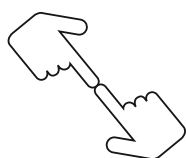# ASDC
AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

PUBLIC RELATION
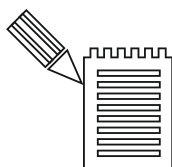# GUIDELINES

PHOTOS

NETWORKING

DIGITAL

SHARING

NEWSLETTER

COMMUNITY

E-MAIL

ARTICLES

- Suggest at-least 2 headlines for an article and take approval on them from the client.

- Headline for the article should be kept in bold.

- The font style for the headline should be **'Times Roman'** and the font size should be **'14'**.

- Add company's logo in the top right corner in Header section.

- Mention authors name below the headline in *italics* with full designation of the author and company's name.

- Article drafted should be aligned properly.

- Apply border after drafting the article.

- Article should be of **1000** to **1500** word limit

- While drafting an article the font style used should be **'Times Roman'** and the font size should be **'12'**.

- While sharing the article with the journalist for the media placement, attach spokesperson/author's profile picture also.

- Share the latest profile picture of the spokesperson for the media placement.

- Share the link of the article once its published with the client on WhatsApp group and then a traction mail along with the snapshot of the article.

PRESS RELEASE

- Suggest at-least 2 headlines for press release and take approval on them from the client.

- The font style should be **'Times Roman'** and the font size of the headline should be **'14'**.

- Add company's logo in the top right corner in Header section.

- Ask client for the spokesperson name which needs to be quoted in each press release.

- After drafting the press release share it with client for final approval on the release and the quotes of the spokesperson.

- The word limit for the press release should be **300** to **400**.

- The font style used while drafting the press release should be **'Times Roman'** and the font size should be **'12'**.

- Press release drafted should be aligned properly.

- Apply border after drafting the release.

- Mention Company's updated boiler plate below the release along with the contact details of the person to be contacted for the release.

- Share any pictures/info-graphics for the press release with the journalist along with the press release for media placement.

- Share all the tractions appeared with the client on WhatsApp group and traction mail for all the tractions secured throughout the day.

PICTURES

- Search for general content related pictures/images in shutter stock, which are relevant for client and share it with the media.

- In case of any specification, ask the client to share the images/pictures/info-graphics.

- The size of the picture should be '**1MB**' and '**300 dpi**'.

- The picture should not be pixelated / blurred.

PITCH NOTE

- Pitch note should be of 2-3 paragraphs.

- Incorporate standardized company's profile in the end of every pitch note.

- Mention/attach spokesperson profile in the pitch note along with their profile picture.

- Add some talk points in the pitch note on which the spokesperson can elaborate or talk about.

- Suggest some story ideas on which a story can be done, before sharing the story ideas with the journalist take internal/client approval

- The main ask / objective in the pitch note should be clear whether you are seeking opportunity for any interaction / feature story / industry story / Relationship Building Meetings (RBM).

- After securing any opportunity, share an email with client informing them about the opportunity. In the opp. mail do mention about all the specifications like, the main ask of the journalist, deadline to share the inputs, word limits, about the journalist and 2-3 links of their previously done stories, about the publication and its monthly reach.

Q&A's

- After securing email interaction opportunity, ask the journalist to share the questions, time limit to share the responses and the responses shared should be from a spokesperson POV or someone else.

- Mention the publication name and spokesperson name along with their full designation and company's name below it on the top left corner, before drafting the responses.

- Responses drafted should be aligned properly.

- Apply border after drafting the responses.

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