

How to Write a Press Release

Exercise 1

You are about to read DHL's (courier company) expansion into Russia. Before you read the press release answer the following questions:

1. Why would DHL want to announce this?

2. Which media would be interested in such an announcement?

3. What other types of press release are there?

Exercise 2

Now read the press release on the following page quickly and answer the following questions:

1. How much will DHL invest in Russia over the next 4 years? _____

2. How much did shipment volumes in Russia increase by? _____

Exercise 3

After reading the press release, discuss the following:

1. Would you invest this amount if you were DHL?

2. Does this press release encourage you to buy shares in the company?

3. Do you think this news affects you?

Business

Bonn/Moscow, 24 May 2006

DHL to expand its business activities in Russia

USD 250 Million investment in the next four years

Deutsche Post World Net today announced its strategic initiatives for Russia. Through investments in excess of 250 Million USD within the next four years, the world's leading logistics group, together with its express and logistics entity, DHL, will continue its positive development in the express and logistics business in Russia. Dr. Klaus Zumwinkel, Chief Executive Officer and Chairman of Deutsche Post World Net made this announcement at a press conference in Moscow.

"Russia is a very successful market for DHL and we see great prospects for the future," said Dr. Klaus Zumwinkel.

"Russia is an important part of our global growth strategy. The planned investments demonstrate our confidence in the high potential of the Russian economy and the express delivery and logistics market in particular".

The investments are focused on infrastructure and facilities, further expansion of the product portfolio, introduction of the latest technologies and training of our personnel. As part of the investment programme DHL Russia will expand its domestic road network, which includes the new purpose built cross-docking terminals in key locations that will connect the key economic centers of the country. All four DHL businesses in Russia, DHL Express, DHL Freight, DHL Global Forwarding and DHL Exel Supply Chain will participate in these investments.

For the first Quarter 2006, DHL Russia reports an increase in shipment volumes of more than 30%, compared to the same period in 2005. DHL in Russia sees exceptionally strong growth in Express, Air Freight and Supply Chain.

The Express business has shown double-digit growth both in domestic and international business. The international road and rail business of DHL Freight has doubled, and the domestic business has tripled.

Source:

http://www.dpwn.de/dpwn?tab=1&skin=lo&check=yes&lang=de_EN&xmlFile=300000263

Business

Guided Writing

Think of a company you know well and write a press release for them using the form below.

Step 1 – Find the key parts

Highlight key parts of the press release above: Title, main news, quote, further information on the project and background company information.

Step 2 – Writing style

Title

1. Does the title give you a clear idea of what the press release is about? Yes / No
 2. Why do you think it doesn't use any clever tricks to grab the reader's attention?
-
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Main News

1. Is the most important information in this part of the release? Yes / No
2. If the 1st three lines do not clearly state the most important information, will the journalist read any further? Yes / No

Quote

1. Is the quote from somebody very senior in the company? Yes / No
 2. How many parts are there to this quote? 1 / 2 / 3
 3. Why would a quote be split?
-
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Further Information

1. Will all newspapers have space to print all the information? Yes / No
2. Is this information as important as that at the top of the article? Yes / No

Background Company Information

1. Will everybody know who this company is? Yes / No
2. Will journalists find it useful to have company background and statistics available when writing an article? Yes / No

Check your answers before moving onto Step 3

Business

Step 3 – Writing The Release

	Title Make it descriptive
	main news Include most important points
	Short quote 1 line max with at least 2 superlatives.
	CEO / important company representative
	long quote Talk about the achievement, you may want a third party to be quoted here.
	further information More info about the project in case the journal / newspaper has space to give you.
	background company information Assume people know nothing about your company. What are the best things you can say?

Business

Additional Resources

Background information

Deutsche Post World Net's integrated Deutsche Post, DHL and Postbank companies offer tailored, customer-focused solutions for the management and transport of goods, information and payments through a global network combined with local expertise. Deutsche Post World Net is also the leading provider of Dialog Marketing services, with a unique portfolio of efficient outsourcing and system solutions for the mail business. The Group generated revenue of 56 billion euros in 2005. With currently some 500,000 employees in more than 220 countries and territories Deutsche Post World Net is one of the biggest employers worldwide.

Source: <http://www.dpwn.de>

Key Vocabulary

announced / announcement	to tell everybody
strategic initiatives	plan over 3 – 4 years
logistics	moving things e.g. letters
global growth strategy	World plan to get bigger
high potential	a lot of opportunity
infrastructure	roads, transport and buildings
product portfolio,	products of a company
domestic road network	roads in a country
cross-docking terminals	where Trains and lorries meet ships
first Quarter	a quarter of a year e.g. Jan, Feb and Mar
double-digit	more than 10

Teachers may wish to do a matching exercise with this vocabulary or use the board to elicit.

Business

Answers

Exercise 1

1, Why would DHL want to announce this?

To create good relations with investors, local press and government and to encourage Russian employees and stakeholders.

2. Which media would be interested in such an announcement? *Financial media and local press*

3. What other types of press release are there?

Answers include: Event press releases, crisis press releases, financial reporting, new product releases, new big-name customers and new partnerships.

Exercise 2

1. How much will DHL invest in Russia over the next 4 years? *USD 250 million*

2. How much did shipment volumes in Russia increase by? *30%*

TIP: If you had just concentrated on finding the numbers you could have answered these questions more quickly.

Writing Your Own Press Release Step 2

Title

1. Does the title give you a clear idea of what the press release is about? *Yes*

2. Why do you think it doesn't use any clever tricks to grab the reader's attention?

Press releases are aimed at journalists, who are busy people and don't have time to read every press release and so an easy to understand headline allows the journalist to quickly decide if this is newsworthy and worth reading.

Main News

1. Is the most important information in this part of the release? *Yes*

2. If the 1st three lines do not clearly state the most important information, will the journalist read any further? *No*

Quote

1. Is the quote from somebody very senior in the company? *Yes*

2. How many parts are there to this quote? *2*

3. Why would a quote be split?

If a newspaper has space to fill then they will print the whole quote, but in a smaller article they only have space for 1 line or even just a few words. If you split the quote it is more likely that they will use it in the form you want.

Further Information

1. Will all newspapers have space to print all the information? *No*

2. Is this information as important as that at the top of the article? *No*

Background Company Information

1. Will everybody know who this company is? *No*

2. Will journalists find it useful to have company background and statistics available when writing an article? *Yes*