paragraph

quote

lingoda

[illegible]

