



The future of optical networking
and communications is here.

Tips for Writing an Effective News Release

As one of the critical components of your company's media kit, news releases often serve as the primary vehicle to communicate company news and key messages. To ensure that you are maximizing this communications tool, the OFC public relations team suggests the following guidelines.

Headline

The headline is the most important part of a news release. It is probably the most challenging to write as well. The headline should grab the reporter's attention and create a desire to read the body of the release. Ideally, a good headline should also tell as much of the "story" as possible, without being too lengthy.

Paragraph 1 – 2

The first paragraph of the release should answer all of the questions the reporter is expected to answer in the lead of his or her article: who, what, when, where, why and how. In the first two sentences, sum up the announcement in concise, simple, straightforward language. Try to avoid jargon and buzz words.

The balance of paragraphs 1 – 2 should back up any claims made in the headline and lead.

For product announcements address the following: Is it the first; best; only? What problem does it solve? Whose problem does it solve? What market need does it address? How does it benefit users?

Paragraph 3

A quote that reinforces the key message of the release, attributed to a company spokesperson. If the quote is attributed to the president or other top executive, it should be strategic. If it is attributed to a product manager, it should be product specific.

Remaining paragraphs

The remaining paragraphs should continue to provide additional facts and details on the announcement. Use enough supporting material to make your case. If appropriate, include a paragraph on pricing and availability.

Boilerplate

The release should end with your company's boilerplate – a standard paragraph explaining who your company is and what it does. If making the announcement during OFC, you are encouraged to include the OFC boilerplate (can be found at the bottom of this news release online).

Footnote

You may include trademark information or a safe harbor statement as required by your company's legal advisors.

Don't forget to include contact information and to optimize your release for social media. If making the announcement in conjunction with OFC, list your booth number and on-site contact information so that interested media can get in touch with you easily.



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Media Alerts

A media alert is a useful tool that can be used to prepare media and analysts for an upcoming event. Because of its short and to-the-point style, it is a good alternative to the traditional news release. Media alerts typically have an urgency and timeliness that is tied to a specific event. An alert is best used to:

- Highlight your company's participation or upcoming product demonstration at a tradeshow.
- Advise media on an executive's upcoming presentation or keynote during a conference.

A media alert should be short and concise. Its content needs to answer what, where and when and provide a contact for additional information. Often being direct and spelling out the "why" in an alert will help the media put your news in context, and will enable you to highlight your key messages and give media a reason to attend your event or briefing over others. This upfront style will provide media with an immediate response to the omnipresent question of why your news is significant. Additionally, as media are flooded with releases and alerts, a creative, targeted headline that is both relevant and unique will attract attention to the rest of your alert.

See an example of a media alert on the following page.



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Media Alert Example

XYZ Networks to Demonstrate Next-Generation Product Portfolio at OFC 2017

WHAT: XYZ Networks, a leading supplier of high-performance and low-cost optical components and modules, will be demonstrating its new components portfolio designed for metro and access applications at the industry's leading event, OFC 2017, in Los Angeles, 19-23 March.

This new product line combines the company's traditional technology with newly revealed performance increases. These products, debuting at OFC, differ from other products on the market by providing the most cost-effective and efficient solution for metro and access applications.

WHERE: OFC 2017
Los Angeles Convention Center Booth #100

WHEN: 19-23 March 2017

ABOUT XYZ NETWORKS INC.
Company Boilerplate

ON-SITE MEDIA CONTACT:
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