



## Guidelines for Issuing Press Releases Standard Operating Procedure

08 March 2013

The Press Release is one of the most important communication tools to raise the visibility of ASEF and its projects as well as to engage the international media, our target audiences and our stakeholders. There are also other ways of reaching out to the media (e.g. Press Statement, Dear Editor Note, Speaking to News Editors, etc.).

### **A. Workflow: Preparation of Draft and Approval Process**

#### **4 weeks**

1. The Officer in charge of the project from the departments (IE, CE, P2P) to start consultation with the Press Manager on the Press Release angle for the respective event/project.  
For up-to-date template of ASEF Press Release please refer to:  
*ASEF Connect - Home > Common Documents > Corporate Communications > Template - Press Release*

#### **3 weeks**

2. Department Officer in charge to prepare the initial draft of Press Release and send it for an approval to the department Director/Deputy Director and involved partners if necessary.
3. Department Officer to send the revised Draft to PA for editing/vetting/clearance.
4. PA Officer in charge does the editing and shares the revised draft with department Officer in charge for "accuracy check". If necessary, the department Officer can have a separate meeting with PA to understand the revisions/edit made by PA.
5. Department Officer in charge gets the approval from department Director/Deputy Director and partners (if necessary) and submits the revised draft to PA.

#### **2 weeks**

6. PA officer to submit revised draft of the press release to PA Director/Deputy Director for vetting/clearance.

#### **1 week**

7. PA Officer to forward final draft via email to DED for approval copying ED (in CC: G-PA, G-EO, respective department Director and Deputy Director, department Officer in charge).
8. Once approved by EO, Project Officer has 24 hours to revert for any objections, if any, to this final draft.

### **B. Final Format of Press Release**

9. PA Officer to establish suitable serial number for the press release. This comprises the date of issue [YYMMDD] and the chronological number of the press release for that year [PR10XX].
10. To establish this serial number, check for the last serial number of the latest ASEF press statement that was issued. The new number should be the next running number in sequence with the relevant date of release, e.g.
  - Last issued statement : 110616\_PR1111
  - New statement to be issued: 110708\_PR1112
11. PA Officer to convert the final draft from WordDoc to PDF format for release.

### C. Dissemination – Standard Drill

12. **PA Officer** to disseminate the PDF formatted Press Release (as well as copy the PR content as a body text of the letter) through the ASEF mailbox ([info@asef.org](mailto:info@asef.org)) to PA Press Release Group Mail.

Note: The PA Press Release Group Mail comprises the following:

- Newsrooms of ASEM countries
- Relevant media contacts of ASEF including specific media in the specific ASEM country of ASEF event venue and PA journalists alumni
- ASEF Governors
- ASEM SOMs, ASEM Contact Points, EC and DEVCO contacts
- ASEFUAN Executive Committee

13. **Department** disseminates the PDF-formatted Press Release to the following contact points:

- Partners
- Department Network
- Theme specific contacts list
- ASEF Alumni from the country of project/event venue

\*\*Please note that it is not recommended by PA to send out the press release/note to editor on Friday since there will be limited chances for the story to be picked up by any media over the weekend

### D. Sharing Press Release Through the ASEF Website, Facebook and Twitter

14. Department Officer to upload the approved press release to the ASEF website under the project page.

15. PA Officer to update Facebook page Wall with the link to the Press Releases section on the ASEF website.

16. PA Officer to update Twitter status and link to the Press Releases section on the ASEF website.

### E. Keeping ASEF Colleagues in the Loop

17. After issuing the press release, PA will forward the same email to all ASEF staff to inform them of the press release. It can further be disseminated by ASEF Project Officers to their relevant network of contacts.

### F. Filing for the Record

18. All ASEF press releases must be filed under the "Press Release" folder in ASEF Connect: *ASEF Connect - Home > Public Affairs > Media Projects & Media Relations > Press Releases*

19. All Press Releases are filed chronologically. Select the correct YEAR folder (e.g. 2010), then prepare to file both the WordDoc and PDF versions. Name the documents by the same number sequence of that year followed by title of Press Release, e.g.

**110912\_PR1119 – AER takes lead in developing Early Warning Systems in Minority Conflicts.**

[Note: This is important for future retrieval]

*Dear colleagues,*

*PA has disseminated the following press release "**Title of the Press Release**" to newsrooms in Asia and Europe, relevant media contacts as well as ASEF Governors, ASEM SOM Leaders, ASEM Contact Points, ASEFUAN Executive Committee. We have also published it on ASEF's online platforms.*

*We would appreciate if you could disseminate this to your own contacts where appropriate.*

*Link to the Press Release on ASEF website: ...*

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