

**Headline:** Must grab your audiences' attention and draw them in for more.

**Subhead:** Not all releases need one, but if you're going to use one, make sure it's descriptive and builds on the headline.

**Dateline:** Includes the city of origin, and the date of the release. When you issue the release over a newswire, the newswire's 'bug' will appear in the dateline to alert readers of its origin.

**Lead Paragraph:** This is the single most important paragraph in the whole release. If you don't draw your reader in here, you've lost them forever. This is your chance to set up your story in a single sentence or two.

**Second Paragraph:** This is where you dive into more detail and set up story for the reader, giving some more background or context.

**Keywords:** Using strategically placed keywords throughout the release makes it easier for your audience to find the release when searching the web for information.

**Quotes:** Having quotable quotes is a highly effective way of getting key messages out; keep them easy for readers to understand.

**Body:** This is where you give all the relevant information for your reader, facts, stats, customer testimonials and other third-party information. Write with your audience in mind.

**Boilerplate:** This is the platform to tell your audience about your organization. Keep it brief; just who you are and what you do.

**Contact Information:** Make sure to include contact name, phone number, and email address for your readers to use if they require more information. This can go either at the top or the bottom of the press release. If you distribute the release over the wire, the contact information will appear at the end per standard formatting requirements.



**Company Logo:** Can be included on releases that are do-it-yourself distributions via mail or email; should accompany an electronic distribution via a newswire service.

## World's Largest Digital Videos from MultiVu

### *Display of video on the Reuters Sign in Times Square will reach millions of viewers daily*

NEW YORK, Feb. 13/PR Newswire/- MultiVu, PR Newswire's multimedia and broadcast public relations company, is now offering its customers a unique opportunity to reach millions of consumers each day with video messages displayed on the 23-story high Reuters digital billboard located in New York's Times Square, the largest of its kind in the world, the company announced today.

The placement of MultiVu's customers' video on the Reuters Sign marks a natural extension of an extremely successful partnership entered into in March 2007 between PR Newswire and Times Square<sup>2</sup>, a division of Reuters and manager of the Reuters Sign. The initial agreement, which was the first of its kind, placed PR Newswire's customers' photos on the 7,400-square-foot billboard, which is seen by an estimated 1.5 million people who pass through Times Square daily.

"In this day and age the most successful communications programs are the ones that embrace new technologies that connect organizations directly with consumers," said Dave Armon, chief operating officer, PR Newswire. "It is our role at PR Newswire to leverage these new technologies and create new mediums for our customers to deliver their messages. Blogs and social networks - especially those centered around video - have become a mainstay of our distribution, targeting and measurement services, and now with the introduction of Times Square Video, we are giving our customers a new and unique way to reach their customers, investors or other interested parties directly."

"Video that will render well in this new medium must be concise, extremely visually appealing and eye-catching, and of course able to tell a story or convey a message without audio," said Bev Yehuda, vice president of Products, MultiVu. "MultiVu's industry-leading production staff will work closely with our clients to counsel them on editing existing video or will create new, custom video from scratch."

Through MultiVu, organizations can create customized video segments to be displayed on the Reuters billboard. The video segments will be accompanied by a headline of up to 100 characters, and a company logo.

According to a study by eMarketer, a leading market research firm, companies spent \$775 million in online video ads in 2007, and are projected to spend \$4.3 billion by 2011. MultiVu is expecting to attract non-traditional customers, such as those putting resources towards online video advertising, with this new video offering, according to Yehuda.

## About PR Newswire

PR Newswire Association LLC (<http://www.prnewswire.com>) provides electronic distribution, targeting, measurement and broadcast services on behalf of tens of thousands of corporate, government, association, labor, non-profit, and other customers worldwide. Using PR Newswire, these organizations reach a variety of critical audiences including the news media, the investment community, government decision-makers, and the general public with their up-to-the-minute, full-text news developments.

Established in 1954, PR Newswire has offices in 14 countries and routinely sends its customers' news to outlets in 135 countries and in more than 40 languages. Utilizing the latest in communications technology, PR Newswire content is considered a mainstay among news reporters, investors and individuals who seek breaking news from the source. PR Newswire's leading services include ProfNet Experts<sup>SM</sup>, eWatch<sup>TM</sup>, MEDIAAtlas<sup>TM</sup>, SEO, MediaRoom, MediaSense<sup>TM</sup>, MultiVu<sup>TM</sup>, U.S. Newswire, the preeminent policy newswire in the industry and Hispanic PR Wire, LatinClips and Hispanic Digital Network, the foremost Hispanic communications services. PR Newswire is a subsidiary of United Business Media plc of London.

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