

COMMUNICATIONS COUNCIL MEDIA UNIVERSITY
AMU 421-3: DIGITAL FRIENDLY MEDIA RELATIONS
MODULE THREE: UPDATING THE PRESS RELEASE

Additional Course Resources

I. Examples

Links in this section were referenced throughout the presentation slides (in order of initial appearance).

“Social Media Press Release 2.0” by Christopher Penn, SHIFT Communications:

<http://www.shiftcomm.com/2012/12/social-media-press-release-2-0/>

“Evolution of the News Release” by Kevin Dugan, Bad Pitch Blog:

<http://www.badpitchblog.com/2012/10/the-evolution-of-news-release-my.html>

“Google change allows company statements to top news searches” by Tom Bergin, Reuters:

http://www.reuters.com/article/2015/03/11/us-google-news-idUSKBN0M729A20150311?utm_source=API%27s+Need+to+Know+newsletter&utm_campaign=f8c47c82c7-Need_to_Know_March_13_20153_13_2015&utm_medium=email&utm_term=o_e3bf78afo4-f8c47c82c7-45796589

“What Journalists Really Think Of Your Press Release” by Robert Wynne, Forbes:

<http://www.forbes.com/sites/robertwynne/2014/02/24/what-journalists-really-think-of-your-press-release/>

“Should you issue press releases to win at Google News?” by Christopher Penn, SHIFT Communications:

<http://www.shiftcomm.com/2015/03/should-you-issue-press-releases-to-win-at-google-news/>

“Which Billionaire Could Buy Your City?” by Redfin:

<https://www.redfin.com/research/reports/special-reports/2014/us-cities-that-billionaires-could-buy.html>

“Chinese Province Quickly Becoming the Next Major Hub for Overseas Biopharmaceutical and High Tech Development” press release by Hi-Tech Development Zone (Zhongshan, China):

<http://www.multivu.com/players/English/7326851-hi-tech-development-zone-of-zhongshan-china-hosts-summits-biopharma-in-u-s/>

“Houston Car Crashes and Speeding: What ‘Fast and Furious’ Film Can Teach Drivers” press release by PR Newswire (sponsored by Eberstein Witherite LLP):

<http://www.ireachcontent.com/news-releases/houston-car-crashes-and-speeding-what-fast-and-furious-film-can-teach-drivers-500914721.html>

“Planning the evolution of press releases” by Sarah Shearman, PR Week:

<http://www.prweek.com/article/1305390/planning-evolution-press-releases>

“Media Advisory: ATA to Host Press Briefing on Trucking’s Priorities” press release by PR Newswire (sponsored by American Trucking Associations):

<http://www.prnewswire.com/news-releases/media-advisory-ata-to-host-press-briefing-on-truckings-priorities-300069733.html>

“Did Google Kill the Press Release? (No, Just Press Release SEO)” by Marc Cowlin, Meltwater:

<http://www.meltwater.com/blog/press-release-seo/>

II. Further Reading

Articles and websites in this section provide alternate perspectives, additional data and information that complement our presented material.

The Evolution of the Press Release, by Meg Avril, TechImage: <http://www.techimage.com/the-evolution-of-the-press-release-2/>

Content We Love: The Hi-Tech Evolution of Press Releases, by Shannon Ramlochan, PR Newswire: <http://www.prnewswire.com/blog/content-we-love-the-hi-tech-evolution-of-press-releases-11300.html>

Finally, big changes to how Google handles press releases, by Josh Jones-Dilworth: <http://josh.jones-dilworth.com/post/57914618565/finally-big-changes-to-how-google-handles-press>

Five Keys to Crafting Press Releases That Drive Media Coverage

http://e.prnewswire.com/N-CO-1.1.3-LP?CO=N-CO-1.1.3&LS=House-List-Outbound&LSP=2oK&LSC=N-CO-1.1.3&mkt_tok=3RkMMJWWfF9wsRonua7Mc%2B%2FhmjTEU5z14%2BwsX663iokz2EFye%2BLIHETpodcMTcdkMLjYDBceEJhqyQJxPr3HLNEN39pkRhDiCw%3D%3D

Google: Links In Press Releases Should Use Nofollow Like Paid Links, by Barry Schwartz, Search Engine Land: <http://searchengineland.com/google-links-in-a-press-release-should-be-nofollowed-like-advertisements-168339>

Google Algorithm and the Press Release: What does it mean for you? by Richard D. Pace, Everything PR: <http://everything-pr.com/google-press-release/257296/>