Communication Systems Design (CSD): 2014

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Press Release Guidelines

As you might've seen in the course memo, you also have to produce a press release for your project.

In essence, you have to highlight the key feature of your product, so to say. Please get to the point quickly and make sure that your title captures it as well. You should also explain what your work means for the society as a whole (extra angle for this course). Imagine that you were trying to obtain more funding for continuing to work on your project or your research - you would need to give some justification for the millions of euros being spent by the taxpayers.

Here's a press release that was a big disappointment for me, as it took forever to get to the main point of creating a highly expensive camera without the LCD which then lets you focus on taking your pictures and not missing any opportunities because you were staring at the LCD screen. The feature (or lack thereof) gets highlighted at the fourth paragraph and that is too late! Notice a non inspiring title as well.

http://en.leica-camera.com/Company/Press-Centre/Press-Releases/Photokina-2014/Press-Release-The-essence-of-photography-the-LEICA-M-Edition-60-Special-edition-for-the-60th-anniversary-of-the-Leica-M-rangefinder-system

In stark contrast, look at the press announcement for iPad Air from last year. The title already tells you what's going on and although the release is a bit complex as two devices are being introduced, very early on you get a quantitative measure of the new device that makes you want to push the buy button.

http://www.apple.com/pr/library/2013/10/23Apple-Announces-iPad-Air-Dramatically-Thinner-Lighter-More-Powerful-iPad.html

Your press release should be no longer than one page and if you can express yourself cleanly in three paragraphs that's fine with me as well. Here are some sample resources:

http://www.cbsnews.com/news/how-to-write-a-press-release-with-examples/

http://m.wikihow.com/Write-a-Press-Release