

CWA Press Release Policy

What is a Press Release?

A press release or news statement is a written communication directed at a specific audience or members of the news media for the purpose of announcing something newsworthy. In other words, the information is of sufficient interest to the public, a specific audience, or the media to warrant press attention or coverage. A press release provides media professionals with the basic factual information needed to develop a news story.

Typically, the aim of a press release is to *attract favorable media attention to the industry or company issuing the release or to provide publicity for products, services or events*. Press releases can announce a range of news items, such as company information, scheduled events, new products and services, product recalls, sales and other financial data, accomplishments, awards, etc. Press releases may also contain information to correct or provide further information about a news story specially prepared and issued to newspapers and other news media to make public.

CWA Policy for Publishing Press Releases

CWA staff will give all press releases full consideration, but ultimately retains the authority to determine whether or not to publish releases. CWA staff will determine what is newsworthy, of general interest or of particular interest to our members. CWA will generally not distribute outside press releases, but may post them to a dedicated area of the CWA web site. However, under extraordinary circumstances such as a product recall announcement affecting public safety CWA will determine whether the release is posted to the site or distributed and to whom the release is distributed. CWA retains the right to edit press releases published on its site or distributed to its subscribers. Companies have the right to review edited content prior to posting or distribution.

Items not deemed newsworthy by CWA staff may be submitted for inclusion as advertising in the CWA newsletter, other CWA publication or on the web site. Press releases containing inappropriate, illegal, inflammatory, defamatory or pornographic content will not be accepted.

All press releases submitted to CWA must conform to the following criteria:

1. The information must be newsworthy, relevant and of interest to the climbing wall industry generally and to CWA members specifically;

2. The main body of press release must consist of a minimum of 100 words and a maximum of 750 words;
3. The press release must contain a headline, dateline, release date, company information and complete contact information for media contact;
4. The release may contain photos or graphics if they assist in providing clarity or necessary information regarding the news item. CWA reserves the right to make this determination;
5. Content must be accurate, factual and objective;
6. Content must not contain advertising, or advertising language for example, should not contain phrases such as, 'FREE' or 'Buy Now!';
7. Content must not be comparative in a pejorative way to competing companies, products or services. CWA reserves the right to make this determination;
8. Content must be written with correct grammar, usage, punctuation, capitalization, and spelling;
9. Content must original or correctly attribute third party sources;
10. May only be submitted and published once;