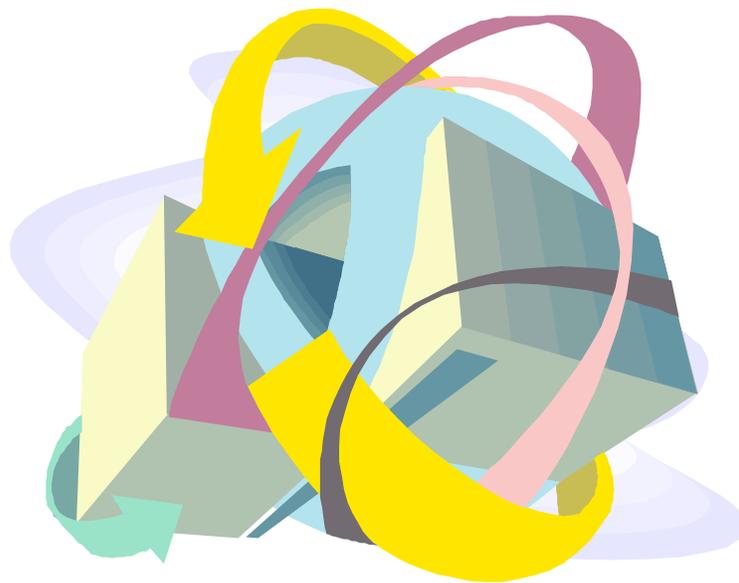
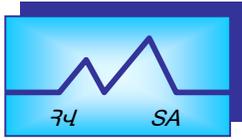


National Statistical Service Republic of Armenia

# HANDBOOK

## “HOW TO WRITE A PRESS RELEASE”





National Statistical Service Republic of Armenia

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*HANDBOOK*

The publication of this handbook has been initiated by the Statistical Information Dissemination and Public Relations Division of the National Statistical Service of RA. The purpose of the publication of the handbook is to present as much as possible the accessible and complete information on the development of press releases, their essence, compilation, format of presentation, types, content and other peculiarities related to their preparation.

It is foreseen for the staff of the National Statistical Service of RA.

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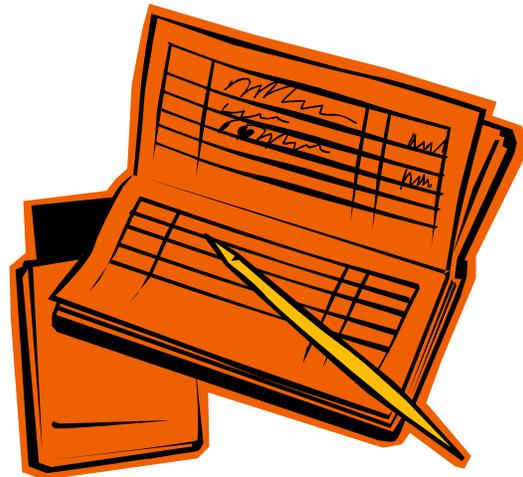
## Introduction

The mission of the National Statistical Service of RA (NSS RA) is the collection, publication and dissemination of official statistics for the public. The quality of data, users trust and professional independence are and would remain the priorities of the NSS RA.

The statistics is necessary for all the elements of information society, public and private, international organizations, economic units, educational and scientific spheres, mass media and broad circles of the public generally.

The statistical data dissemination includes the implementation of a wide range of tasks, i.e. dissemination of statistical publications, their publication at the NSS RA official website and provision by electronic means or by e-mail.

The statistical information of NSS RA is also accessible through the Open Library (National Statistical Service of RA, 3 Government House, Republic Avenue, Yerevan, 0010, VII Floor, Room 731), where all the publications of the NSS RA are available.

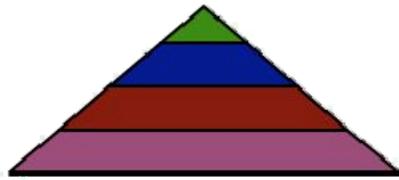


## What is a Press Release?

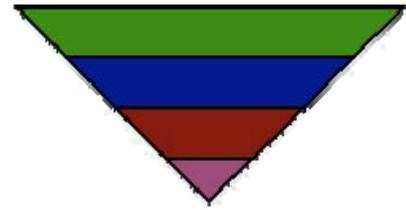
Theoretically, in spite of the fact what dissemination policy the organization implements and whether it has a member of the staff dealing with public relations or not, in any case, the first and main tool with which the organization has relation is a press release. The experts offer several models to write the press release. It's interesting the so-called SOLAADS model: S - subject, O - organization, L – location: the place of event or organization, A – advantages, mostly the news, A - applications, how to take advantage of the offer, D - details, S - source, which basically gives the idea about the content of the press release. However, more common and accessible is considered to be the composition of the press release similar to the genre of journalism news. It has to correspond to the format of "inverse pyramid" and answer to so-called 5W-s; who, what, when, where, why. Sometimes the question how is also added to this list. So, we can unequivocally say that in the sphere of the public relations the press release is implementing the function that is the genre of news in journalism.

## Press Release = News

Some experts insist that it's preferable that the answer to all these questions should be in the first sentence. However, it's often impossible, even makes boring to read the message until the end. As in case of news, in case of press release also the most important element is the news, there would be no press release without news. Each press release has somehow relation with the activity of organization composing the press release and should represent an interest for media. Otherwise, its main function to make understandable the message of the given organization would not be implemented.



Form



Content

In the upper part of the pyramid "Form" the smallest part is the title, which is consistent with the most important part of "Content". The first paragraph is usually the "News part" answers to the questionnaires. After representing the most important information some details that may provoke the interest of the representative of media could be formed. The information related minimally to the special case is placed at the end. As a rule, it is generally the information about a person or organization.

## The Format of Press Release

In terms of the structure the best option for the press release is the document that doesn't exceed one page. First, it gives the opportunity to present the message as brief as possible, which is the time saving from the point of view of journalists (as the journalists are the main target audience) and to keep the so called "corporative style" element. Being the representative of the organization in front of the external audience, the press release should contain all the details of the corporative style: the color, logotype, slogan and design details and so on that make the organization more recognizable.

Each idea must be presented in one paragraph; each paragraph must have 2-3 sentences. Here the lyrical digressions are not necessary and the information should be presented with facts and without comments. It is allowed to present quotations and the point of view of organizations.

Any innovation that could interest the journalists/target audience is welcomed.

The expression of "Creative element for each case" could be used for making the press release.

The press release is completed by the brief information part on the organization or event the main purpose of which is to present the preliminary or "background" information.

The other information part is also necessary: the press release mustn't be unaddressed. At the end of the press-release it is necessary to mention the name of unit that prepared the information, information on contact person (tel., fax, e-mail, address, etc.) to ensure the further communication and feedback.

## How to Disseminate the Press Release?

Usually, the organizations are implementing the dissemination by e-mail or by fax, rarely by mail.

1. The size should not exceed one page.
2. The photos presented in the press release should be undersized in advance in order to avoid problems when sending the electronic version.
3. The key words, i.e. the name of the organization, speech of the head and name of the product should be presented in bold letters.
4. The release should be started by the national emblem of the Republic of Armenia, logotype of the organization, in the next line should be written Yerevan city and month/date, and in the next line the expression “Press release” should be mentioned. The document must be completed with the information on contact person, i.e. tel., fax, e-mail, name/surname, position, etc.
5. People, numbers, dates and other topics that always interest the public can provoke a great interest to the press release.
6. Remember about your “opponents” each orthographic or punctuation mistake or other mistakes can harm you (remember that your readers are permanently dissatisfied and criticizing journalists), the heavy files always make problems during the sending the information by the Internet, each professional term can cause serious problems among the journalists. Such situation could happen when using the abbreviations.

## The Information and Publishing Activities of NSS RA



Guided by the provisions defined by the item e) of the Paragraph 3 of Article 10 and by Paragraph 13 of Article 14 of RA Law “on State Statistics” and according to the order on the “Types of publication of statistical information” (Resolution No 60 dated 15.08.2001 of the State Council on Statistics of RA) the classification system, types and order of organization of statistical publications were defined.

According to the State Statistical Works Programs the NSS RA regularly publishes statistical information in forms of handbooks (yearbooks), information bulletins, monthly information reports, statistical survey reports, press releases and thematic publications.

*One of the most accessible ways to disseminate the information of NSS RA is the press release. They are abstracts of indicators and thematic messages (on monthly and quarterly basis) based on the current-operative data. Regularly published press releases are presented below:*

- “Current-operative preliminary main macro-economic indicators characterizing the social and economic situation of RA” is published monthly on the 20th day following the reference period, no later than 12:00 am, as a rule, in tabular presentation.
- Abstracts of macroeconomic indicators characterizing the social and economic situation of RA” are provided to the mass media for publication quarterly, on the second working day after the publication (printing) of monthly information report on “Social and economic situation of the Republic of Armenia”.
- “Consumer price index of the Republic of Armenia” is published on the last working day of the given month.
- Among the thematic releases the materials on international comparisons, interesting statistical and tabular materials are prepared.

Out of planned, the press releases are also prepared for the press conferences, presentations of publications, seminars, workshops and other cases.

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Responsible for the issue: Statistical Information Dissemination and Public Relations  
Division of NSS RA

Printed by: Printing and Copying Division of NSS RA