

Public Relations Guidelines

Reporters and editors receive hundreds of press releases every day. Most are looking for stories that are especially newsworthy or news items that directly correlate with breaking news or larger current-event themes.

It is essential to get relevant information to the correct person.

Most events/seminars are appropriate for a calendar listing and should be sent to calendar editors.

Some events/seminars could be publicized through a release if there is a high-profile guest speaker, or if the topic of the seminar can be related to a larger news story.

Example 1:

Current Event: Survey shows that Michigan unemployment rate has increased for college graduates, who are accustomed to looking for jobs online.

Press Release Angle: Job searching beyond the Internet offers new approach; expert Therese McShane, a speaker at an upcoming Constituent Group event, can offer suggestions for how grads can find alternative methods for job-searching.

Example 2:

Current Event: Constituent Group sponsors speaking event that highlights Roger Penske.

Press Release Angle: High-profile speaker comes to Constituent Group event

These events can be tied in together and may be of interest to a reporter/editor.

Staff will send out press releases that relate to larger news issues or a current-event theme. Volunteers are encouraged to share ideas for how these releases could be related to larger issues.

Volunteers should send out calendar listings and suggest ideas for press releases. With staff, they should develop ideas for publicizing events through other Wayne State-related organizations (i.e. business fraternities, student professional organizations, etc.).