

STRICT EMBARGO: Until April 1, 2015 (Who sends stuff that can't be reported now??)

Contact: Media Minefield
media-minefield.com

Death of the Press Release

~This press release is to announce the end of the press release era~

Minnetonka, MN (April 1, 2015) - On this day, the first of April, 2015, we officially declare the death of the press release. No longer will these .pdf-attached emails fill newsroom inboxes and clog fax machines. The practice of writing press releases has outlived its usefulness. Let's be honest, how many people actually read press releases?

The press release is preceded in death by the typewriter, telegraph and rotary phone, which became obsolete when new technology and practices came along. It is the way of the world. Some like to call it survival of the fittest. And the press release is not fit.

"If you still rely solely on a press release, I'd suggest ditching your cell phone and mounting a CB in your car," says Media Minefield CEO, Kristi Piehl. Mark Edwards says "It's a waste of time." "And a waste of paper," adds Rob Koch. "One time I got a press release delivered in a shoe. Fancy does not equal coverage," says Andrea McMaster. "Delete. Delete. Delete. Delete. Delete. In my world, receiving a press release was quickly followed by hitting delete," declares Michelle Lawless. "Not to sound callous, but I'm surprised press releases have survived for so long," says Allison Ortiz. "My favorite press releases came with food. I liked to read the headline. **And anything in bold,**" exclaims Conny Bergerson. "I only opened press releases half the time, and I was not thrilled I had to do it," confesses Christina Vandre. "Oh good! Another press release in my inbox. I'm so excited to read this," says no reporter ever! Recycling bins everywhere say "thank you."

Blah, blah, blah... Wait? You're still reading? We only put this here to make the press release seem longer and more important. We don't have anything left to say. In fact, we didn't really need anything beyond the first paragraph. So, please, go about your day.

About Media Minefield:

Media Minefield is a news-driven PR agency on a mission to change the perception of the industry. Media Minefield works with clients to define their message and promote it through interviews on their local news and through social media. We are not in the habit of sending press releases.

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