

News Release Basics

Write...

...Aim...

...Fire!

News Release Pointers

Business Wire's Texas editors prepare dozens of news releases every day, so we've compiled a few hints to help decrease turnaround time on both sides of the wire.

- *E-mail isn't secure or reliable. Always send your release to us via Business Wire Connect. This way, your file is not only secure but you get an instant confirmation number, which means we can call up the file immediately and begin working. With e-mail, we not only have to wait for the file to arrive, but your release goes to a general mailbox — which is receiving e-mail for more than 30 offices — where it waits to be routed to the appropriate office. This can cost minutes in preparation time. Soon, Business Wire will not accept e-mail as a way of release transmission. For maximum security and news processing speed, Business Wire Connect is the primary method for sending.*
- Fill in all portions of Business Wire Connect. Editors use this information to do their jobs. By filling out each box in its entirety, you save them the time of having to call and clarify.
- *Always provide an after-hours number for questions. We are frequently busy with live copy and may not get to your scheduled release until later in the day. And if you're away from your phone, provide us with a number of someone who will be available to answer questions.*
- Whenever possible, fax us a hard copy of your earnings release. It's not necessary but helpful. We use this to ensure you have sent us the correct file and to check against the electronic version to make sure things are as you intended. Keep in mind that we consider the electronic file as the master, so make sure if you make changes, they appear on both versions.
- *Short headlines, one-sentence leads and short paragraphs will help get better pickup.*

Time-Saving Tips

Turn-around time is as important to Business Wire's editors as it is to you. Texas editors have put together a few tips to help get your release on the wire quicker.

- **Headlines should be titled, not all caps.** Like This, NOT LIKE THIS.
- **Make sure the company name is in the headline.** Not only is this a media request, but many online sites will not post your news release without the company name included in the headline (exception: features).
- **Make sure the dateline is correct.** Include city and state. We'll cut the state if it's a standalone.
- **Ideally, the first paragraph of your press release should be one sentence.**
- **Make sure the stock exchange and ticker symbol are included.** (after 1st reference & in boilerplate normal)
- **Avoid ticker spamming.** Include only relevant tickers. A release about a merger with a public company would warrant a ticker. A release that includes all your company's competitors and their tickers would not. Yahoo! and other online sites have strict rules against ticker spam.
- **Write with short paragraphs.** Six to eight lines is the norm.
- **Make sure that all quotes are attributed.**
- **Make sure there is contact information.** Include name and phone number. You can include Web and e-mail addresses too, but your release won't run without a contact name and phone number.
- **Don't send in multiple revisions of the release.** If you need to make changes to your release, there isn't any need to resend the release to us unless the changes are major. Multiple versions will only cause confusion and force the editor to re-prepare your release from scratch, delaying transmission. Many times, by the time you need to make changes, your release is already or near ready for release. Just call us with the small changes or re-fax with the revisions noted. Highlighting changes in the document also helps identify changes quickly.

How to Write A Press Release

Follow these tips to craft a powerful press release and reach all the right audiences.

1. Choose the most appropriate circuits for your news. Your Business Wire account representative can help you with these questions:

- Is this news considered material news for public companies?
- Which editorial desks are most relevant?
- Which circuit best reaches the markets I am targeting?
- Which industry trade categories are most appropriate?
- Are there specific audiences I can reach with a Targeted Circuit?
- Which circuits best reach the international markets I am targeting?

2. Make it a Smart News Release with photos, multimedia and other elements whenever possible. Reporters and consumers tell us and our research supports it: *Visuals increase interest in your news.*

3. Provide a concise, compelling headline of around 20 words. Remember, people scan quickly.

4. Include your company logo. It's free and provides added brand recognition.

5. If your company is publicly traded, include your exchange, stock symbol and International Securities Identifier Number (ISIN). These maximize access and search functionality of your news release in financial databases and news systems.

6. Include complete contact information, with up-to-date phone numbers and email addresses. It's vital for editorial and investor followup.


7. Avoid issuing news exactly on the hour or half-hour and you'll avoid a crowd of competing news. Our patented NX System can time your news delivery to the minute.


8. Complete your company's At A Glance and Company Profile information in Business Wire Connect. Add your company's experts to our ExpertSource system. These features are free and enhance your release as it appears on BusinessWire.com.

XHTML Style


Get more control over the look of your news with our powerful XHTML features. These features — including **bold**, *italic* and bulleted text, [embedded hyperlinks](#), `w i d e r` tables and centered headlines — enhance your Search Engine Optimization (SEO) efforts with the styles that search engines look for. Your XHTML-formatted news release is delivered to the media allowing them to display your news with its formatting and embedded links intact.

Common ‘Errors’ Business Wire Editors Find In Your Press Releases


 Headlines without the company name in them

 *No dateline*

 Inappropriate content


 *Lack of attribution*


 Unnecessarily long paragraphs

 *Misspelled words; inconsistent spellings*

 Unnecessary capitalization, i.e., titles

 *Misuse of its/it’s*

 Hyphenation — lack of or too much

 *Punctuation outside of quotes in quotations or not setting off phrases with commas, ex: John D., chief executive officer stated, “ABC ...”.*

 Incomplete contact information

More Helpful Information

The following symbols are incompatible with ASCII transmissions and will result in electronic garble in non-XHTML copy:

- | | |
|---------------------------------|--|
| # Pound sign (replace with lb.) | o (as degrees) |
| > Greater than | < Less than |
| u~ micron | * Asterisk |
| ^ caret | ~ Tilde |
| [Open bracket |] Closed bracket |
| \ Backward slash | // Double forward slash
(except when used in URL) |
- Bullet symbols will be replaced with a double dash, i.e. —

If you use any of these symbols, we will either replace with a more compatible word or symbol or replace with a blank space. Depending on the changes made on our end, we will provide an Editor's Note at the bottom of the release explaining the replacement. ex: EDITOR'S NOTE: There is a bullet in the product name Bullet Boy. It was removed for transmission purposes only.

By the end of 2008, all copy will be sent as XHTML, eliminating any symbol restrictions on wire copy.

U.S. CITIES THAT STAND ALONE

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

You'll notice that San Antonio is on the list, but Austin is not. Proper datelines would read:

SAN ANTONIO—(BUSINESS WIRE)—Jan. 24, 2008—

AUSTIN, Texas—(BUSINESS WIRE)—Jan. 25, 2008—

— Sample Release —

NEW HEAD OF MAIL DEPARTMENT HIRED ¹

San Antonio, TEXAS, USA² - (January 23, 2007^{3 4}) – FaxDash.com®⁵ Incorporated^{6 7} announced today that it has hired a new Vice President of Mail⁸. ⁹ Mr. Manny Mailer¹⁰, a graduate of Grand Canyon University, previously worked with such companies as Ant Hill, Mouse-Pads-R-Us and Whaddyasay Corporation¹¹. He has held several positions at FaxDash, including Receptionist and Greeter⁸.

“We are pleased that Manny was willing to step up to the plate in our time of great company growth,” said Mary Jane Jones.¹²

For more information, maildept@FaxDash.com¹³ or visit the company’s website.^{14 15}

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1. No company name in headline; headline in all capital letters
 2. Proper dateline should have only San Antonio, all caps
 3. Jan. 23 instead of January 23
 4. Incorrect date — 2008 instead of 2007
 5. Registered marks and Trademarks will appear as (R) and (TM) in ASCII (American Standard Code for Information Interchange), ® © ™ in XHTML copy
 6. Inc. instead of Incorporated
 7. Include exchange and ticker symbol if company is publicly traded.
 8. Titles are usually not capitalized unless they appear before the individual’s name, i.e. Vice President John Doe
 9. Lead paragraph should be only one sentence long.
 10. Do not use courtesy titles with the first and last name of a person.
Any other references to the individual should be last name only.
 11. Corporation will be shortened to Corp.
 12. When quoting an individual, reference who you are quoting and their position in the company.
 13. Contact information needs a specific individual’s name and phone number.
Additionally, an e-mail address and an afterhours phone number is suggested.
 14. Usually Web site, not website. Whatever your preference, be consistent.
 15. List the Web site name, including the www in the address for linking.

Manny Mailer Promoted to Vice President of Mail Department at FaxDash ¹

SAN ANTONIO² —(Jan. 23, 2008^{3 4})—FaxDash.com®⁵ Inc.⁶ (NYSE:FDI)⁷ announced today that it has hired **Manny Mailer** as its new vice president of mail⁸.

⁹ Mailer,¹⁰ a graduate of Grand Canyon University, previously worked with such companies as Ant Hill, Mouse-Pads-R-Us and Whaddyasay Corp.¹¹ He has held several positions at FaxDash, including receptionist and greeter⁸.

“We are pleased that Manny was willing to step up to the plate in our time of great company growth,” said [Mary Jane Jones](#), former vice president of the mail department and current vice president of something that isn’t mail.¹²

For more information, call Mary Jane Jones at 210-555-MAIL, e-mail Manny Mailer at maildept@FaxDash.com¹³ or visit the company’s Web site at www.FaxDash.com.^{14 15}

— Content is King —

[Business Wire](#) and [EON:Enhanced Online News](#) provides excellent visibility and distribution for your news. However, a release will not perform at its best if it is not written around words and phrases that will render the content findable online or relevant to the reader.

Invest time thinking about key words and phrases. Think about the topic that you are issuing the press release about. What words and phrases would people use to find that release if it were in the Yellow Pages or if they were looking for it themselves in a search engine? Focus on 3 per release and plan on using them repetitively throughout the text.

- **How often and the placement of words is as important as *which* words are selected.** Consider the Business Wire Text Optimization Tool powered by **NewsForce**. For \$20 this tool will help identify keywords and provide guidance as to where and how often to use them in your text (<http://bw.newsforce.com>).
- **Some helpful tools to compare/contrast:**
 - Free Word tracker <http://freekeywords.wordtracker.com>
 - Free Keyword Discovery www.freekeyworddiscoverytool.com/
 - Google AdWords <https://adwords.google.com/select/KeywordToolExternal>
 - Google Trends (<http://www.google.com/trends>) to compare search volume on Google between words and phrases.
- **Take it to the next step.**
 1. Identify where your corporate URL is currently ranked within the search results. (*Are you #15 out of 15,000, #400 out of 4,000,000, etc.*)
 2. Where does the competition rank?
 3. Why are other pages ranking higher? (*# of relevant inward links, current keyword density on ranked pages, etc.*)

Hyperlinks, bullets, bold... oh my!

Business Wire's XHTML delivery provides clients with numerous options for changing the appearance of text and the layout of a document. We feel that it is important to know how and why this can help your release.

Don't forget **Embedded Links!** (hyperlinks from words/phrases): Don't know how to add an embedded link to your Word document? Call Clint. Embedded links allow you to direct people AND search engines from words/phrases in your release to relevant and valuable pages of web content.


Enhanced text formatting:

Use **bolding**, bullets, underlining, superscripts and *italics* to bring further attention to your press release. These features are now retained in your press release as transmitted by Business Wire. There is no additional charge for XHTML formatting — it's free for your news.

Tips:

- Try to keep your links to 1 link per 100/words of your release. There are exceptions as long as you're linking to pages that contain the word/phrase that you are linking from.
- These links provide an opportunity to create valuable inbound links to pages on your web site (for those links that point there).
- Avoid adding embedded links to your headline or subheads. Search engines may view this as spam.

Using Business Wire Services | Sample Formatted News Release

Reference number for editors: BW0178
 Company Stock Symbol: (BW)(NY-DOW-JONES)(DJ)
 Date & time copy is transmitted: JUL 13, 2000 5:03 PACIFIC 08:03 EASTERN
 Story headline: Dow Jones & Company Announces That Second Quarter Earnings Per Share Grew 66% On Continued Strong Revenue Gains
 Editor(s) being addressed: Business Editors
 Dateline: NEW YORK--(BUSINESS WIRE)--July 13, 2000--
 Logo Link: 

NEW YORK--(BUSINESS WIRE)--July 13, 2000--Dow Jones & Company (NYSE: DJ) announced today that it earned \$93.7 million, or \$1.06 per diluted share, before special items during the quarter ended June 30, 2000. Earnings per share grew 66% over the second quarter of 1999, when the Company earned \$58.9 million, or 64 cents per diluted share, before a special charge.

The Company recorded net income for the quarter of \$100.6 million, or \$1.13 per diluted share, after a previously announced gain from the sale of the Company's minority stake in SportsTicker Enterprises, L.P. and a favorable disposition on the settlement for a satellite lease in Europe. These figures compare with net income in the year-earlier period of \$57.2 million, or 62 cents per diluted share, including the special charge.

Formatted for media and online posting in wire style: Dow Jones & Company (www.dj.com) publishes The Wall Street Journal and its international and online editions, Barron's and SmartMoney magazines and other periodicals, Dow Jones Newswires, Dow Jones Indexes, and the Ottaway group of community newspapers. Dow Jones is co-owner with Reuters Group of Factiva, with Excite@Home of Work.com, and with NBC of the CNBC television operations in Asia and Europe. Dow Jones also provides news content to CNBC and radio stations in the U.S.

Hyperlinked Web address: www.dj.com

Dow Jones & Company
Earnings Summary

(in thousands, except per share amounts)	Quarters Ended June 30		Six Months Ended June 30	
	2000	1999	2000	1999
Revenues	\$621,635	\$510, 571	\$1,200,610	\$972,653
Operating Income	159,702	104,812	293,836	177,626
Net income	100,563	57,212	189,233	108,734
Effective tax rate (a)	38.8%	41.9%	38.8%	39.6%
Diluted EPS	\$1.13	\$.62	\$2.12	\$1.18

(a) The effective tax rate is net of minority interests.

Business Wire editor/office: --30--et/ny* mem/ny

Contact and phone number(s) for media and investor inquiries: CONTACT: Dow Jones & Company, New York
Richard Tofel, 212/416-2951 (media)
Jerome Leshne 212/416-2687 (investors)

Keywords for editors and databases: KEYWORD: NEW YORK
INDUSTRY KEYWORD: PUBLISHING BANKING COMPUTERS/ELECTRONICS
INTERNET TELEVISION/RADIO EARNINGS

Smart Multimedia Gallery

Symbol	Price	% Chg	Volume
AMZN	115.12	+0.12	1,234,567
GOOG	245.67	-0.34	987,654
MSFT	31.23	+0.05	5,678,901
IBM	123.45	+0.10	3,456,789
ORCL	45.67	-0.15	2,345,678
YHOO	23.45	+0.02	4,567,890
DISC	18.90	+0.01	1,234,567
WALD	15.67	-0.05	876,543
WALG	12.34	+0.03	654,321
WALH	9.87	-0.02	432,109
WALI	7.65	+0.01	210,987
WALJ	5.43	-0.01	109,876
WALK	3.21	+0.00	54,321
WALL	1.09	-0.00	27,109
WALM	0.87	+0.00	13,543
WALN	0.65	-0.00	6,789
WALO	0.43	+0.00	3,456
WALP	0.21	-0.00	1,728
WALQ	0.10	+0.00	864
WALR	0.05	-0.00	432
WALS	0.02	+0.00	216
WALT	0.01	-0.00	108
WALU	0.00	+0.00	54
WALV	0.00	-0.00	27
WALW	0.00	+0.00	13
WALX	0.00	-0.00	6
WALY	0.00	+0.00	3
WALZ	0.00	-0.00	1

Graphic
Business Wire is the first news wire service to transmit its file in XHTML, the premier language to use for online publishing. The image on the left shows a financial table transmitted before XHTML; the image on the right shows an improved looking financial table transmitted (during beta testing) with XHTML capabilities. (Graphic: Business Wire)



Logo

Release Languages

- Spanish
- German
- French
- Italian
- Dutch

Company Information Center

- ExpertSource
- Add to My Companies

Sharing

- Digg
- delicio.us
- Newsvine
- Reddit
- Google
- Yahoo
- Permalink
- Email



September 25, 2006 09:52 AM Central Daylight Time

Business Wire Enhances News Release Delivery

XHTML Retains Key Style Features and Functionality of Original Documents

SAN FRANCISCO--(BUSINESS WIRE)--Business Wire is the first news wire to distribute news via Extensible HyperText Markup Language (XHTML), it was announced today by Cathy Baron Tamraz, president and CEO of the company.

XHTML is recognized as the industry standard language for online publishing and combines the best qualities of HTML (designed to display data) with XML (which describes the data). It is flexible for multiple platforms (net access via computers, cell phones or hand-held devices) and works on the current World Wide Web as well as the next generation (Web 2.0).

"XHTML enables Business Wire members to stylize and optimize their news," said Tamraz. "This will enable PR and IR professionals to have more control of the look and feel of their news release."

The most obvious features of XHTML are quite visible as they pertain to the formatting of a news release and include the ability to:

- Bold, italicize, underline text
- Control text alignment: centering headlines, for example
- Utilize bullet points
- Embed SmartLinks (hyperlinked keywords/anchor text)
- Superscript/subscript text and footnote marks
- Support wider financial tables
- Create subhead headlines
- Support unique language font characters
- Support special font characters

Another benefit of XHTML is its relationship to content optimization. Search Engine Optimization (SEO) professionals recommend stylizing content as one part of improving visibility on the web. Adding a few well placed, pertinent SmartLinks and including **bolded text when applicable** are two such methods cited by these experts.

All a Business Wire member has to do to take advantage of the XHTML newsfeed is simply format the styles and SmartLinks in a word processing, spreadsheet or other application and submit it via Business Wire Connect. The accepted styles then will be transmitted over Business Wire. The \$95 value for XHTML is currently being offered to Business Wire members at no charge.

Business Wire XHTML newsfeeds display on sites that accept this format, such as BusinessWire.com and Google.

Business Wire, a Berkshire Hathaway company, was founded in 1961 by Chairman Lorry I. Lokey, veteran journalist and public relations executive. Cathy Baron Tamraz is president and CEO.

The company's multi-channel delivery network, with access to some 60 international and national news agencies, financial information providers and Web-based news services throughout North America, Europe, Asia, Latin America, the Middle East and Africa, provides real-time, simultaneous access to key audiences - the news media, trade publications, institutional and individual investors, business-to-business decision-makers and consumers.

Business Wire electronically disseminates some 1,000 full-text news releases daily to the media, the Internet, online services and databases, and the global investment community in 150 countries in 45 languages. Business Wire has 24 U.S. offices, Paris, Frankfurt, London, Brussels, Tokyo and Sydney offices, and reciprocal offices throughout the world. Additional information can be found at www.BusinessWire.com.

Contacts

Business Wire
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At A Glance

Business Wire

Headquarters:	San Francisco, California
Website:	http://www.businesswire.com
CEO:	Cathy Baron Tamraz
Employees:	500
Organization:	A Berkshire Hathaway Company

Source: via Business Wire
Updated 11/28/2006 by company



1 NewsTrak reports provide valuable audience and web visibility information.

2 Business Wire supports news delivery in dozens of languages worldwide. Links provide fast access to translated versions.

3 Company Information Center provides quick links to stock quotes, Company Profile, experts, news archives and more.

4 Track breaking news with the My Companies feature. Future news alerts appear automatically in your My Companies portfolio.

5 Free logo provides added branding and links to company's website. Logos in Smart Multimedia Gallery are downloadable.

6 Time and date stamp identify when release was transmitted. Users may select their own local time zone.

7 Headline and dateline provide key reference information.

8 Business Wire source means your news originates from the most accurate commercial wire in the industry.

9 Smart Multimedia Gallery provides one-click access to hi- and lo-res photos, streaming audio and video, and other publication- and web-ready multimedia.

10 XHTML formatting and distribution allow for centered and stylized headlines, embedded hyperlinks, bold, italic and underlined text, bulleted lists, wider earnings tables and other features that increase the attractiveness of your release and help optimize for search engines.

11 Free, optional At A Glance box displays key company statistics.

12 Contact information includes live email link for media and investor inquiries.

13 Social media icons allow easy bookmarking and sharing among web users including consumers, journalists and bloggers. Readers can also create RSS feeds of your news.

14 Convenient links for readers to forward or print release.