Press Release Starter

The following is a template of standard elements found in most press releases, including places to fill in contact info, date, key facts, release text and title. Use it to jumpstart a release or develop a format of your own:

FOR IMMEDIATE RELEASE  
month date, year

Contact: your name, phone, e-mail

- WHAT: your news is
- WHO: is involved
- WHEN: it's happening
- WHERE: it's happening
- ON THE WEB: address to any Web sites for more information on your research

Title of press release


The following example (Sample 4a) is a copy of an actual press release created and sent to media by AAA. The purpose of the example is to give you ideas for how the elements above can be incorporated into a release. You can use a similar format and substitute a logo or letterhead of your own making for that of AAA's.

Use of the AAA logo is generally restricted to official association business — including press releases. All other uses require prior permission of the association. To request permission, call Media Relations at 703-528-1902, ext. 3039.
Anthropologists from national and international businesses will gather in September for the second-annual Ethnographic Praxis in Industry Conference (EPIC) at the Intel Conference Center in Portland, Ore.

The conference — scheduled for Sept. 24 to 26 — will bring together anthropologists and other social scientists working in or consulting with business and industry to share information about current research and methods for conducting ethnographic studies in the private sector.

Ethnography is the primary method used by these researchers of consumer-related behavior to investigate human social phenomena and create descriptions that document behavior and social experiences.

In industry, the practice is called "corporate ethnography." And last year, Technology Review, a publication of the Massachusetts Institute of Technology, dubbed it a "blossoming field."

BusinessWeek, Computerworld and others have also recently recognized the growing contributions of ethnography and social scientists to corporate operations.

However, ethnographic research is applicable to business beyond consumer and product research for corporations.

A key panel discussion — "Considering Ethnography in Various Business Settings: What is Success and to Whom?" — will look beyond the corporate world to emerging areas of practice and what they mean. Panelists include practitioners from Intel Corp., IBM, Luth Research, ReD Associates, BBDO and Veriphi Consulting.

Other conference sessions will include a keynote address by Grant McCracken from MIT's Sloan School of Business, case studies, research practices and new applications for ethnography. A conference program is available on the EPIC Web site, www.epic2006.com.

Those presenting during the sessions come from a range of businesses, including Motorola, Intel, Wells Fargo, IBM, Microsoft, Yahoo! and In-Sync Consumer Insight.

EPIC's mission is to promote the use of anthropological methods and standards in studying human behavior as it applies to industry settings, including helping businesses to create better strategies, processes and products and to enhance and simplify people's lives. The conference also aims to promote the integration of anthropological theory and methods into common business practices.

The conference is sponsored by the American Anthropological Association and its National Association for the Practice of Anthropology. Corporate sponsors are Intel and Microsoft.

For more information about the conference and its sessions, contact Ken Anderson, EPIC co-organizer, 503-780-5668. For information about the practice of anthropology in business or about current research, contact Anderson or Tracey Lovejoy, EPIC co-organizer, 425-707-4624; or National Association for the Practice of Anthropology representatives Alex Mack, alexandra.mack@pb.com, 203-924-3732, and Ed Liebow, LiebowE@BATTELLE.ORG, 206-528-3155. For other media inquiries and assistance, contact Susie Bodman, media relations associate, American Anthropological Association, 703-528-1902, ext. 3039, or sbodman@aaanet.org.

Founded in 1902, the American Anthropological Association is the world’s largest professional organization of anthropologists and others interested in anthropology, with an average annual membership of more than 10,000. The Arlington, Va.-based association represents all specialties within anthropology — cultural anthropology, biological (or physical) anthropology, archaeology, linguistics and applied anthropology.