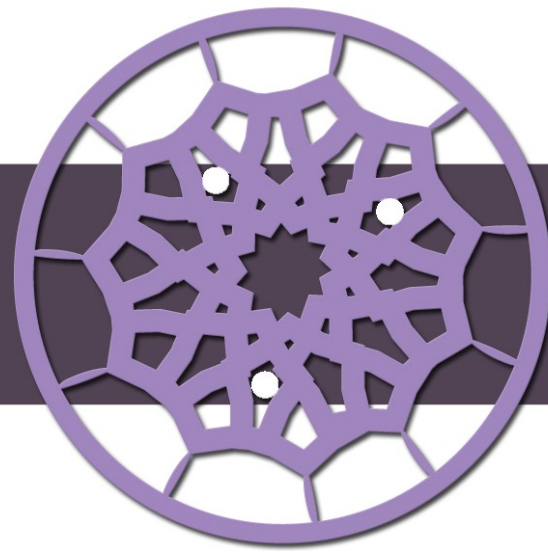




Press Releases Designed for Effect

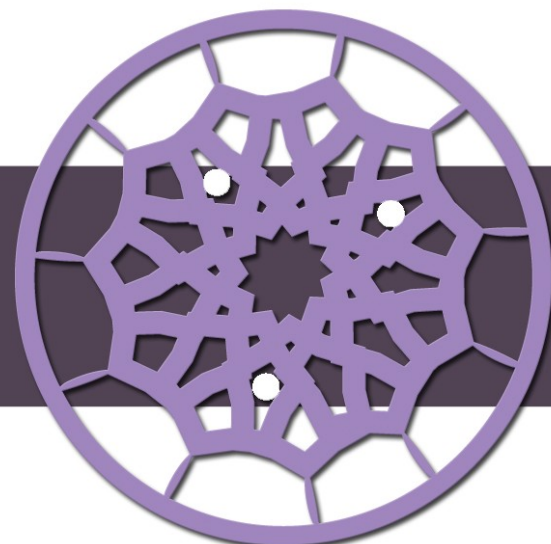
whitepaper



A Pamil Visions PR White Paper.
Authors: Phil Butler, Mihaela Lica
Concept and editor: Laura Spencer

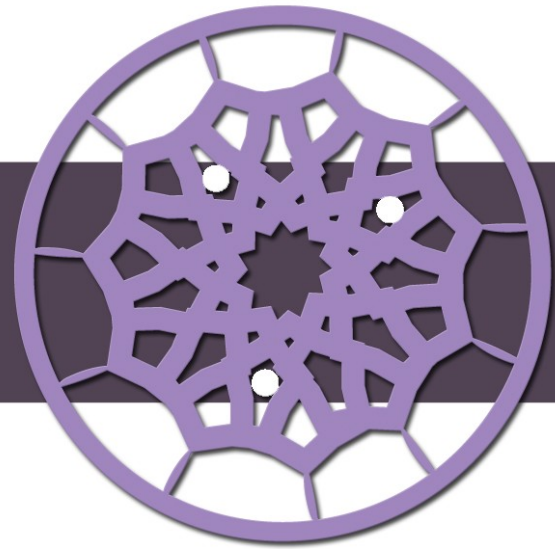
Content:

Reinventing the press release for the new media dynamics.....	Page 1
Press releases: traditional vs. online.....	Page 2
Traditional press releases defined.....	Page 2
Traditional shifted online.....	Page 2
The death of the press release.....	Page 3
The birth of the social media release.....	Page 3
Writing for the new media and the new generation of consumers.....	Page 5
Dos and don'ts.....	Page 5
New expectations.....	Page 6
New rules.....	Page 7
Traditional press releases, reinvented.....	Page 8
Writing attention-grabbing headlines.....	Page 8
Writing value-focused press releases.....	Page 11
Bibliography.....	Page 13



Press Releases Designed for Effect

whitepaper



Reinventing the press release for the new media dynamics

Today's rapidly changing media environment presents a challenge for all marketing professionals. Businesses and PR can no longer rely on traditional media – print and broadcast – to communicate and publicize. The market has changed. The consumers are media savvy and Net savvy. The Net Generation will shape the future of marketing and media in the 21st century. This generation focuses on collaboration, interaction, research, and scrutiny – they are a tough crowd who will not be swayed by spoon-fed information. **Transparency, consumer engagement, customer centricity** – these are not just buzz words. They are the new paradigm of marketing, a core that affects positively companies that understand and implement change and innovation at all echelons, PR and marketing inclusive.

The tools used by businesses to communicate and publicize have changed too. Tradition still has its place, but the new media demands creativity, novelty, and uniqueness. Communication goes through a myriad of channels, from news outlets, to personal blogs, forums, social networks, and microblogs. Businesses can no longer control the message and the public perception that comes through these channels. They can, at best, monitor the Web and react. They can also attempt to feed the media with the right information, using traditional tools like press releases, announcements, and newsletters. We will, in the following paper, attempt to explore the new types of press releases developed by marketers to adapt to these changes. We will also take you through the process of creating an online press release designed for effect.



Press releases: traditional vs. online

Traditional press releases defined:

The traditional definition of the press release still holds value today, although the forms and channels of distribution have changed. A press release (also known as a news release, a media release, or a press statement) is a written, or recorded, communication directed at the members of the media to announce a **newsworthy** event – be it a product launch, service, company news, employment, etc.

Historically, traditional press releases targeted reporters at newspapers, magazines, television stations, and radio stations. Designed with the goal of capturing a reporter's attention, traditional press releases were often short and followed a specific template that only provided members of the media with the basic details about the newsworthy information. All other details (images, management quotes, reports, etc) were collected in a "press kit," which was often offered to the reporter on demand. The reporter then decided whether to run the release "as is" or to give it a different spin.

Traditional shifted online:

Press releases are nearly useless. They typically start with a tremendous amount of top-spin, they contain pat-on-the-back phrases and meaningless quotes. Often they will contain quotes from C-level executives praising their customer focus. They often contain praise from analysts, (who are almost always paid or have a customer relationship.) And so on...

Tom Foremski – "Die! Press Release! Die! Die!"

The traditional media is no longer segregated from the new media – now the press release targets online publications as well. All journalists of the print and broadcast environment use the Internet to research, communicate, and collaborate. Most traditional publications also have a strong online presence, both visual and textual.

Naturally, business owners focus their marketing efforts on this new environment, pushing conventional press releases to journalists via email and other distribution methods. Often, the press releases get published online like any other content - "in your face" - and distributed through email newsletters to consumers as well.

The purpose is dual: publicizing the news and

gaining an SEO (search engine optimization) advantage.

The method used to be very effective ten years ago, when online communication was young and resembled the old broadcast media, but with the growing popularity of social media and new Web (Web 2.0), audiences rely less and less on traditional media for their information. The SEO advantage of traditional press releases is questionable. **Traditional press releases do not reach as many people as they once did, and the audiences (journalists and consumers) have grown to hate them.**



The death of the press release:

In his celebrated “Die! Press Release! Die! Die!” editorial (2006) **Tom Foremski** did not propose the death of the press release, as the title implies. Instead, he proposes a possible evolution of the press release, making it fit for the marketing dynamics of the new media. His approach was brilliant: use a headline that stirs controversy in the industry and incorporate a call to action to kill the one-size-fits-all self-centered, over-hyping, and sales-focused press releases.

Foremski proposed a new press release format for the media, with a focus on the journalists who receive press releases in electronic format. The ideal press release, in his view, would have a brief description of what the announcement was, but leave the spin to the journalists.

The proposed format was rich and heavy, and it was supposed to include an array of information that spread over more than one page (typically the information found in a press kit):

- Provide a page of quotes from the CEO or other C-level execs.
- Provide a page of quotes from customers, if applicable.
- Provide a page of quotes from analysts, if applicable.
- Provide financial information in many different formats.
- Provide a whole page of relevant links to other news stories or reference sources.

Deconstruct the press release into special sections and tag the information so that as a publisher, I can pre-assemble some of the news story and make the information useful...

The tags would be things like: recent share price, founders, first quarter revenues, analyst quotes, etc...

And because we are dealing with tags that are attached to facts--there is no spin so there is no problem in printing the information as it is received. If we can get the tags to be finely tuned, as a publisher, I could spec out a story and assemble it automatically and then quickly edit it by hand before publishing.

Tom Foremski – “Die! Press Release! Die! Die!”



SOCIAL MEDIA PRESS RELEASE TEMPLATE, VERSION 1.0

CONTACT INFORMATION:	Client contact	Spokesperson	Agency contact
	Phone #/skype	Phone #/skype	Phone #/skype
	Email	Email	Email
	IM address	IM address	IM address
	Web site	Blog/relevant post	Web site
NEWS RELEASE HEADLINE Subhead			
CORE NEWS FACTS • Bullet-points preferable			
LINK & RSS FEED TO PURPOSE-BUILT DELICIOUS PAGE The purpose-built del.icio.us page offers hyperlinks (and PRT annotation in "notes" field) to relevant historical, trend, market, product & competitive content sources, providing context as-needed, and, on-going updates.			
PHOTO e.g., product picture, exec headshot, etc.	MP3 FILE OR PODCAST LINK e.g., sound bites by various stakeholders	GRAPHIC e.g., product schematic; market size graphic; logos	VIDEO e.g., brief product demo by in-house expert
MORE MULTIMEDIA AVAILABLE BY REQUEST e.g., "download white paper"			
PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS Recommendation: no more than 2 quotes per contact. The PRT agency should have additional quotes at-the-ready, "upon request," for journalists who desire exclusive content. This provides opportunity for Agency to add further value to interested media.			
LINKS TO RELEVANT COVERAGE TO-DATE (OPTIONAL) This empowers journalist to "take a different angle," etc. These links would also be cross-posted to the custom del.icio.us site.			
BOILERPLATE STATEMENTS			
RSS FEED TO CLIENT'S NEWS RELEASES			
"ADD TO DELICIOUS" Allows readers to use the release as a standalone portal to this news			
TECHNORATI TAGS/DIGG THIS*			

The birth of the social media release:

The “page spread” idea would have made a press release too long for online distribution, too “meaty.”

Inspired by Foremski and the multimedia releases (MMR) already existing on the market, Todd Deffren created the format of the first Social Media Press Release (SMPR), a concept that opened new perspectives for reach and distribution.

The SMPR targeted both traditional media journalists and new media journalists, including the so-called “citizen journalists” – the bloggers, key influencers of the Net generation. This was, perhaps, one of the most important steps in adapting the traditional press release to the demands of the online world.



To an extent, we are still far from these visions today, although many public relations experts and communicators have worked to refine these concepts and to promote the social media release as an industry standard.

Meanwhile, the traditional press release has survived with the stubbornness of a mule. To this day traditional press releases, with some minor improvements (such as SEO), are still the most popular form of news distribution. Journalists and bloggers alike receive hundreds of press releases in classic format via email every day. Newswires like [PRWeb](#), [Business Wire](#), [PRNewswire](#), [PRLeap](#), and others, also distribute thousands of traditional press releases each day. Believe it or not, the press release format is not the main problem with these releases. **The reason why most of these press releases fail is the use of old marketing speech that enforces stereotypes and hype. This language is omnipresent like a plague in the press releases' titles, bodies, and even in the pitches that are meant to grab the attention of the reader.**

Traditional

- Targets newspapers, magazines, television stations, and radio stations
- Distributed per post, fax or email
- Standard format, following a predefined template
- Additional information offered as a "press kit"
- At the mercy of a handful of reporters, who might write a story or not

Online

- Targets online magazines and newspapers, blogs, vlogs, podcasts, social media and can extend its influence to traditional media
- Distributed via email, newsletter, newswires, social sharing sites
- Different formats, including standard, SMPR, MMR, etc.
- Seen by millions - enriched with interactive media elements and social media sharing tools
- Overused, flooding the search engines with low-quality content, market saturation

Both types of press releases still have **a lot in common:**

- Self-serving, full of marketing hype, stereotypes, self-praise, meaningless quotes
- Many times lacking a newsworthy component
- Lacking focus in targeting the right audiences



Writing for the new media and the new generation of consumers

Most of the press releases that populate the Web are unidirectional: firms marketing to consumers, promoting themselves and their services aggressively, still attempting to control the message, the distribution channels, and the response.

For this type of releases, the PR industry has already drafted rules that are considered standards. These dos and don'ts, although widely known, are often disregarded by marketers and even by the most senior PR practitioners who shotgun press releases to thousands of journalists and bloggers they have in their databases without giving any thought to what these people actually write about. These rules, if respected, make the foundation of a professional, qualified press release that could generate the desired media momentum.

Do:

- ✓ make sure that your information is newsworthy.
- ✓ target your information to a specific audience.
- ✓ use a template or other guide.
- ✓ write an attention-grabbing headline.
- ✓ organize your information.
- ✓ use short, easy-to-understand sentences.
- ✓ keep it simple: no jargon, buzz words, etc.
- ✓ optimize your press release for the search engines.
- ✓ interview company officials and others for interesting quotes and angles on the story.
- ✓ include contact information, including social media contact information, with the release.
- ✓ include a link to your website. etc.

Don't

- ✓ write about material that is of no interest.
- ✓ send your press release to every media source that you can think of, whether or not that audience would be interested in your material.
- ✓ write a dull, boilerplate headline.
- ✓ overstuff your press release with so many key words that they obscure the meaning of the release.
- ✓ use terms and abbreviations that almost no one understands.
- ✓ use hyperboles or any other literary licenses that could cause readers to doubt the truth of the release.
- ✓ misquote interview subjects.
- ✓ leave out contact information, or include contact information that is incomplete, etc.

The rules above are at the core of the traditional press releases regarded by many new media communication visionaries as **stereotype**. These are the people who profess the death of the traditional releases and envision the birth of a new format, optimized for the new realities of the social media. They predict that news announcements in new formats would be more effective than standard releases, giving smaller companies a chance to get as much media buzz as the industry giants.



Traditional press releases still work for well-established companies, like [Apple](#), [Microsoft](#), [Philips](#), [McDonalds](#), etc (click on the links for examples). These companies can afford to write and distribute the news in any format they like: they already have full media attention. However, not even these companies can control the journalists' spin on the news and the customers' responses. If industry giants cannot control the new media, no one can. The only thing marketers can control is the initial message that leaves their houses in an attempt to spread the word in the market. Everything that happens next lays in the hands of the media.

Journalists are no longer the media. The media now comprises every single path that carries a news message: from trademarked publications to personal blogs, from live-streaming tools like [FriendFeed](#) to microblogging platforms like [Twitter](#), from social networks to bookmarking sites, and beyond. The new media is dynamic, constantly changing, engaging, interactive, and collaborative.

New media releases aren't a new tool to package the same old marketing "speak" that form and enforce the stereotype of existing press releases. They are indeed an opportunity to improve how we, as individuals representing a company that helps real world customers, share our story with them in a way that means something.

Brian Solis – "Reviving the Traditional Press Release"

New expectations:

The media pays less attention to press releases because the market is saturated with self-serving announcements, poorly crafted, overhyped and carelessly distributed across a number of channels, including email, newswires, blogs and microblogs. In addition, the media no longer depends on press releases and announcements for news. The journalists are active members in social media communities where the consumers voice their opinions, expose bad practices or lob excellence. These consumers have the tools to create their own content, and more importantly, they have a passion to be heard, to make a difference. In effect, they have the

power to make news that raises empires, or news that could lead to irreparable damages to a company or brand.

The consumers are no longer external entities, sitting targets waiting for a unidirectional marketing message to reach them. They use the search engines and other resources to research. They participate in conversations about the brands, products, and services they like or dislike. They communicate in different mediums. Finally, they create "public opinion." They are uncontrollable, unpredictable, connected, and determined. They don't care about literary licenses (marketing language) and media spin. They demand facts and transparency. Consumers have access to all sorts of information regarding a company, its products, operations, and financial performance. They can, and they will, use this information as they please, when they please. They demand to be heard, they get involved, they cannot be fooled, bought, or led on – and this is what some of the PR industry fails to grasp.



New rules:

A press release is one of the most powerful communication tools in the PR arsenal. Ideally, it should reflect integrity and value. In the new media, the press release becomes an opportunity to tell a story directly to the customer, without the intervention of a journalist. Having a journalist or a key blogger running the story on a high-profile online publication is, naturally, a desired outcome, but it is no longer the only way to make a story popular. The news message, distributed online through newswires or even via a business's own publication, reaches a global audience and becomes a social object capable of creating tremendous marketing momentum.

A good story has every chance to become viral if its core is appealing to the right audience. All that it takes is a headline that grabs the attention of the consumers who are connected through social media. Social networks are evolved, engaged, connected, and collaborative. They are the lifeblood of the new Web and could mean the difference between success and failure. The people connected within social networks control the marketing mix: they do the broadcasting and they create public opinion.

For smaller companies, struggling to grab a spot in the headlines amongst industry giants, the new media equals opportunity. The new rules of marketing, applied to press release writing, become essential:

- ✓ Don't just talk to your customers, engage them, interact with them
- ✓ Aim to integrate your customers in your marketing plan, from definition to development, from positioning to advertising
- ✓ Aim to create a community around your product or service, and set the interests of that community as a priority whenever you release something new, or you make a fundamental change
- ✓ Develop relationships with your consumers and the media in your niche, grow and cherish these relationships
- ✓ Personalize your press release distribution; address the individual and not a bulk of faceless entities
- ✓ Optimize your release for effective distribution via news search engines and social media
- ✓ **Don't send press releases all the time:** too many and you become a spammer who risks being ignored by the media when genuine, newsworthy events need to be broadcasted
- ✓ **Send out only press releases with** unique, defensible and sustainable value
- ✓ Don't strive to be in control of the distribution and the spin: authentic, timely messages enable successful broadcasting on a broader scale than hype and stereotype
- ✓ Don't try to deceive your audiences by making hyperbolized claims (like "market leader") and statements that don't translate in facts. Write a credible message, shielded by transparency and truth
- ✓ Encourage the audience to get involved in spreading the news: encourage opinion, discussion and sharing - find ways to reward this engagement (see for example how [Sara Lee Deli tried to motivate Twitter users to become followers on National Sandwich Day](#))
- ✓ Collaborate with your audiences; your consumers want to get involved



Traditional press releases, reinvented

Believing that communicating the news has been done is a sign of limited foresight.

Following, a list of ideal traits of a smart marketing strategy, all revolving around value:

- ✓ Evaluating every bit of data in real time - constantly monitoring the pulse of the market place
- ✓ Building ecosystems that consist of customers, prospects, affiliates, etc.
- ✓ Opening to customer creativity – listening and encouraging outsider input
- ✓ Actively interacting with the consumers
- ✓ Inviting audiences to participate in discussions about products, services and brands
- ✓ Reading and responding to reviews and complaints
- ✓ Seeking partners and collaborations
- ✓ Becoming accustomed to change, uncertainty and risk and acting to prevent negative outcome
- ✓ Democratizing information, collecting wisdom from the community;
- ✓ Thinking beyond tradition and convention
- ✓ Building ecosystems that consist of customers, prospects, affiliates, etc.
- ✓ Capitalizing on the core value that makes a product or a brand stand out in the marketplace
- ✓ Understanding value and taking advantage of it – value is not a list of benefits, but a promise that should be kept at all cost
- ✓ Preserving value and core competencies, and re-creating value when needed
- ✓ Focusing all marketing strategies in making this value known to the world, and more importantly, acting with integrity

These are the factors that should influence the drafting of a press release. The format and template of the release are irrelevant, as long as the message remains focused on value and core competency. Even optimizing the press release for the search engines should follow a strategy focused on value.

Writing attention-grabbing headlines:

The title is probably the most important part of any piece of writing, be it an article, an essay, an editorial, or a press release. Titles are valuable **microcontent**: they are indexed by search engines unaltered. They are grabbed automatically by social bookmarking sites and news aggregators. They are used by other writers as reference. They are used by scholars as citation. They can be used by members of social networks to broadcast the message, etc.

Writing good titles, making them impactful, relevant, optimized for search (SEO) and social media (SMO) should be a marketing priority.

SEO: good titles are always shorter than 65 characters, to be indexed by the search engines in their entirety. For example, the following title, although it offers valuable information, would fail to grab the attention of users searching for "mobile technology" on Google: [NuMobile, Inc. and Kaizen Communications, Inc. Present Mobile Commerce Technology Strategy for 4.1 Billion Messages per Day Market Place.](#) See the next page for information on how Google would index this title:



[NuMobile, Inc. and Kaizen Communications, Inc. Present **Mobile Commerce ...**](#)

CNNMoney.com (press release) - 1 hour ago

NuMobile began its roll-up strategy earlier this year and has acquired two companies with proprietary **technology** focused on **mobile** network security. ...

[NuMobile, Inc. and Kaizen Communications, Inc. Present **Mobile Commerce ...**](#) Live-PR.com

(Pressemitteilung)

[all 7 news articles »](#) [✉ Email this story](#)

SMO: the title above is too long to make a good candidate for successful campaigning on Twitter and other microblogging platforms. Twitter supports only 140 characters, including spaces. When writing a title for Twitter try to limit yourself to 120 characters for a short, tweetable URL. This means that a Twitter-optimized title should have less than 120 characters, including spaces, for it to display correctly in the network:



Moreover, to engage the community and enable Twitter users to re-tweet the title from people they follow, an additional 10-20 characters limit should be considered. This reduces the title length to 100 characters. Twitter is not the only social network we should take into account when constructing titles.

Digg only supports 60 characters, including spaces. Other networks support even fewer characters. In essence, the ideal title for social media promotion is 60 characters long. Other social media networks might support longer titles, but the focus should be on the most popular networks. The SEO factor should also be considered.



Below an example of short, impactful titles that translate correctly in the search engines and on Twitter:

[Technology junkies have more friends](#)

Utalkmarketing - 5 hours ago

Key findings of the study challenge previous research and commonplace fears about the harmful social impact of new **technology**. Internet and **mobile** phone ...

[Technology doesn't isolate people: US study](#) Reuters

[Now it's official: The Internet makes us more social, not less](#) Seattle Post Intelligencer

[Net hasn't isolated Yanks - they've just misplaced their friends](#) Register

[Mobile Burn - New York Times \(blog\)](#)

[all 287 news articles »](#) [✉ Email this story](#)



The title has to be focused on the core value of the news. It has to read coherently, even when it includes keywords. It should follow the rules of professional writing, flow naturally, and not to read like keyword spam. The title has to be appealing and engaging. The only way to generate media momentum is to put the core value first and then incorporate that value across the entire message, focusing the attention of the reader on it rather than on buzz words and marketing slang.

The Internet may be a network of interconnected machines, but at the end of those machines are the people, and they are the heart of the Web. When you touch this heart, you become part of this amazing living organism. That is the best optimization you can do.

The SEO rule for writing titles with ranking potential is simple: include the keyword phrase that (aside the brand names) is most likely to be searched for by the target audience.

For NuMobile, Inc. and Kaizen Communications, Inc., *judging from the title*, the target was “mobile commerce” – and their press release didn't fail to bring the desired search engine positioning result (SERP).



The release ranked at the top of the SERP in Google News. It was also featured on Google.com's front page for "mobile commerce" the day it was published. So the SEO purpose was served, but did this title serve the ultimate purpose, which was to get the attention of the media at a large scale? Judging from the number of news articles that followed, this press release failed.

The message NuMobile attempted to broadcast was actually important for companies interested in mobile commerce (as per press release body: companies that look for automated campaigns to reach their customers quickly wherever they are, both cost effectively and measurably). The company's news release didn't reach the target because the **title was focused on the brand instead of being focused on the core**. We are not talking about keywords anymore. We are talking about the value for the reader.

Writing value-focused press releases:

The what, when, where, who, and why are still the fundamentals of a good communications message. The press release format follows the same traditional patterns: a catchy headline, a brief summary, a detailed body, and some quotes if necessary (note that quotes from CEOs and other corporate representatives are not mandatory to make a press release credible). To these "standards," the online press release can also include embedded video and images, other rich media files, relevant links, and so on.

A press release doesn't need to be cold and aloof, at least not anymore. Since it will reach customers directly, via search engines or other channels, you might as well consider personalizing it. **Write a story that takes your reader on a journey and that reader will invite others to join.**

Whatever the format, there is one rule for writing value-focused releases that reach to the heart of the media: become the audience and speak to them as if they were key influencers, because they are! Any reader could turn into a message carrier; and any reader could grab the release and forward it to other interested parties. Remember that the media is user-driven. Consumers become whatever they choose to be: journalists, reviewers, or critics. So don't try to deceive them. Stay away from marketing hype, sensationalism, and by all means stay away from word-baloney like:

- Leader, leading (and all their derivatives)
- Award winning
- Cutting edge technology
- Seamlessly integrates
- Feature-rich UI (and other commodities)
- Next-generation
- Strategic partnership
- Revolutionary
- Unleashed
- Best, largest, etc (hot-air words, needless bravado)

Improving the narrative, formula and format for press releases is obligatory regardless of supporting mechanisms and technologies. The inclusion of social media elements within the release also fortify stronger cornerstones for improving personal connections and engagement to the release, but also enabling the discoverability and sharing of the content. Having the ability to include videos, pictures, audio, all served from different social networks into one centralized story dashboard, forces us to rethink how and what we share within the story. It introduces a storyboard element that begins well before we write the first word of the release.

Brian Solis – "Reviving the Traditional Press Release"



Instead of writing a self-serving announcement for the sake of releasing something to the media, identify what is unique and engaging to customers. If your value is providing a recommendations engine powered by people to help them share and discover the best of the web (like [StumbleUpon](#)), then keep your release about this and capitalize on it. Make sure that all elements of your business exude this foundation. Every time you announce something new, remember that your customers expect the news to revolve around the core. They expect improved value, functionality, and credibility. If you forget your value, you lose, you struggle, and you become middle class at best. You will be forced to compete on non-values like price and numbers without significance.

Identifying what makes a product unique is the greatest challenge a marketer has to face. Sometimes, in the absence of a real core value, marketers "invent" a value and fail. The customers cannot be deceived. TMG Strategies attempted to sell GM's 2010 Chevrolet Equinox [as a "green" car](#) and they pitched an environmentalist with the following bid:

Because you are a green parent I thought you might be interested in an opportunity to experience one of General Motors' green and family friendly vehicles, the Chevrolet Equinox.

Needless to say, the reaction was merciless. The blogger knew that he was pitched because he ran a popular environment-related publication, but more importantly, he also knew that there is no such thing as a "green" car – "greener" perhaps but not "green."

Authenticity and consistency are not just noise words – these are mandatory traits of corporate communications that should reflect in all the narrative that reaches the media and the consumers. They make a story believable and enable positive reactions from the readers, establishing a path for constructive interactions between the business and the consumers in the marketplace.

- ✓ Communicate to inform, state the facts clearly and don't lose the essence in clutter.
- ✓ Speak to the audience: craft a personalized message, go beyond the technical jargon, and make your story exciting, enticing and coherent.
- ✓ Aim for a strong personal reaction; write a story that enables the audience to connect with the message.
- ✓ Try to engage your audience through every news announcement that leaves your house. There will be people agreeing, people disagreeing, and there will also be people who aren't listening.
- ✓ Engage the pros and cons; show the people who get involved that they matter, that you are listening, no matter whether you agree or not – you can only learn from the discussion. you can adjust the message and reach even more audiences.



Bibliography

Much of this work is based on the revolutionary ideas residing in Denise Shiffman's "[The Age of Engage: Reinventing Marketing for Today's Connected, Collaborative, and Hyperinteractive Culture](#)"

Other recommended resources:

Books:

- ✓ [Press Releases Are Not a PR Strategy](#) - Linda B. VandeVrede
- ✓ [Complete Publicity Plans: How to Create Publicity That Will Spark Media Exposure and Excitement \(Adams Streetwise Series\)](#) - Sandra L. Beckwith
- ✓ [Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR](#) - Brian Solis
- ✓ [The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly \(New Rules of Marketing & PR: How to Use Social Media, Blogs,\)](#) - David Meerman Scott
- ✓ [Words that Sell, Revised and Expanded Edition: The Thesaurus to Help You Promote Your Products, Services, and Ideas](#) - Richard Bayan

Industry blogs:

- ✓ [Chris Brogan](#) – Community and Social Media
- ✓ [The Bad Pitch Blog](#) - Richard Laermer, Kevin Dugan
- ✓ [Brian Solis](#) – PR 2.0 – The future of communication starts here
- ✓ [Scott Monty](#) – The social media marketing blog
- ✓ [PR Tips: The SEO Value of a Press Release](#) - Mihaela Lica

Press release distribution:

- ✓ PRWeb
- ✓ Business Wire
- ✓ Market Wire
- ✓ 24-7 pressrelease.com
- ✓ Online PR News.com
- ✓ PR.com
- ✓ PR Leap
- ✓ eReleases
- ✓ PR Newswire