

FOR IMMEDIATE RELEASE

March 20, 2018

CONTACT

Jonathan Rick

hi@jonathanrick.com

The Top 9 Mistakes You're Making With News Releases

*What PR pros can learn from
today's buzziest news outlets*



vs.



BUSINESS
INSIDER

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Let's Whet Their Appetite

FOR IMMEDIATE RELEASE

February 10, 2011

CONTACT

Aaron Humble
ahumble@cantussings.org

Cantus Releases New Recording, *That Eternal Day*

Album contains eight world-premiere recordings

Minneapolis, MN— Cantus, “the premier men’s vocal ensemble in the United States” (*Fanfare*), has released a new recording of American sacred music, *That Eternal Day*. The album contains works by William Billings, Moses Hogan, Paul Manz, and Malcom Dalglish, as well as music from the *Sacred Harp* and *Southern Harmony* songbooks. Audience favorites, “Wanting Memories” by Ysaye M. Barnwell and Bobby McFerrin’s “The 23rd Psalm (dedicated to my mother),” are also included in the collection.

Tenor Aaron Humble says, “Singing has its roots firmly planted in sacred music and has been bringing people together for centuries. *That Eternal Day* explores our American tradition of sacred music and is a journey of self-examination, mistakes, contrition, grace, gratitude, and, most important, hope.” The disc is a natural follow-up to the ensemble’s best-selling release of American spirituals, *Deep River* (2003).

Works recorded for the first time include a new arrangement of “Simple Gifts” by Stephen Caracciolo, an adaptation for men of William Billings’s “Anthem: Lamentation Over Boston” and a Cantus arrangement of “There’s a Meeting Here Tonight.”

That Eternal Day is the ensemble’s 11th recording. Cantus recordings are available as CDs or downloads on their website, CantusSings.org, or through online retailers including iTunes and Amazon.com.

About Cantus

Cantus is acclaimed as the “premier men’s vocal ensemble in the United States” (*Fanfare*) and recognized for its artistic excellence and musical versatility. The nine members of Cantus rehearse and perform as chamber musicians, working without a conductor or music director, allowing audiences to experience a direct connection to the singers. Committed to a *cappella* presentation of significant music, including newly commissioned work, its stylistic versatility and eclectic programming have made Cantus audience favorites in its Twin Cities home and in concerts around the world since 1995.

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Let's Eat

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***Don't Neglect
a Digestif***

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Bugs

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subheadline

PART	PURPOSE	EXAMPLE
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Subheadline	So what?	For the third year in a row, corporate sponsorships continue to grow.

HEADLINE	AUDIENCE	SUBHEADLINE
Acme Releases Groundbreaking Shovel	Business	Last project of outgoing CEO, Stan Russell
Acme Releases Groundbreaking Shovel	Tech	First tool built at new all-robot plant

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facts



this?

The Constitution permits eminent domain only under certain conditions. For example, there must be just compensation, and the property must be put to public, rather than private, use.

or this?

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Of the 189 cases of eminent domain last year, courts found that 160 failed to meet these criteria. The worst abuses occurred in 6 states: Connecticut, Florida, Illinois, Kansas, Nevada, and New York.

this?

Today, the House Oversight Committee will vote on reauthorization of the SOAR Act. Among other things, SOAR would give scholarships to under-privileged kids in Washington, DC, so they can attend the private school of their choice.

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The numbers paint a dire picture. In 2016, 2,349 students applied for 234 SOAR scholarships. Meanwhile, a staggering 20,880 students remain on waiting lists for local private schools.

links

this?

Christine M. McCarthy has been named Senior Executive Vice President and Chief Financial Officer and Kevin Mayer has been named Senior Executive Vice President and Chief Strategy Officer of the Walt Disney Company, effective immediately, it was announced today by Robert A. Iger, Chairman and Chief Executive Officer.

or this?

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Apple today previewed iOS 11, a major update to the world's most advanced mobile operating system, bringing new experiences and hundreds of features to iPhone and iPad this fall. iOS 11 is the biggest software release ever for iPad, with powerful multitasking features, the Files app and more ways to use Apple Pencil.

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quotes

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“In 2014 we launched T Brand Studio with a small team that focused on creating branded content at a level of quality people expect from the *New York Times*. That talented team of designers, writers, producers, developers and strategists has grown four-fold in the last year, and we’re excited to bring our market-leading expertise to international advertisers.”

or this?

“Last year, we were a risky experiment. Today, we’re an indispensable — and soon international — moneymaker.”

T

ime was, girls were in short supply at Comic-Con, San Diego's annual comic-book/science-fiction/fantasy conference. Now they're packed into Hall H (capacity 6,500), waiting super-patiently through all the dork stuff—the endless *Tron Legacy* preview and a panel where all the geeks in the audience got worked up about some weird, tricked-out, like, car. Then *The Final Destination*, in which a

to increasingly loud rounds of applause: Ashley Greene (Edward's vampire sister, Alice), Kristen Stewart (Bella, Edward's human girlfriend), and Taylor Lautner (Jacob, Bella's hunky friend who's sometimes a werewolf). "I think we have one more backstage..." he says at last.

Pattinson, in jeans and a well-worn flannel shirt over a T-shirt, ambles onstage with a pleasant but befuddled smile and some friendly waving. The girls are no longer just shrieking. They are hyperventilating, tittering deliriously, grabbing one another by the arms so that they don't pass out. "Omigod, omigod, Oh my God!!!!!"

Sitting on the panel, the rumped, unshaven idol starts looking a little ill at ease. He seems to be in a fidget-off with Kristen Stewart, with whom everyone believes he is having a tortured offscreen romance. She's hugging her knee, pulling at strands of her new black rock 'n' roll shag. He's rubbing his neck, moving his malleable hair from left to right, and tugging at his eyebrows. But his

tic melodrama in which he plays a privileged N.Y.U. student coping with a family tragedy, he hasn't really *seen* any of New York, he explains. His social life has been limited to the bland Waldorf Towers, in Midtown, and to the two people staying with him in his suite: his sister Lizzy, who's been sleeping on the foldout sofa, and his best friend, actor Tom Sturridge, who's got the cot. He has other friends, but they're kind of broke, and Pattinson is too self-conscious to fly them in—"Then you feel like a dick." He's sure he's driving people crazy by constantly talking about how he can't leave his hotel room. And he sees his inability to relish his fans' reverence as his own shortcoming. "I guess I'm not the type of guy cut out to do a franchise," he says. "I'm not much of a crowd person."

What makes the lavish attention more awkward is that he believes he hasn't done anything to deserve it—or any praise at all, for that matter. He usually doesn't feel like talking to anyone, but silence makes him so uncomfortable that he ends up filling the

"I guess I'm not cut out to do a franchise," says Pattinson, who regrets not being able to relish his fans' reverence. "I'm not a crowd person."

bunch of people get impaled, decapitated, and churned up by escalators and cars. Um, *that's* mature. Now *Astro Boy* is zipping around the screen, chirping, "I've got machine guns... *in my butt!*" The girls are so not LOL. After all, they've been lined up since five this morning to catch a glimpse of Robert Pattinson, otherwise known as "The Pattz" or "Edward Cullen," the really hot vampire he played in *Twilight*, and by now the super-cute outfits they picked out for him—short-shorts and *Twilight* T-shirts—have gotten sweaty, and their makeup needs to be re-applied.

At last, the moderator's voice reverberates dramatically throughout the darkened hall, "And now..." The shrieking begins—deafening, glass-breaking, amusing for about three seconds, until it becomes excruciating. The moderator continues with a joke: "What would you do if I said, 'That's it. Thanks for coming?'" Some of the guys, hostile to this new Comic-Con element, roar in approval. "Yeah!"

The moderator relents, however, and introduces the cast members of *New Moon*—the second installment in the *Twilight* saga, opening this month—as they take the stage

every odd tic, his every self-effacing, British, tumbling answer to the questions thrown his way, is merely a new reason to be charmed.

Q: I love your music. Would you consider doing any more open-mike nights?

Pattinson: "Uh, um, yeah, I mean, I would. I'm just too, I'm kind of, uh, a pussy, I guess." *Aaaahhh!*

Not since Leo, circa *Titanic*, has a young actor been so aggressively beloved by 13-year-old girls worldwide. But rather than working his way through supermodels, Pattinson, who's been living out of three suitcases for the past year, has been feeling overwhelmed, self-conscious, and guilty. "I'm trying not to drown," he says in his hotel room at the San Diego Hard Rock Hotel, which is littered today with beer bottles, old scrambled eggs, a half-eaten Twix bar, and a dirty pair of jeans on the living-room floor. And he notices his unmade bed. "Oh, God. Sorry about that."

It's early August, and though he's been in New York filming *Remember Me*, a roman-

air with "a load of rubbish" or just laughing nervously. He is often apologizing—for being boring, for the "douchey" terrace that's attached to his hotel room, for telling you a story you might have read somewhere else already. When talking about seminal moments in his life, the main emotion he recalls is embarrassment. He'll dismiss his work in any way he can. When roles have been difficult, he'll say, "I had no idea what I was doing." When roles have been easy, he says he didn't have to do anything. Despite the fact that he is an exquisite beauty—with perfectly formed red, red lips and a face that might have been dreamed by the Romantic poets—he thinks he resembles "a cartoon character." One of his legs is longer than the other, which makes him look, he assures you, "like an idiot."

"I'm unbearably self-conscious about stuff," he admits. To the point where, while filming scenes before the army of New York paparazzi that has been following him around, he is terrified that his "ass crack is showing."

And the new Leo, it turns out, is also a nerd. He is never without a book in his hand, say his colleagues, or a piece of music on his mind, or a movie he wants to share. He's so obsessed about delivering a performance he

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this?

There are some things you just can't get out of your head. A pop song, a line from a movie... a spicy chicken sandwich? When it comes to crave-ability, Wendy's Spicy Chicken Sandwich always hits the spot.


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Chipotle Investor Relations - Press Release

Best-selling Author Jonathan Safran Foer Returns as Curator, with 10 New and Notable Writers Creating Original Stories to be Featured on Chipotle's Packaging

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The U.S. Chamber of Commerce today launched a \$5 million ad blitz in dozens of congressional districts across the country to support reauthorization of the Export-Import Bank.

The ads can be viewed [here](#).

or this?

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IN 2013, EX-IM PROVIDED FINANCING FOR **\$37.4 BILLION** IN U.S. EXPORTS

AND SUPPORTED MORE THAN **200,000 JOBS**

Tell Congress: **Act Now** to Reauthorize the Export-Import Bank and Protect U.S. Jobs

 U.S. CHAMBER OF COMMERCE

The advertisement features a dark green background with white and yellow text. It includes icons for a clock, a truck, and a map of the United States. A red play button icon is overlaid on the text 'Act Now'.

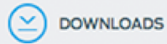
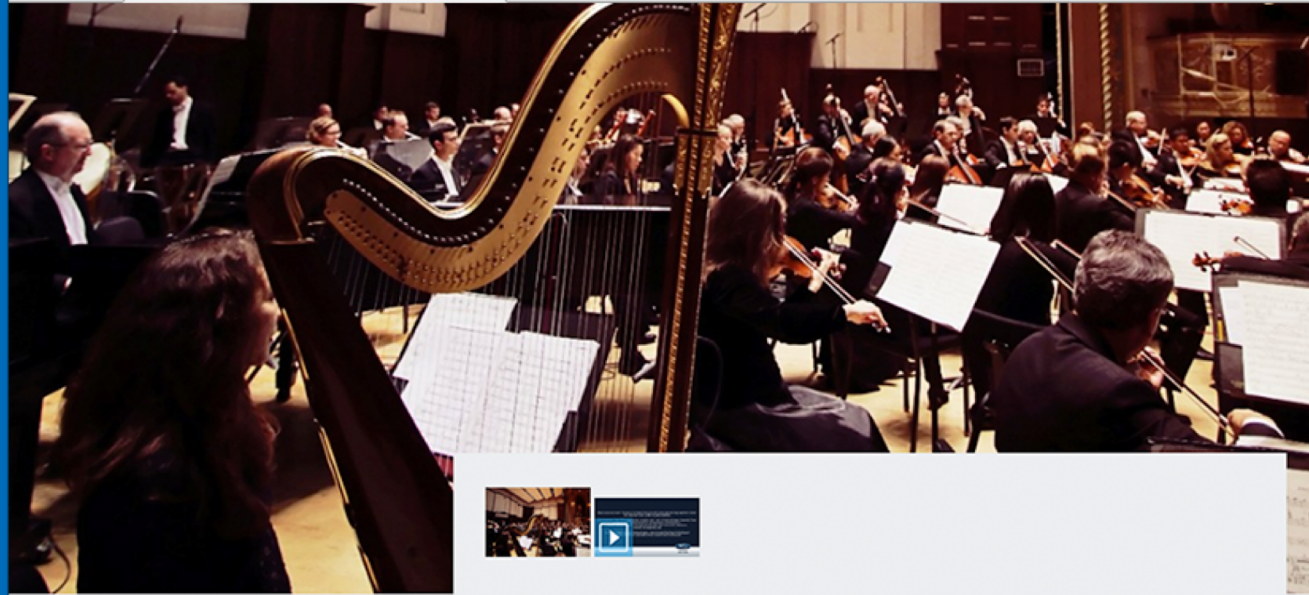
this?

Vice Media today announced that it raised a new round of funding, in the amount of \$500 million, in a deal that values the youth digital media brand at \$2.5 billion. To put this eye-popping number in context, in March, *Business Insider* secured \$12 million, at a \$100 million valuation, while in November *Vox* raked in \$46.5 million, for a valuation of \$380 million.

or this?

Vice Media today announced that it raised a new round of funding, in the amount of \$500 million, in a deal that values the youth digital media brand at \$2.5 billion. Here's how Vice stacks up against other publishers:

Publication	Capital (Millions)	Valuation (Millions)
Business Insider	\$12	\$100
Vox	\$46	\$380
Vice	\$500	\$2,500



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JUN 6, 2017 | DETROIT

FORD HELPS ORCHESTRATE A WEEK OF MUSIC, CELEBRATIONS AND COMMUNITY ENGAGEMENT IN A REVITALIZED DOWNTOWN DETROIT

- Ford is center stage for the League of American Orchestras National Conference and the 2nd annual Ford Musician Awards
- Ford is also a presenting sponsor for the first Detroit Music Weekend featuring a star-studded lineup that includes Aretha Franklin and Mitch Ryder
- Ford and Ford Motor Company Fund – the company's philanthropic arm – have been strong supporters of Detroit and southeast Michigan for more than 100 years

DETROIT, June 6, 2017 – Ford Motor Company is leading a week of musical celebrations that will showcase a revitalized Detroit and the city's rich music culture.




Ford is the presenting sponsor of the 72nd League of American Orchestras National Conference in Detroit on June 6-8. At the conference:

- Ford Fund President Jim Vella will provide opening remarks on the importance of supporting cultural institutions to form strong community bonds;
- Ford Chief Diversity Officer Meeta Huggins will address delegates from across the country about workplace diversity, a key topic facing orchestras;
- Ford will award \$75,000 to five orchestra musicians for their inspirational work in hospitals, nursing homes and schools as part of the 2nd annual Ford Musician Awards for Excellence in Community Service.

Ford is also a presenting sponsor for the inaugural Detroit Music Weekend, June 9-11. Music legend Aretha Franklin, Josh Gracin and Mitch Ryder and the Detroit Wheels are among the performers who will take the stage

Google Inc. Announces Second Quarter 2015 Results

- Revenues of \$17.7 billion and revenue growth of 11% year over year; constant currency revenue growth of 18% year over year
- Strong performance of core search business, particularly mobile, complemented by growth in YouTube and Programmatic Advertising
- GAAP and non-GAAP operating income grew 13% and 16%, respectively, year over year
- GAAP diluted EPS for Class A and B common stock and Class C capital stock of \$4.93 and \$6.43, respectively, and non-GAAP diluted EPS of \$6.99
- Strong operating cash flow of \$7.0 billion

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MOUNTAIN VIEW, Calif. – July 16, 2015 – Google Inc. (NASDAQ: GOOG, GOOGL) today announced financial results for the quarter ended June 30, 2015.

“Our strong Q2 results reflect continued growth across the breadth of our products, most notably core search, where mobile stood out, as well as YouTube and programmatic advertising”, said Ruth Porat, CFO of Google. “We are focused every day on developing big new opportunities across a wide range of businesses. We will do so with great care regarding resource allocation.”

Q2 2015 Financial Highlights

The following summarizes our consolidated financial results for the quarters ended June 30, 2014 and 2015 (in millions, except for per share information; unaudited):

	Three Months Ended June 30, 2014		Three Months Ended June 30, 2015	
Revenues	\$	15,955	\$	17,727
Increase in revenues year over year		22 %		11 %
Traffic acquisition costs (TAC)	\$	3,293	\$	3,377
GAAP operating income	\$	4,258	\$	4,825
GAAP operating margin		27 %		27 %
Non-GAAP operating income	\$	5,138	\$	5,957

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Cantus Releases New Recording, *That Eternal Day*

Album contains eight world-premiere recordings

Minneapolis, MN— Cantus, “the premier men’s vocal ensemble in the United States” (*Fanfare*), has released a new recording of American sacred music, *That Eternal Day*. The album contains works by William Billings, Moses Hogan, Paul Manz, and Malcom Dalglish, as well as music from the *Sacred Harp* and *Southern Harmony* songbooks. Audience favorites, “Wanting Memories” by Ysaye M. Barnwell and Bobby McFerrin’s “The 23rd Psalm (dedicated to my mother),” are also included in the collection.

Tenor Aaron Humble says, “Singing has its roots firmly planted in sacred music and has been bringing people together for centuries. *That Eternal Day* explores our American tradition of sacred music and is a journey of self-examination, mistakes, contrition, grace, gratitude, and, most important, hope.” The disc is a natural follow-up to the ensemble’s best-selling release of American spirituals, *Deep River* (2003).

Works recorded for the first time include a new arrangement of “Simple Gifts” by Stephen Caracciolo, an adaptation for men of William Billings’s “Anthem: Lamentation Over Boston” and a Cantus arrangement of “There’s a Meeting Here Tonight.”

That Eternal Day is the ensemble’s 11th recording. Cantus recordings are available as CDs or downloads on their website, CantusSings.org, or through online retailers including iTunes and Amazon.com.

About Cantus

Cantus is acclaimed as the “premier men’s vocal ensemble in the United States” (*Fanfare*) and recognized for its artistic excellence and musical versatility. The nine members of Cantus rehearse and perform as chamber musicians, working without a conductor or music director, allowing audiences to experience a direct connection to the singers. Committed to a *cappella* presentation of significant music, including newly commissioned work, its stylistic versatility and eclectic programming have made Cantus audience favorites in its Twin Cities home and in concerts around the world since 1995.

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subject line

Question

headline

Nascar Now Partners
With 1 in Every 4
Companies in the
Fortune 500

subject line

Guess which sports
association now
partners with 25% of
the Fortune 500?

Personal

subheadline

Last project of outgoing
CEO, Stan Russell

subject line

Lilly, Do your readers
know about Stan
Russell's farewell
project?

Immediate

quote

“Today, we’re an indispensable — and soon international — moneymaker for the company.”

subject line

Meet the NYT’s New
“Indispensable Money-
maker”

social media

Michael Irvin & Jerry Rice
Named 2016 Pro Bowl
Legends Captains



Share on Twitter

Michael Irvin & Jerry Rice
Named 2016 Pro Bowl
Legends Captains



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We just named these two
Hall of Famers the
legends captions for the
2016 Pro Bowl. (Hint:
they're both wide
receivers.)




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Congratulations to
[@michaelirvin88](#) and
[@JerryRice](#), the
2016 Pro Bowl
Legends Captains!

Baltimore Teachers Union Files Grievances Over Layoffs of 60 Educators and School Librarians

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blog post

news release

Bloomberg LP and Michael R. Bloomberg, its founder and majority shareholder, announced today that Daniel L. Doctoroff will be stepping aside from his role as President and Chief Executive Officer of the company effective at the end of this year. Bloomberg LP will not name a replacement, but rather will again be led by Mr. Bloomberg with support from the existing leadership team.

blog post

A little less than seven years ago, Mike Bloomberg bestowed on me the greatest honor possible: he entrusted me with his company. It is with great pride that I now turn it back to him. At the end of this year, I will step aside as the President and CEO of Bloomberg LP and Mike will once again assume the helm of the company.

news release

ServInt, a pioneering provider of managed cloud hosting for enterprises worldwide, today introduced its new line of fully managed, dedicated servers under the Flex brand. The new Flex Private servers — named Flex Express, Flex Pro, and Flex Enterprise — feature some of the most powerful processors available, at price points that offer an extremely favorable performance-per-dollar value.

blog post

Earlier today, ServInt announced its latest line of dedicated server products. Although we've upgraded some core components over the last two years, those changes weren't profound enough to justify too much fanfare. Instead, we wanted to wait for a major revision to the entire server line — and it's finally here!



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