**Press Note:**

It is an account of government view point issued on important and urgent occasions. A press note is neither a news story, nor a press release, nor a handout which leave the, sub-editor at liberty to publish it or the otherwise.

It is basically the standpoints of district or divisional magistrate on any incident or the policy making regarding law and order situation

Newspapers or electronic media have no choice but to publish or air it in the same language and with the same contents. So as far as its print or broadcast is concerned that is no problem but as far as its understanding and comprehension by the general public is concerned it should be taken into account while producing or writing a press note.

Hence, it should be short, brief, timely, understandable, concise, and specific and should contain all relevant facts and figures in their true perspective. It should be written in the policy frame work of the government.

Who can issue press note

* Office District magistrate
* Office of divisional magistrate

**Hand Out**

A story sent round to press by public relation departments of government or semi government institutions

**Types of Handouts**

* Government official announcements
* Official routine of a president, prime minister, governor, CMs, Federal or provincial ministers
* Official routine of commissioner, deputy commissioner
* Performance report of government institutions
* Important decisions about national benefits
* Summery about official government meetings

**Who can issue handouts?**

* All provisional Directorate general public relation departments
* Press information departments (central or regional offices)
* ISPR

**Principles of writing Handout**

* Add date and reference number to each handout (mandatory)
* Precise and concise
* Avoid ambiguity
* Avoid abbreviations

**Press Conference**

**What is a '**[**Press Conference**](http://www.investopedia.com/terms/p/press-conference.asp)**'**

A [press conference](http://www.investopedia.com/terms/p/press-conference.asp) is a meeting organized for the purposes of distributing information to the media and answering questions from reporters. Normally the [press conference](http://www.investopedia.com/terms/p/press-conference.asp) is led by the company's executive management or their appointed press liaison. Given the media's limited resources, it may be difficult to attract major media attention to a [press conference](http://www.investopedia.com/terms/p/press-conference.asp) unless the company has a truly unique or newsworthy announcement to share. [Press conference](http://www.investopedia.com/terms/p/press-conference.asp)s can also be issued in response to addressing [public relations](http://www.investopedia.com/terms/p/public-relations-pr.asp) issues.

WHY SHOULD YOU HOLD A PRESS CONFERENCE?

* You can give more information than in a press release.
* A press conference is interactive; you can answer questions from the press, and emphasize points you might not otherwise have a chance to make.
* You can announce an important development, and explain its significant local and wider implications.
* You can set the record straight if your group received negative publicity.
* You can often generate the kind of notice or publicity – a spot on the 6:00 TV news, for instance – that you’d otherwise have to pay a large amount for.
* When many media representatives are present, it makes your conference seem really newsworthy -- the media presence itself adds to the importance.
* A successful media conference can not only generate news, but can also boost the morale of your own group -- that is, your group can take pride in knowing that the press will really turn out to hear what you have to say.
* HOW DO YOU HOLD A PRESS CONFERENCE?
* Define the message.
* Schedule the date and time
* Pick the site.
* Select and train your participants.
* Contact the media.
* Follow up with the media.
* PREPARE THE ROOM.
* Develop a press kit
* Press release regarding press conference
* Writing pad /Pen
* Brochures regarding events
* Material regarding organization
* Special arrangement for electronic media
* For the camera placements proper plate forms are to be provided
* Availability of electric supply
* Availability of mike
* Off the Record Matters
* End of Press Conference at proper time
* Arrangement of High Tea at the end
* After Press Conference
* Try to make contacts with media persons and from the attendance register send the press release of the event to that media organizations who may for some reason are not arrived

## Pamphlets and brochures

Single sheet, small book or magazine containing pictures and information about a product or service. Available in multiple size with various folding options

A **brochure** is an informative paper document (often also **used for** advertising), **Brochures** are distributed inside newspapers, handed out personally or placed in **brochure** racks in high traffic locations. They may be considered as grey literature.

A **company brochure** is a print publication used to highlight a **company's** benefits, products and services for customers. A **brochure** typically has one, two or three folds and is distinct from a flier, direct mail letter or catalog.

**Flyer**

A flyer is a form of **paper** advertisement intended for **wide** distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail. In the 2010s, flyers range from inexpensively photocopied leaflets to expensive, **glossy**, full-color circulars.