

# CHAPTER 11

## NEWS RELEASES

### Outline

1. Characteristics and Organization of News Releases
2. Types of News Releases
3. Grammar Review: Adjective Clauses

### Main Ideas

1. News releases are a form of writing for publication in printed media or announcement on the air. Characteristics and organization of news releases are different from those of business correspondence in that they have only the letterhead and the name of the writer as a source of reference.

2. News releases are written for an announcement of a new product or service, the promotion of a major executive, a retirement, a death, an honor awarded to an employee, the election of employees to civic posts, company celebrations, and so on.

3. Adjective clauses are useful elements of grammar that enhance effective business correspondence.

## **Objectives**

**Students are able to:**

- 1. Write news releases correctly and effectively.**
- 2. Write different types of news releases correctly.**
- 3. Use adjective clauses correctly in writing business correspondence.**

Publicity via printed media or audio and visual media is necessary to businesses that realize the value of public relations. Publicity aims to build a good image of businesses, organizations, or institutions. A good image, of course, leads to confidence in business and it also reflects on sales volume and stock values.

### **1. Characteristics and Organization of News Releases**

News releases are a form of writing for publication or announcements when an organization wants to inform the public of its activities. However, you have to economize in your use of words in this kind of writing because of the cost of publication and announcement, as well as limited time and space. Editors of mass media will select news releases that are of appropriate length and efficient in terms of time utilization.

Language, therefore, plays an important role in writing news releases. You must use clear, simple, and direct language to convey your message. News releases state who does what, 'when, where, why, **and/or** how. Since news releases need to be published or read on the air, the organization of news releases follows that of news

writing; that is, the message is organized according to its importance. Such organization is convenient to editors. If they face space limitation, the editors normally cut the last paragraphs, which are less important than the earlier ones. Remember that the clearer your message, the better your news releases will get published or announced.

News releases are normally screened by a major executive of an organization before they are sent to editors of mass media. You have to decide what kind of media you are going to use. Then you write your news releases to be suitable for the chosen media. News releases should not exceed one, or one and a half, type written pages. Although news releases do not have all parts of a business letter, they contain the heading which includes the name and address of the organization, as well as the name of the writer. This will be convenient to the editor, in case more information is needed. You also have to add the date for the news to be released and the subject. The last part is the message. The following is an example of the form of a news release:

	From: Mrs. Rebecca Myer
	University of North Texas
Heading	P.O. Box 75187-6, Denton
	Texas 76203, USA
	Tel. (817) 974-1654
Date	Release: Before 20 December 19. .
Subject	Christmas Party
Body	Message

It is important to note that an appropriate margin should be set so that the editor is able to write down printing or announcing instructions, or to indicate in which magazine or newspaper the news releases should be published. Besides, the time to broadcast the releases can also be written down. In addition, you should leave some space between the lines of the message, so that the editor may be able to add, adjust or clarify some information.

Another important element that you should be careful about when you write news releases, is the provision of the subject part. The subject part will save editors' time. Notice that the subject is usually in bold type for clarity.

**Some examples of the subject part are as follows:**

THE FUNERAL CEREMONY FOR THE LATE PRESIDENT

ENGLISH ON CAMPUS CAMPAIGN

LOY KRATONG DAY

The date for news releases to be published or broadcast should be notified clearly. This also saves the editor's time and it will ensure that news will be released in time. The following are some examples of the date part:

Release: Immediate

For Release Upon Receipt

To be Released on 1 March

Not to be Released Before 6 August

In addition, you need to type some symbols to indicate the end of your message, such as:

----- X X X X X X X X X X -----

△ △ △ △ △ △ △ △ △ △ △ △ △ △ △ △

& & & & & & & & & & & & & & & & & &

If your message exceeds one typewritten page, you should type the word “more” at the foot of the first page so as to let the publisher or announcer know that there is more information. To make your message look more interesting, you may also add subheadings to each paragraph as well.

**Activity 1 A**

**Name the parts of a news release.**

**2. Types of News Releases**

The message of news releases varies. News releases can be written to announce a new product or service, to promote a major executive, to declare a retirement, a death, an honor awarded to an employee, the elections of employees to civic posts, the company’s anniversary, a company expansion, a seminar, a conference, and so on. You should practice writing various types of news releases to suit different occasions.

**The following are some examples of news releases:**

## **A. Promotion**

From : Robin Spinder

Elizabeth Chemicals, Inc.

1875 Denton Drive, Denton, TX 76203

Tel: (817) 915-8402

Release: Immediate

### **PETER NAMED MARKETING MANAGER AT ELIZABETH**

Robert Penn Peters has been appointed marketing manager of Elizabeth Chemicals, Inc., Denton, according to the announcement made yesterday by Donald Moore, President of E.C.I. Mr. Peters succeeds John Wood, who suffered a fatal accident on 31 August. The new marketing manager joined the company in 1978 as a sales supervisor in the chemical division. In 1982, he was made assistant to the purchasing manager, and in 1984, he was appointed assistant sales manager.

Mr. Peters lives in Dallas, Texas, with his wife, Barbara Peters, a surgeon at Texas Memorial Hospital. The Peters have one child.

In commenting on his new post, Mr. Peters gave thanks for the work done by his predecessors. "Our sales volume is higher in recent years," said Mr. Peters. "But our aim in this new fiscal year is to search for new techniques in promoting our products and a new method of opening overseas markets."

## **B. Death**

From : Enrich International Trade  
1025 Orange Grove Road  
Singapore 18476  
Tel: 737-4344

Release: Immediate

### **JOHN MENON'S FUNERAL CEREMONY**

Mr. John Menon, 58, died peacefully at Jurong Hospital in Nanyang on 14 February. Mr. Menon had a long and distinguished career with Enrich International Trade and associated companies. He joined the company in 1976 as sales supervisor. His dedication and hard work resulted in his quick promotion. In 1983, he was appointed assistant sales manager and was instrumental in stimulating the company's high sales volume.

In 1987, he was appointed sales manager, a position he held until his death. Besides increasing the company's sales volume, he invented many new sales techniques and created many campaigns for new products, which were highly successful.

Mr. Menon also had a great relationship with his employees, colleagues and business associates. His always-ready-to-help attitude assured everyone that they could be at ease when asking for assistance. His many friends throughout the company will



remember him with affection and gratitude, and extend their deepest sympathy to his wife and family, in their bereavement.

The funeral will be held on 17 February at St. Paul's Church, at 2 p.m., with interment in the church cemetery to follow.

*Mary Sneiber*

Mary Sneiber

News releases are written to inform the public of what an organization believes to be important, useful, and worthwhile. Publicity gained via news releases helps establish confidence among prospective customers. You, a writer of news releases, have to learn the important parts, and the organization of a news release. Keep in mind that a good news release follows a news writing style that includes who, what, where, when, why, and/or how, according to the priority of importance.

**Activity 2 A**

**Write a news release announcing the National Day of Singapore and its celebration.**

**Activity 2 B**

**Write a news release announcing the commencement exercises for the 15<sup>th</sup> graduation class.**

### 3. Grammar Review: Adjective Clauses

Adjective clauses are useful elements of grammar that enhance effective business correspondence. An adjective clause is a dependent clause that modifies a noun. It describes, identifies, or gives further information about a noun. Review some basic rules about adjective clauses and do the following activities.

#### Activity 3 A

**Combine the two sentences, using the second sentence as an adjective clause.**

1. The workers are from Eastern Europe. They work very hard.

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2. The manager was nervous. He lost his assets in the fire.

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3. The supervisor liked his proposal. He submitted it yesterday.

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4. We went to a meeting. The meeting was very interesting.

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5. This factory was modern. It belonged to ABC company.

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6. The guard called the police to come to the office. The office was broken into.

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7. The speech was excellent. The president gave it to his executives.

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8. I have to call my boss. I accidentally picked up her folder after the meeting.

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9. David is writing a sales report. It needs to be finished by Monday.

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10. He gave me good advice. I consulted him.

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**Activity 3 B**

**Complete the sentences using adjective clauses.**

1. The manager told me about the program .....

2. I spoke to the accountant .....

3. The interviewer .....

4. Sarah got the job .....
5. The furniture ..... was on sale.
6. We went to an annual meeting .....
7. The supervisor ..... was angry.
8. My boss ..... shouted at me.
9. The insurance company tried to investigate the factory .....
10. The letter ..... was from her prospective employer.