

## Written Tactics in Public Relations

- The News Release:** Timely information about an activity of a public relations practitioner's client or organization, distributed in ready to use form.
- Factsheet:** Similar to a news release, however, in outline form. Summarizes key points about the event and serves as a quick reference tool for reporters.
- Media Alert:** Gives basic facts about an event in the hope of attracting media coverage. Describes interview prospects as well as photo and video opportunities.
- The Pitch Letter:** The purpose of this letter is to obtain coverage of an event in print and electronic media. Should be clever enough to catch the editor's eye while including all necessary facts.
- The Press Kit:** Gives media representatives a through background and provides information in various formats. Usually a folder containing news releases, factsheets, background articles, collateral company materials, black-and-white publicity photos, etc.
- The Newsletter:** An informal publication designed to deliver information to a target audience at regular intervals. Frequently used by corporations to communicate with employees and stockholders or by non-profit organizations to communicate with members and friends.
- Company Magazines:** Produced by the PR Department of companies and distributed carefully selected audiences (i.e., employees, stockholders, customers, or combinations of all of these.) Helps to strengthen ties between management and the groups it seeks to inform.
- Brochures:** Describe the purposes, policies and functions of an organization.
- Handbooks:** Include policy statements, statistical information, listing of significant facts about the organization.
- The Annual Report:** A corporate information document filed each year with the Securities and Exchange Commission. Many companies expand their reports with illustrations and text for distribution to stockholders, employees, and other interested parties.
- Corporate Advertising:** Intended to enhance public opinion of a company or advocate a company policy