

Strategies of Public Relations
Professor Farbman
News Release Writing Exercises

The Balcor Corporation, a diversified commercial real estate company, has a new president. He is Harvey Wilson, formerly executive vice president of Knox Company, a developer of suburban shopping malls. He replaces Adam Smith, president of Balcor for the past 15 years, who has announced his retirement. Wilson's appointment was announced by Balcor's board of directors.

Wilson's background is as follows:

- a. He is 52 years old.
- b. He is married and has two children in college.
- c. He has been the executive vice president of Knox Company for the past seven years. Prior to this, he served as the chief financial officer of several construction firms including Krupp Company, which builds hotels around the globe.
- d. He has a B.A. degree in accounting from the University of Washington and an M.B.A. from Stanford University.
- e. He is a member of the National Accounting Association and was formerly on its board; the Illinois Business Round Table, an organization of business executives; the Chicago Sailing Club; and the Chicago Athletic Club.
- f. He is respected in the construction and real estate industries for his quiet, efficient management style.
- g. He lives in Arlington Heights, Illinois.
- h. He will assume the presidency of Balcor, headquartered in Atlanta, next month.
- i. Balcor Corporation owns a number of office parks across the nation and manages 22 other business properties. Total revenue last year was \$47 million.

A new 25-story office building will be built in downtown Minneapolis. The building, to cost an estimated \$40 million, is part of a downtown redevelopment effort to keep major corporations in the central city.

The office building will be the new headquarters of Kelso Industries, a diversified manufacturer of building products and the owner of a hardware chain, Kelso Supplies, with more than 100 stores throughout Minnesota, Wisconsin, and Iowa.

The Minneapolis Redevelopment Agency is guaranteeing the financing of the building and contributing up to \$5 million to landscape the public areas around the building and improve the surrounding streets. The architect is Weber and Associates, and the contractor is Rudolph and Sletten. The building will be completed in about 18 months. Company executives and city officials say the building is the cornerstone of the downtown revival.

Write a news release on behalf of Kelso Industries to announce the decision to locate its headquarters in downtown Minneapolis. Use appropriate quotations from company executives and city officials as you deem necessary. You can also elaborate on the facts given in this summary to describe the building.