**PRESS RELEASE, PRESS CONFERENCE, PRESS NOTE,**

**PRESS STATEMENT**

**PRESS RELEASE**

A press release is a written communication that reports specific but brief information about an event, circumstance, product launch, or other happening. It's typically tied to a business or organization and provided to media through a variety of means.

The main purpose of all press releases is to promote something significant and specific, and to do so clearly. Beyond that, a press release is a document that adheres to a strict format and serves three marketing and promotional purposes:

* To notify the media about an event in hopes that they will spread the word.
* To share something about your business, hoping a reporter will see a story in your press release and write an actual news article about it.
* To promote your business' appearance on the internet via blogs, websites, and [social networks](https://www.thebalancesmb.com/understanding-the-role-of-social-media-in-marketing-2296140).

**PRESS CONFERENCE**

A press conference is an event organized to officially distribute information and answer questions from the media. Press conferences are also announced in response to specific [public relations](https://www.investopedia.com/terms/p/public-relations-pr.asp) issues. Its a question and answer period, set up by an organization, that allows the press to ask questions, usually after a prepared statement has been verbally delivered.

* Press conferences are events where information is distributed and where the media can ask questions.
* These events are held to respond to positive and negative news, for product launches, or to apprise the media and public about any other information about a company.
* Most press conferences are announced through a press release which is a well-crafted written statement outlining the nature of the conference.
* Press conferences are held by corporations and other businesses, politicians, and other government officials.

There are many reasons why companies / government choose to hold press conferences. They may be called to do any of the following:

* Respond to earnings, other news, and/or controversies.
* Announce the departure or addition of a new executive.
* Unveil a new production facility.
* Announce the release of a new product.

**PRESS NOTE**

It is an account of government view point issued on important and urgent occasions. Press Note is usually short and crisp notes with direct messaging. The Notes describes one’s viewpoint on specific matters in which the government’s firm stand is to be explained. Press notes should be prepared in the most logical manner and with suitable words. As compared to press release which is issued by an organization or a party other than government, press note is only issued by government and its institutes and the editor is bound to publish it without any change.

**PRESS STATEMENT**

A press statement provides the news media with quotes from a person / organization and facts that can be attributed to it so that person/organization’s side of the story is heard. A paragraph or two that can be dropped into a news story is plenty.

A press statement is not the same as a [press release](https://www.thebalancesmb.com/what-is-a-press-release-3515529). The latter is longer and more detailed, written in a newsy style and usually published in order to announce an event: a store opening, a product launch, or an award. The issuer of the press release wants to [make news](https://www.thebalancesmb.com/sample-press-release-1360660).

A person / organization needs a press statement when its already in the news, for better or worse. A statement is more likely to be widely published because it is exactly what a reporter wants: quotes and facts from the subject of a breaking story.