



Newhouse News

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Here's the Scoop

A wonderful site for Email Tools and Links is located at: <http://www.emailexperience.org> the email-marketing arm of the Direct marketing Association (DMA).

Online Trust Alliance (OTA) "The mission of OTA is to create and enhance an online trust community, promoting business practices and technologies to enhance consumer trust and the vitality of interactive marketing, ecommerce, and online financial and governmental services." <https://otalliance.org/resources/index.html>

In keeping with the PR Spirit, here's a good quote from Warren Buffet

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Some Things to Think About When Doing a Press Release

1. Include your contact information and the company's web site full address so you can click and it connects, i.e. <http://www.NSMktg.com>
2. Eliminate "fluff words," so the article stays short and newsworthy.
3. Try not to include wording that may encourage backlash from customers or competitors.
4. Treat trademarks, company and product names professionally, if you are unsure how it is handled in print, review how the owner of the name treats it in their press releases or on their web site. This includes the upper and lower case letters, hyphens, etc. within the name.
5. Include terms that the specific market you are talking to uses for this service or product. Commercial markets often refer to things differently than the consumer does so include all terms if speaking to more than one market.
6. Provide relevant background information regarding the company the press release is for, so potential and existing customers can quickly decide if they want additional information.
7. Use the recognizable words in the headline, if you are working with a significant or well-known group use that name to draw attention to your story.
8. Be prepared for contact by various companies wanting to sell you advertising, other products, or wanting to interview you. Have high quality photos



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Press Release... continued

available; however do not include these images with your press release due to file size. Posting images to your web site or emailing them upon request is preferred.

- 9. Be mindful of the preferred format, fonts, etc. for press releases.
- 10. Keep a list of professional associations, trade journals, and other business organizations that you have contact with and include them in your

press release distribution. If you have a contact name, those are preferred unless they direct you otherwise.

- 11. Realize your press release may be changed to fit a specific audience or format better.
- 12. The (dateline) city and state if stated prior to the news release story should be the location of the news' origins, such as a company's headquarters.

Marketing Work Portfolio

We Position Your Marketing to Win!

Web Site Design • Promotions • Literature
Exhibit Design • Strategic Planning • Logos & Tag Lines
Headlines • Copy Writing • Press Releases



“Guerrilla Marketing at Work” these postcards have been great to leave with clients, post on bulletin boards, or drop in the mail. Always in the car so we can spread the word!