



A Guide to Preparing Cost-Effective Press Releases (Haworth Marketing & Resources)

William Winston, Robert H Loeffler

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A Guide to Preparing Cost-Effective Press Releases is an instructional approach to writing and effectively using the press release. It offers suggestions and recommendations for creating basic press releases and details how the release can extend the life of an ad campaign, providing high degree publicity at low cost. In an age of great emphasis on high performance, cost effectiveness, measurable success, and fast results, this book explains how a well-developed press release program can “super charge” an advertising program. Robert Loeffler reviews the basics of press release writing, gives several examples of successful press releases, and explains in detail how the reader can set up an ongoing press release program to provide a high degree of effective publicity at very low cost. As a major form of communication for businesses, public and private institutions, and the government, the press release is a tailor-made promotional tool for both large and small budgets. Loeffler discusses the mechanics of writing press releases, providing the press release writer with:

- a diagrammed writing approach for clear structure
- a list of do's and don'ts to prevent common errors
- samples of the most common types of releases
- a step-by-step explanation of release production, so as not to overlook important tasks for completion
- suggestions on how to write related releases, such as tradeshow press kits

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