



# WHAT MAKES NEWS? CRITERIA CHECKLIST

The media reports information that editors believe is of interest to readers, viewers, and/or listeners. This is different than what is interesting to us. Stories that we pitch to a journalist need to be attention-getting and substantive. You can sell a story by answering the questions: What's new? And so what?

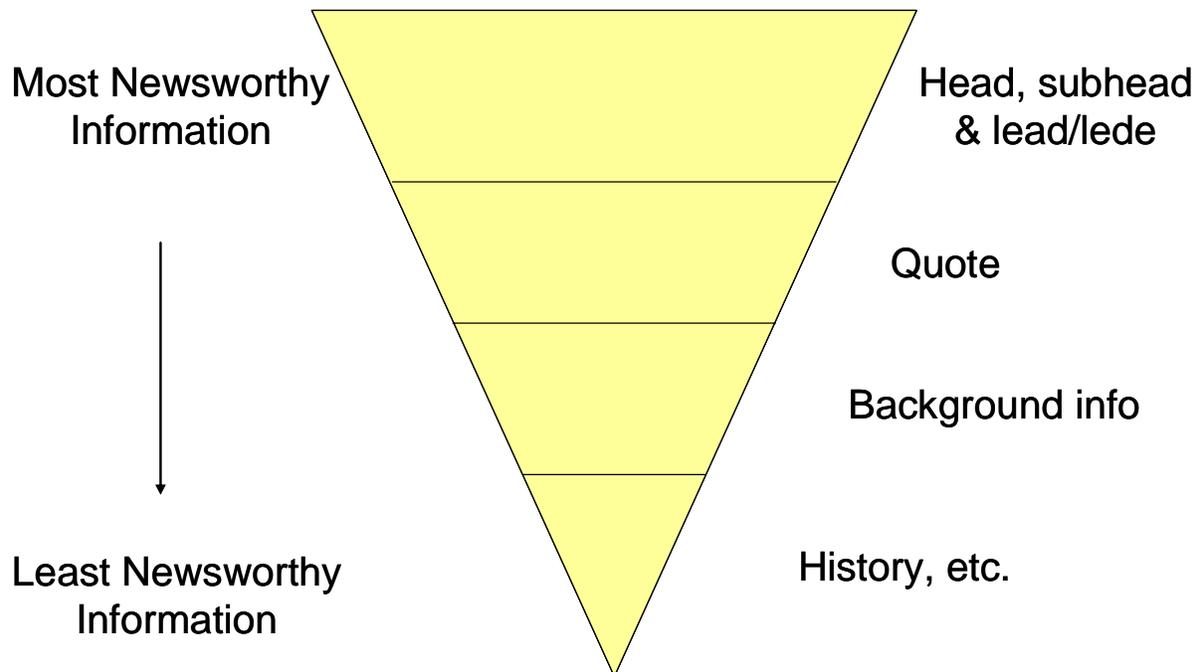
Editors are inclined to cover stories that meet one or more of the following criteria. Use this as a checklist when you are preparing to send something to the media:

- Timely:** does it relate to current events or breaking news?
- Offers new insight or data.** The media loves **numbers!** Use statistics, polling data, and other objective information to sell stories.
- Unusual, unexpected or shocking:** is something out of the ordinary happening?
- Celebrity or prominent figure.** If a high-ranking public official or celebrity is involved, media will be more likely to cover the story.
- Local impact:** People want to know news that will directly affect them. Is it localizing a national or regional story?
- Dollar amounts:** impact of smoking translates into X million dollars a year to society/lost worker productivity.
- Contains action:** Meetings are not interesting to reporters. They need something that will entice readers.
- Defines a trend:** Reporters love to cover trends because the stories usually speak to a lot of people.
- Creates an extreme:** highest, biggest, lowest, smallest, most, least, record-setting are all selling words for a journalist.
- Anniversaries** such as the anniversary of September 11, the Smoke-Free Air Act.
- Service oriented** – news you can use, i.e., special events or something readers/listeners can take action on.

Adapted from M+R Strategic Services and Michael Anstendig

# INVERTED PYRAMID

## The Inverted Pyramid Style for Writing Press Releases



Source: Michael Anstendig

# PRESS RELEASE EXAMPLE

[Always use company or agency letterhead]

## FOR IMMEDIATE RELEASE

## **CONTACT:**

Elena Deutsch  
(917) 234-4567 (cell)

## **N.Y.U. INSTRUCTOR ANSTENDIG ISSUES WRITING GUIDELINES**

**FISHKILL, N.Y., April 11, 2007** – Consultant Michael Anstendig, the instructor of Media Training 2.01 – Written Communications Tools, presented by the Tobacco Control Training Project of Cicatelli Associates, today issued guidelines to be followed by students when preparing class assignments. In addition to press releases, the formatting specifications apply to other writing assignments as well.

“It’s important that students take their class assignments seriously and prepare those assignments in a professional style,” said Anstendig. “While I’m aware that every organization has its own style and conventions that students must follow on their jobs, for the purpose of uniformity, I’ve established a style that I expect students to adhere to during this course.”

All press releases, as well as other assignments, are to be typed, double-spaced, left-margin justified. “The fully-justified style creates unnatural spacing between words and makes documents difficult to read,” Anstendig said. In addition, all press materials should be printed single-sided, to facilitate faxing if requested by the media.

In addition, students are to use a letterhead. Whether it is actual letterhead or

- more -

invented information, a letterhead gives the release a more professional look and establishes a pattern of ensuring that everything is in the right place. The guidelines further specify that there should be one-inch margins all around, indented paragraphs and a 12-point font size. The font style should be Arial or a similar sans serif style.

“Press materials should look like a press materials. By practicing good habits here and learning how to consistently stick to a style, the students will be able to adapt more quickly to real-life working conditions,” said Anstendig. “I expect that the materials students hand in should look like the release they are reading right now.”

The Tobacco Control Training Project (TCTP) is funded by the New York State Department of Health’s Bureau of Tobacco Use Prevention and Control. The goal of the TCTP is to increase the capacity of Bureau funded partners to change tobacco policies and social norms.

# # #

# PRESS RELEASE WRITING ACTIVITY # 1

## Background

Until today, anyone writing anything has used pen and ink or charcoal sticks to set words on paper. Your client, Eberhard Faber, has developed the “pencil,” an inexpensive writing instrument.

## Assignment

Write a news release introducing the pencil to the public at large. Assume the public has never heard the word “pencil,” let alone seen a “pencil” before. Therefore the release should include:

- A detailed physical description of the “pencil”
- Some information on how the “pencil” was designed and is manufactured
- What are the component parts of the “pencil”
- What are the benefits of the “pencil” for consumers
- Why should consumers abandon their current writing instruments in favor of the “pencil.”

# PRESS RELEASE - TEMPLATE

[On Letterhead]

## News Release

**FOR IMMEDIATE RELEASE**

**CONTACT:**

**Names and phone #s (at least one cell)**

## HEADER

Sub-Head (Sub-Head is Optional: Can use it to call out details or additional info that are not in the headline)

1<sup>st</sup> Paragraph: Text in 12 pt sans serif font:

**Location and Date in Bold (i.e., FISHKILL, N.Y., April, 11, 2007)** — One - two sentences that cover the Who, What, Where, When, Why and How of the event.

Description

Quotable quotes from newsworthy speakers.

At bottom of 1<sup>st</sup> page – put:

- more - (center justified)

At the top of 2<sup>nd</sup> page: identify your organization, the page numbers and the date of the release. Try to write releases to no more than 3 pages.

At the end of the release: include your organization boilerplate – a sentence or two summarizing your agency's mission.

At the very end of the release put:

### (center justified)

## PRESS RELEASE WRITING ACTIVITY # 2

### WORLD NO TOBACCO DAY

#### **Background:**

May 31 is World No Tobacco Day. This annual international event is organized by the World Health Organization (WHO). This year's theme is Smoke-free Environments.

#### **Your event:**

- The theme for your event is to raise awareness that smoke free environments work both locally and internationally. NYS is a great example.
- You want to show solidarity and support for cities, states and countries that do not have smoke-free laws. You want to call upon the U.S. government to ratify the Framework Convention on Tobacco Control.
- For your event you are going to have people wearing flags (painted cardboard) of the countries that have passed smoke-free laws and countries that have not.
- Countries that have nation-wide smoking bans include:
  - Finland
  - Ireland
  - New Zealand
  - Norway
  - Italy
  - Sweden
  - Uruguay
  - Scotland
  - Hong Kong
  - Wales
  - Northern Ireland
- Countries that don't include:
  - U.S.A.
  - China
  - Russia

## Assignment:

Write a news release that will draw media attention to this day. Your geographic area is collaborating on an event to draw that attention. Your release should include some information about that event and relevant quotes. Be able to justify why you have chosen this person or these people as spokespeople. Place your event at a meaningful location for your area.

- While NYS went smoke-free in 2003, in most countries around the world millions of people are exposed to second-hand smoke. (source: [www.paho.org/English/AD/SDE/RA/wntd-factsheet1.doc](http://www.paho.org/English/AD/SDE/RA/wntd-factsheet1.doc))
- In 2005 the California Environmental Protection Agency classified Environmental Tobacco Smoke a Class A carcinogen. (source: <http://www.dhs.ca.gov/tobacco/documents/pubs/MasterPlan05.pdf>)
- In 2006 the U.S. Surgeon General's Report clarified that there is no safe level of exposure to secondhand smoke. (source: <http://www.surgeongeneral.gov/library/secondhandsmoke/factsheets/factsheet7.html>)
- The tobacco industry says that ventilation systems protect non-smokers from exposure to second hand smoke. (source: [http://tobaccocontrol.bmj.com/cgi/content/abstract/13/suppl\\_1/i41](http://tobaccocontrol.bmj.com/cgi/content/abstract/13/suppl_1/i41))
- A common myth is that smoke free environments hurt business. This has not been proven true in Ireland, New Zealand, Norway, Scotland, San Francisco and New York City. (source: <http://www.who.int/tobacco/communications/events/wntd/2007/dismantling/en/index.html>)
- Smoke free environments are about protecting worker's rights. The tobacco industry might argue that it is about giving smokers rights and freedom. (source: <http://www.who.int/tobacco/communications/events/wntd/2007/dismantling/en/index.html>)
- Tobacco is the second major cause of death in the world. (source: <http://www.who.int/mediacentre/news/releases/2005/pr09/en/>)
- If current smoking patterns continue, it will cause some 10 million deaths each year by 2020. (source: <http://www.who.int/mediacentre/news/releases/2005/pr09/en/>)
- Half the people that smoke today - that is about 650 million people - will eventually be killed by tobacco. (source: <http://www.who.int/mediacentre/news/releases/2005/pr09/en/>)

# The WHO Framework Convention on Tobacco Control- Info Sheet

The WHO Framework Convention on Tobacco Control (WHO FCTC) was developed as a global response to the globalization of the tobacco epidemic. The WHO FCTC is the evidence-based tool which will reduce the rates of uptake and consumption of tobacco and will save lives.

May 21st 2003: At the 56th World Health Assembly, WHO's 192 Member States unanimously adopted the world's first public health treaty, the WHO Framework Convention on Tobacco Control. Negotiated under the auspices of WHO, this new treaty is the first legal instrument designed to reduce tobacco-related deaths and disease around the world.

The treaty requires countries to impose restrictions on tobacco advertising, sponsorship and promotion; establish new packaging and labeling of tobacco products; establish clean indoor air controls; and strengthen legislation to clamp down on tobacco smuggling.

- Advertising, sponsorship and promotion  
Tobacco products are advertised through sports events, music events, films, fashion - in fact, any place where the tobacco industry can target potential new smokers. The treaty obliges Party States to undertake a comprehensive ban on tobacco advertising, promotion and sponsorship, as far as their constitutions permit. Parties whose constitution or constitutional principles do not allow them to undertake a comprehensive ban must apply a series of restrictions on all advertising, promotion and sponsorship.
- Packaging and labeling of tobacco products  
As advertising restrictions are implemented, tobacco packaging plays an increasingly important role in encouraging tobacco consumption. The treaty obliges Party States to adopt and implement large, clear, visible, legible, and rotating health warnings and messages on tobacco products and its outside packaging, occupying at least 30% of the principal display areas. This is required within three years of entry into force of the Convention.

- Protection from exposure to tobacco smoke  
Second-hand smoke is a real and significant threat to public health. Children are at particular risk - exposure to tobacco smoke in children can cause respiratory disease, middle ear disease, asthma attacks, and sudden infant death syndrome (SIDS). The treaty obliges Party States to adopt and implement (in areas of existing national jurisdiction as determined by national law), or promote (at other jurisdictional levels), effective measures providing for protection from exposure to tobacco smoke in indoor workplaces, public transport, indoor public places and, as appropriate, other public places.
  
- Illicit trade in tobacco products  
Cigarettes are smuggled widely throughout the world. In addition to making international brands more affordable and accessible, illegal cigarettes evade restrictions and health regulations. The treaty obliges State Parties to adopt and implement effective measures to eliminate illicit trade, illicit manufacturing, and counterfeiting of tobacco products.

For the treaty to come into force, 40 countries must sign and then ratify it. To date, 168 countries and the European Commission have signed, and 145 have ratified the treaty.

Source: <http://www.who.int/tobacco/en/>

# MEDIA ALERT – EXAMPLE #1

## MEDIA ALERT

(April 4, 2007)

### ADD SOME SPARKLE TO YOUR SPRINGTIME!

Pomiento Treviso, Italy's foremost producer of Prosecco, cordially invites you to lunch at New York City's first *Proseccheria*, a new wine bar concept, to sample outstanding sparkling wines paired with the incomparable cuisine of the Veneto region.

**WHAT:** Pomiento Treviso Prosecco wine tasting and food pairing at Compagnielli's *Proseccheria*.

Compagnielli is the first restaurant in the U.S. to introduce the concept of the *Proseccheria*. Originating in Italy's Veneto region, the *Proseccheria* is a place to enjoy good wine, good food and good company in a friendly, casual atmosphere. As the name implies, it is an ideal place to sample Prosecco, Italy's delicate sparkling wine. Prosecco is also the perfect springtime libation that can transform an ordinary picnic into a romantic adventure.

**WHO:** Adolfo Pomiento, Pomiento Treviso's Chief Winemaker, will be present at the event and available for interviews.

**WHEN:** Wednesday, April 18, 2007  
12:00 p.m. to 2:00 p.m.

**WHERE:** Compagnielli *Proseccheria*  
1477 First Avenue  
New York, NY 10028  
(212) 757-9800  
[www.compagniellinyc.com](http://www.compagniellinyc.com)

**CONTACT:** Michael Anstendig  
Publicis Dialog  
[anstendig@publicisdialog.com](mailto:anstendig@publicisdialog.com)

# MEDIA ALERT – EXAMPLE #2

## MEDIA ALERT

(April 4, 2007)

### DOES THE INTERNET REALLY FOSTER SOCIAL ISOLATION?

Three leading Internet industry executives take issue with a today's study conducted by the Stanford Institute for the Quantitative Study of Society that suggests that "the more hours people use the Internet, the less they spend with real human beings."

The Internet, the executives argue, actually provides a supportive and non-threatening environment that can foster healthy, real relationships, both in person and from afar and ultimately, can enhance social lives.

**WHO:** Meyer Frazellingua, Vice President, Marketing, Everclear Broadband Networks, a provider of high-speed Internet access in commercial and residential buildings, can discuss how online networks can build local discussions about neighborhood politics and develop relationships with neighbors they may not otherwise meet.

Jeb Sinwell, CEO and Matt Clay, President, Blue Beard Interactive, a new media agency specializing in community development for leading sites such as [www.marthastewart.com](http://www.marthastewart.com) and [www.aol.com](http://www.aol.com), can discuss how the Internet connects, rather than isolates geographically-dispersed family, friends, businesses and like-minded strangers.

**WHAT:** Messrs. Frazellingua, Sinwell and Clay are available to be interviewed.

**WHEN:** Immediately

**WHERE:** In-person, by telephone or by email

**CONTACT:** Michael Anstendig  
Publicis Dialog  
917-447-7611 (cell)  
[anstendig@publicisdialog.com](mailto:anstendig@publicisdialog.com)

# MEDIA ALERT – TEMPLATE

[On Letterhead]

**MEDIA ALERT**  
(Date – Month, Date and Year)

**HEADLINE**  
(Summarizes the event with catchy language)

Sub-Head  
(Optional if have a strong headline and lead paragraph)

Paragraph: Provides background information on the event and why it is newsworthy.

**WHAT:** One or two lines explaining the nature of the event.

**WHO:** Newsworthy speakers, sponsoring agency

**WHERE:** Location information. Should be central, meaningful or easy to locate.

**WHEN:** Day of week, Month, Day, Year, April 18, 2007  
Start time to end time

**CONTACT:** Name, phone and email. Always include a cell number.

Organization boilerplate – a sentence or two summarizing your agency's mission.

# PITCH LETTER EXAMPLE # 1

[Always use agency letterhead]

May 11, 2006

Mr. Sam Smith  
Producer, "Wine and Dine"  
WOR-AM  
333 Madison Avenue  
New York, NY 10015

Dear Mr. Smith:

*"Just the right wine at just the right time: A winning holiday combination."*

The holiday season is upon us. Americans will be entertaining in their homes, serving everything from cheese and crackers and hors d'oeuvres to elaborate festive dinners. Wine will be a part of these festivities and serving the right wine in the proper manner is an elegant, sophisticated way to enhance any occasion.

Unfortunately, many of us do not know the proper wine to serve or even how to serve it. I would like to suggest a radio segment featuring recommendations from wine expert Carl J. Camasta, Marketing Director, Opici Import Company. Drawing from his experience with Opici that imports a wide range of reasonably priced, quality wines, Carl can suggest the ideal wine for every situation.

For instance, Carl may recommend serving a Dolcetto to guests as they arrive, adjusting from the early winter chill to the comfort of the host's home. Later as guests sit down to dinner, a Chianti Classico Riserva is best with turkey. For dessert, Carl suggests a Moscato. After dinner as guests sit around bragging about how much they have eaten, how about an Amaro?

Carl is extremely articulate and can paint vivid descriptions for your listening audience. He has done numerous radio interviews and I have attached an audiocassette of past shows. I will call you shortly to see if you would be interested in interviewing Carl.

Sincerely,

Michael Anstendig  
enc.

# PITCH LETTER EXAMPLE # 2

Pitch Letter Sample

**Daniel Klotz**

**From:** Daniel Klotz [dklotz@mrssny.com]  
**Sent:** Tuesday, February 07, 2006 4:26 PM  
**To:** 'S.Jhoanna\_Robledo@newyorkmag.com'  
**Subject:** The emerging market for smoke-free apartments

Subject lines on emails are critically important—they convince the reporter to open the email.

All paragraphs should be one or two lines.

A few years back, a co-op building that went smoke-free made headlines. Now, the market is showing a greater, unspoken but unyielding demand for smoke-free real estate.

With new smoking bans in New Jersey, Chicago and probably Washington DC, a look at how the non-smoking culture has permeated NYC's real estate market could make for an interesting piece.

In poll data from December that has not been released, the NY Coalition for a Smoke-Free City (my client) found that:

- 69.5% of New Yorkers want to live in a smoke-free apartment building.
- 49.7% of New Yorkers would be willing to pay more money to do so.

Bullet out as much as possible, especially stats.

We would like to give you this data as the hook for a piece on the smoke-free real estate market.

I have lined up the following possible interviews for you to pursue:

Identify potential spokespeople for the story you are pitching.

- Fabienne Douge rents an apartment in a three-story brownstone in Brooklyn. The building is smoke-free, and she took the apartment gladly. In a previous apartment, her neighbor smoked and Fabienne could smell the smoke at home.
- Molly Robinson is a real estate broker in Brooklyn. Molly doesn't have clients who are demanding smoke-free apartments mostly because, as she puts it, most prospective tenants and buyers don't know they have the option. Molly does point out that most landlords will only rent to non-smokers.
- Alexander Peters is a real estate broker in Manhattan who focuses on high-end co-ops. He points out that trying to sell apartments where the occupant smokes is a disaster. Although prospective buyers aren't disclosing their preferences straight out, it is an unspoken rule that buyers prefer smoke-free real estate.

If you have any questions and/or are interested in pursuing this story, please give me a call.

Many thanks in advance for your consideration.  
 Dan Klotz

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 Dan Klotz  
 Vice President, Media Relations  
 M+R Strategic Services

917-438-4613 phone  
 347-307-2866 cell  
 212-764-4298 fax  
 www.mrss.com

Always include your contact information.

## PITCH LETTER – P.O.P.

You are a Community Partnership or Reality Check Coordinator:

You are working on different P.O.P. initiatives and one thing you want to do is highlight how R.J. Reynolds is targeting women with the Camel No. 9 Campaign and how their target audience does not appreciate this.

Pull facts from the attached NYC Department of Health press release about the Reynolds campaign.

Your angle is that women are rejecting this shameless attempt to sell them disease and death. For the reporter you have lined up:

- A teenage girl who reads Cosmopolitan or Glamour where they are running the ads;
- A young woman (in her 20's) who has recently quit smoking;
- A parent; and
- A store owner who has decided not to place these ads.

### Task:

- Write a pitch letter or email to a lifestyles/health editor about this topic.
- Make a case as to why this reporter should cover this story as opposed to another story idea on their desk.
- Be sure to include something in the Subject: line to catch their attention.
- Elaborate on what each of your supporters will talk about.

# PITCH LETTER – P.O.P

## NYC DoHMH PRESS RELEASE



THE NEW YORK CITY DEPARTMENT of HEALTH and MENTAL HYGIENE

<http://www.nyc.gov/html/doh/html/pr2007/pr017-07.shtml>

FOR IMMEDIATE RELEASE  
Press Release # 017-07  
Monday, March 19, 2007

CONTACT INFORMATION  
NYC. Dept of Health and Mental Hygiene  
Sara Markt (smarkt@health.nyc.gov)

### **NYC HAS 123,000 FEWER FEMALE SMOKERS NOW THAN IN 2002**

Health Commissioner Condemns Tobacco Giant R.J. Reynolds for New Effort to Target Young Women

**NEW YORK CITY – March 19, 2007** – Smoking is down sharply among New York City women, according to data released today by the Health Department. The number of female smokers has fallen by 123,000 in New York City since 2002 – and young women are now about half as likely to smoke as young men. But while the public may applaud these trends, tobacco companies are working aggressively to reverse them. R.J. Reynolds, the company that used a cartoon character to glamorize smoking during the 1980s and 90s, is back with a new cigarette that features flowery ads and hot pink packaging.

"Women are taking charge of their health," said Health Commissioner Dr. Thomas R. Frieden. "And for tobacco companies, that's bad news. R.J. Reynolds' new products are a shameless effort to reverse the gains women are making. The industry is peddling lies that will disfigure, maim, and kill girls and young women."

Data from the Health Department's 2005 Community Health Survey show that the smoking rate among women fell from 20% in 2002 to 16% in 2005. During the same period, only one new smoker in four was a woman, the survey shows. The decline in female smoking was greatest among women who are white, 18 to 24 years old, and living in Manhattan.

Tobacco companies have more than doubled their marketing budget in recent years, spending more than \$15 billion each year to get or keep people addicted. Recent news reports have quoted a Reynolds marketing executive confirming that the company's new product was conceived specifically to attract women. Marketing ploys aimed at women date back to the 1920s, when Lucky Strike cigarettes pushed women to "Reach for a Lucky

instead of a sweet." To market its product, R.J. Reynolds is propagating lies about smoking. Here is a short list:

**Lie #1: Smoking is sexy and feminine**

The company's new product comes in black and hot-pink (regular) or black and teal (menthol). Advertisements feature flowers and trendy colors designed to attract girls and young women.

**Truth #1: Smoking makes you ugly.**

Smoking's effects can be unpleasant and even disfiguring. Yellowing teeth are common among smokers. Prolonged smoking can also cause lip cancer and damages the larynx, forcing some smokers to have it surgically removed, leaving a permanent hole in the throat.



**Lie #2: Smoking rejuvenates.**

The company sponsored a three-night smoking "spa" at a SoHo tobacco bar in Manhattan. Combining free spa treatments with free cigarettes implies that smoking, like a massage, is restorative and promotes well-being.

**Truth #2: Smoking debilitates.**

Cigarettes affect much more than the respiratory system. Smoking can also cause stroke, blindness, cataracts and heart disease, and it reduces women's fertility. Whether they kill or not, most of these diseases are painful and disabling.

**Lie #3: Smoking makes you beautiful.**

R.J. Reynolds is advertising its new cigarette in fashion magazines such as Allure, Cosmopolitan, Glamour, Lucky, and W., all of which target girls and young women.

**Truth #3: Smoking makes you look old.**

Smoking ages the body inside and out; it can add as many as 20 years to a person's appearance. Smoking causes wrinkles and sagginess, and it often gives the skin a gray or pale appearance. It can also dry the skin and darken the eye lids.

Except for not starting, quitting smoking is the single most important thing you can do for your health. New Yorkers that want to quit smoking can call 311 for help.

###

# PITCH LETTER – TOBACCO-FREE HOSPITAL CAMPUS

You are a Cessation Center Coordinator:

One of your hospitals took their campus tobacco free in January 2007. The six month anniversary is approaching and you want to get coverage about how the implementation is going and the positive impact this is having on hospital administrator's patients and employees. Use any relevant statistics from TCTP Fact Sheets.

For the reporter you have lined up:

- The Hospital VP of Communications;
- A nurse who has recently quit smoking as a result of the tobacco free campus;
- A patient who appreciates the ban; and
- A hospital sanitation worker who does not have to clean up the cigarette butts anymore.

## Task:

- Write a pitch letter or email to a lifestyles/health editor about this topic.
- Make a case as to why this reporter should cover this story as opposed to another story idea on their desk.
- Be sure to include something in the Subject: line to catch their attention.
- Elaborate on what each of your supporters will talk about.

# PITCH LETTER – TOBACCO-FREE SCHOOL CAMPUS

You are a School Policy Coordinator:

One of your schools passed a strong tobacco free campus policy in January 2007 when they put up new signage and announced the policy to the entire school community. The six month anniversary is approaching and you want to get coverage about how the implementation is going and the positive impact this is having on school administrators, students and employees. The school did not get media coverage when it adopted the policy and you would like to get some attention to this success. Use any statistics from TCTP Fact Sheets or data you have collected at the school (Observational Checklist Baseline vs. now).

For the reporter you have lined up the following supporters to talk about how this ban is improving the quality of life in the school:

- The school principal;
- A parent from the PTA;
- A student who appreciates the new signage; and
- A school sanitation worker who does not have to clean up the cigarette butts anymore.

## **Task:**

- Write a pitch letter or email to a lifestyles/health editor about this topic.
- Make a case as to why this reporter should cover this story as opposed to another story idea on their desk.
- Be sure to include something in the Subject: line to catch their attention.
- Elaborate on what each of your supporters will talk about.

# PRESS KIT

The elements of the press kit **must** include:

- A two-pocket folder to physically contain the contents of the press kit. The right pocket should contain the press release, bio and Q & As. The left pocket should contain the backgrounder and fact sheet.
- A one-page pitch letter offering your client for interview by the media, which should be paper-clipped to the front of your press kit folder. Make sure the salutation includes the editor's name, title, publication name, etc., even if it is imaginary.
- A press release, minimum two pages and maximum three pages.
- All press releases you have sent out for the past six months.
- Past media coverage, clippings and placements.
- A one-page backgrounder about your organization.
- A one-page bio on your spokesperson.
- A one-page fact sheet describing your services, etc.
- A set of 10 Q & As for the media.

Please remember that all press kit contents must be formatted properly, e.g., Arial 12-point font, one-inch margins, etc.

Source: Michael Anstendig

# **PRESS KIT SUPPORTING MATERIALS SAMPLES**

- Backgrounder
- Bios
- One page fact sheet
- 10 Q & As

# BACK GROUNDER

[Always use company or agency letterhead]

## **YAMADA ELECTRONICS, LTD. Backgrounder**

Yamada Electronics, Ltd., of Tokyo, Japan, is one of the world's largest consumer electronics companies, with total sales in the past fiscal year of more than \$54 billion.

Yamada Electronics is known worldwide for its products marketed under the brand names of Highpro, Technoid, and Pulsar. The company is recognized as a leader in technological innovation and, is the world's largest producer of home entertainment systems. In addition to audio and video equipment, Yamada Electronics manufactures home appliances; communication and industrial equipment; electronics components; manufacturing systems; and, related products. The company has a major presence in the office automation field as well.

Founded in 1907 by Hiro Yamada in Osaka, Japan, the company now has more than 10,000 employees worldwide and produces more than 9,000 products. In addition to its domestic operations, the organization has 52 manufacturing and 43 sales companies operating overseas.

Yamada Electronics places great emphasis on research and development and, last year spent close to \$2 billion in this area. Some of the more recent Yamada innovations include a compact microvideo camera/recorder unit, an erasable optical disk recorder, industrial robotics, and, other advanced technology products.

In the U.S., Yamada Electronics is represented by its New York-based sales companies, High Pro, Technoid Industrial Company, and Pulsar, as well as its U.S.-based manufacturing companies that include: Yamada Industries in Athens, Ga.; Technoid Industries in Compton, Calif.; and, Pulsar Components in Knoxville, Tenn.

###

Source: Public Relations Writer's Handbook, 1993

# SPOKESPERSON BIO

[Always use company or agency letterhead]

## **Michael Anstendig Freelance Reporter and Public Relations Consultant - Bio**

Michael Anstendig is a freelance reporter with articles published in the *New York Times*, *New York Observer*, *New York Daily News*, *Tennis Magazine*, *Food Arts*, *Nation's Restaurant News*, *Time Out New York* and *New York Magazine's* website, [www.nymag.com](http://www.nymag.com). At the same time, he heads up Anstendig Consulting, which is specialized in media relations and writing.

Previously, Anstendig served as Director of Public Information at the New York City Commission on Human Rights. His responsibilities included strategic communications planning; crisis management; internal and external communications; and, website management for this \$8 million Mayoral agency.

Anstendig was Director of Publicis Dialog's \$1 million+ Tech & New Media division before joining the Bloomberg administration. His responsibilities included strategic counsel and program management for clients that such as Nikko Hotels International, Pitney Bowes and LG Electronics.

Prior to Publicis Dialog, Anstendig was at Cohn & Wolfe, where he served as a Vice President for three years in their Corporate Practice and as an Account Supervisor for several years prior to that. Anstendig's experience included media relations, special events, corporate branding, marketing communications, as well as crisis and issues management. His clients included Deloitte Consulting, the United States Postal Service, Hoechst Marion Roussel and the Nasdaq Stock Market.

Before joining Cohn & Wolfe, Anstendig was a public relations counselor at Osgood Global Group, working on Travel/Economic Development accounts such as The City of Berlin and The Port of Rotterdam. Earlier in his career, he spent five years at Porter/Novelli, where his accomplishments included a Silver Anvil-winning program for financial consultants Brown Bridgman & Co. He also produced an internationally reported special event for First Alabama Bancshares, which included an intensive ten-day familiarization trip for travel reporters from around the U.S. and Europe.

Anstendig started his 18-year media career at Rex Communications in New York after graduating Magna Cum Laude from the University of Pennsylvania, where he majored in Religious Studies. A native of New York City, he enjoys creating 3-D photos and as well as seeking out usual ethnic restaurants.

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# FACT SHEET

[Always use company or agency letterhead]

## US WEST CELLULAR Fact Sheet

<b>DESCRIPTION</b>	Cellular division of US WEST New-Vector Group, Inc., that markets its services under the name US West Cellular
<b>ADDRESS</b>	3350 161 Street, S.E. Bellevue, WA 98008 (206) 555-1234
<b>BUSINESS</b>	Cellular telephone service and equipment
<b>SIZE</b>	US WEST New-Vector Group has more than 1,800 employees
<b>SALES</b>	US WEST New-Vector Group's revenue was \$19.6 billion in 2006.
<b>KEY OFFICERS</b>	John E. DeFeo, Chairman of the Board and CEO, US WEST New-Vector Group; Reynie U. Ortiz, President, US WEST New-Vector Group
<b>FOUNDED</b>	Founded as New-Vector Communications, Inc., in 1983; name officially changed in 1992 to US WEST New-Vector Group
<b>PRODUCTS/SERVICES</b>	Provides cellular service; mobile and portable cellular telephones; and, other related cellular equipment under service name US WEST Cellular. Emphasizes quality services as competitive edge.
<b>GEOGRAPHIC SIZE</b>	US WEST Cellular service is currently in 27 MSAs (Metropolitan Statistical Areas) markets and 20 RSAs (Rural Statistical Areas) markets. US WEST New-Vector Group is the 10 <sup>th</sup> largest cellular company in the U.S.

# # #

Source: Public Relations Writer's Handbook, 1993

# Q & As

[Always use company or agency letterhead]

## NAKAMURA AND QUEST HOTELS STRATEGIC ALLIANCE QUESTIONS AND ANSWERS

1. What is the significance of the alliance to the hotel industry?

The hotel industry is consolidating as chains, as well as individual hotels through marketing alliances, seek to benefit from increased economies of scale and routes to market.

This alliance is unique in terms of its structure, including compatible reservations systems, reciprocal selling teams and a joint marketing fund targeted at key markets. The two companies' product range is similar and by incorporating the newly-formed network to cross-sell to respective clients and developing loyalty programs based on individual recognition, the hotels will retain guests that would otherwise have stayed with the competition.

2. What is the alliance costing both parties?

The alliance involves no exchange of capital or equity. All initial outlays will be in terms of human resources and training, all of which will be far outweighed by the returns.

3. What are the terms and provisions of breaking the alliance? Does it have a shelf life?

Both Nakamura and Quest see this alliance as a long-term commitment, with regular procedures in place for monitoring and reviewing progress.

4. What will come next?

The alliance will evolve with further sharing of best practices, more in-depth coordinated sales efforts, and working on several projects that can be equally beneficial to both parties.

5. Are there more alliances planned in the future?

- more -

- 2 -

Nakamura and Quest brands make a very comfortable fit and the partnership is a natural step. As it grows and matures, it may be possible to consider other members only if they add value and fit with the two hotels' existing customers.

6. What benefit to the bottom line has it been estimated that this partnership will bring to both parties?

As a private company, Nakamura Hotels does not disclose financial results or estimates of financial results.

From Quest's viewpoint, today nine percent of its hotel customer base is from the Japanese market. Looking ahead, the alliance with Nakamura Hotels is expected to significantly increase this figure by a third to reach 12 percent or more.

7. Does this alliance indicate that JAL wishes to pull back from the hotel industry, as Air France did with Quest?

No. It is JAL's plan to list JAL Hotels on the Tokyo stock exchange. Nakamura Hotels' strategic alliance with Quest will add value to these shares when they are ultimately traded.

8. Would Quest purchase Nakamura Hotels if it became an option?

Quest's plans for strategic development have not changed. The key focus continues to build its hotel network in key gateways in Europe and in the U.S.

It is JAL's plan to list JAL Hotels on the Tokyo stock exchange. Nakamura Hotels' strategic alliance with Quest will add value to these shares when they are ultimately traded.

The question of purchasing is not an option on the table.

9. Will Quest benefit from Nakamura's JAL ownership?

- more -

- 3 -

Quest is already a member of JAL Mileage Bank and some of its hotels belong to JAL World Hotels program. Through the alliance with Nakamura, Quest will work more closely on various programs with JAL, as well as other airlines.

JAL's ownership of Nakamura will provide Quest with unrivalled credibility and a unique opportunity to dramatically increase its Japanese market share.

10. Are there any plans currently to put JAL on the auction block?  
There are no plans to sell JAL at the current time.

# # #

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# ASSOCIATED PRESS STYLEBOOK CONVENTIONS

(Information derived from *The Associated Press Stylebook and Briefing on Media Law*,  
Edited by Norm Goldstein, Perseus Publishing, 2000)

## The Dateline

It contains the name of the city where the news originates (usually the headquarters town of the entity issuing the press release), the date, followed by an emdash, namely two dashes. For example, **BINGHAMTON, N.Y., April 11, 2007—**. The entire dateline is in **bold**.

### Domestic datelines

For domestic datelines, the city name, e.g., **BINGHAMTON**, is followed by the abbreviation for the state name, which is also **bolded**, e.g., **N.Y.** These are not the same as postal abbreviations. See the following:

State Name	Abbreviation		
Alabama	<b>Ala.</b>	North Carolina	<b>N.C.</b>
Arizona	<b>Ariz.</b>	North Dakota	<b>N.D.</b>
Arkansas	<b>Ark.</b>	Oklahoma	<b>Okla.</b>
California	<b>Calif.</b>	Oregon	<b>Ore.</b>
Colorado	<b>Colo.</b>	Pennsylvania	<b>Pa.</b>
Connecticut	<b>Conn.</b>	Rhode Island	<b>R.I.</b>
Delaware	<b>Del.</b>	South Carolina	<b>S.C.</b>
Georgia	<b>Ga.</b>	South Dakota	<b>S.D.</b>
Illinois	<b>Ill.</b>	Tennessee	<b>Tenn.</b>
Indiana	<b>Ind.</b>	Vermont	<b>Va.</b>
Kansas	<b>Kan.</b>	Washington	<b>Wash.</b>
Kentucky	<b>Ky.</b>	West Virginia	<b>W.</b>
Louisiana	<b>La.</b>	<b>Va.</b>	
Maryland	<b>Md.</b>	Wisconsin	<b>Wisc.</b>
Massachusetts	<b>Mass.</b>	Wyoming	<b>Wyo.</b>
Michigan	<b>Mich.</b>		
Minnesota	<b>Minn.</b>		
Mississippi	<b>Miss.</b>		
Montana	<b>Mo.</b>		
Nebraska	<b>Neb.</b>		
<b>State Name</b>	<b>Abbreviation</b>		
Nevada	<b>Nev.</b>		
New Hampshire	<b>N.H.</b>		
New Jersey	<b>N.J.</b>		
New Mexico	<b>N.M.</b>		
New York	<b>N.Y.</b>		

**Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas** and **Utah** are never abbreviated in datelines or within the press release text. To help remember these exceptions, these state names have either four or five letters or are beyond the confines of the continental U.S.

Some cities appear in the news so frequently that the state names are omitted. They include:

**ATLANTA, BALTIMORE, BOSTON, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DENVER, DETROIT, HONOLULU, HOUSTON, INDIANAPOLIS, LAS VEGAS, LOS ANGELES, MIAMI, MILWAUKEE, MINNEAPOLIS, NEW ORLEANS, NEW YORK, OKLAHOMA CITY, PHILADELPHIA, PHOENIX, PITTSBURGH, ST. LOUIS, SALT LAKE CITY, SAN ANTONIO, SAN DIEGO, SAN FRANCISCO, SEATTLE and WASHINGTON.**

#### Foreign datelines

For foreign datelines, the convention is to use the city name, followed by the country name, e.g., **PHNOM PENH, Cambodia**. As with domestic datelines, both names are in **bold**. As is the case with some domestic U.S. cities, there are some cities so synonymous with their countries, that the country name is omitted. They include:

**BEIJING, BERLIN, DJIBOUTI, GENEVA, GIBRALTAR, GUATEMALA CITY, HAVANA, HONG KONG, JERUSALEM, KUWAIT, LONDON, LUXEMBOURG, MACAU, MEXICO CITY, MONACO, MONTREAL, MOSCOW, OTTAWA, PARIS, QUEBEC, ROME, SAN MARINO, SINGAPORE, TOKYO, TORONTO and VATICAN CITY.**

In addition, for press release issued from the U.N., use the dateline **UNITED NATIONS**. Do not use **N.Y.**

#### Dates in the Dateline

Use the name of the month, followed by the date in Arabic numbers (without “st,” “nd,” “rd” or “th” following) a comma and then the year in Arabic numbers, e.g., **April 11, 2007.**

Note: Do not use other formatting conventions like 4/11/07, April 11<sup>th</sup>, 2007, 11 April 2007, etc. These might be perfectly acceptable in other contexts, like business correspondence, etc., but

Spell out months with four or five letters, e.g., **March, April, May, June, July**, but abbreviate the longer months using the following convention: **Jan., Feb., Aug.,**

**Sept., Oct., Nov., and Dec.** Within the text of the press release, spell out the full name of the month if it is just being used with the year, e.g., February 2008, but do not bold the name.

## **Other Conventions**

### **Time of Day**

Use a.m. and p.m., e.g., 10 a.m. or 5:30 p.m.

Do not use AM and PM. AM in AP Style refers to the radio term “amplitude modulation,” as in AM radio (as opposed to FM radio).

### **Numbers**

Spell out numbers 0 through 9, e.g., zero, one, two, three, etc. Use Arabic numbers for 10 and above, e.g., 10, 11, 500, 10,000. For example, “we bought two orange, three apples and 25 kiwi fruits.”

For ordinals, spell out first through ninth and use Arabic numbers for 10<sup>th</sup> and above. For example, “He was ranked fifth in algebra, but 25<sup>th</sup> in geometry.”