

Linda Rutherford, VP, CCO, **Southwest Airlines**, found it interesting “that the majority of respondents still see the news release’s most important objective as generating media interest and/or press coverage.” With consumers’ ability to view brands’ media releases without their actually being packaged by a media outlet, “I would have thought there would be a different or equally high priority to seek general public awareness with a news release as well as have it noticed or picked up by a media outlet.”

Piispanen, Grady and Rutherford agreed that the wide variety of distribution of releases is significant. “There are so many options and we’re all using a lot of them,” Rutherford said. Added Grady, “Communicators need to use every tool in their toolbox to try and get noticed in a world that is frankly overwhelmed with information.” ■

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