

Don't Leave Journalists Wondering: "How Do I Pronounce That"



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As we find ourselves looking to generate positive news coverage in the rapidly evolving digital era, we learn more about its defining features. Companies are transforming how we see the world, how we consume, learn and socialize. For a creative brand seeking media coverage, it's important to distribute interesting news along with engaging multimedia. Although helpful advice, this is a tip that gets suggested often enough to no longer be considered an insider tip. To really tip the scales and leave a memorable mark on the media and news consuming audiences, we need to look closer at how brands can better acquaint themselves with journalists and reporters. Today's companies exude creativity in all of their decisions, first and foremost with their corporate names. A great way for companies to familiarize their target market with their brand is to announce their name clearly, in a memorable way. Don't leave journalists and reporters asking, "How do I pronounce that?" Tell them with a pronunciation key!

Business Wire's BizWireTV is a video news show that spotlights the top trending and most interesting stories crossing the wire each week. Our editorial production team takes great

pride in presenting the brands behind those stories as accurately as possible and that starts with the correct pronunciation of their names. Great research is done into the companies behind the releases that serve as the backbone for each episode. BizWireTV, like every news media program, would benefit if brands included a pronunciation key with their releases. It would prevent the media from making an error they wouldn't want to, and make sure that the brand behind the story is presented accurately.

How it works:

Using a [pronunciation key](#), spell out your brand name using characters that will allow the reader to understand how each letter and section should be pronounced. For example, Bacchus, the Greek God of Wine, would be written out as: (ba-kəs). The reader will have a clearer understanding of how each vowel is pronounced and how the word should be said when spoken aloud. By encouraging the reader, and providing an opportunity to learn how to properly pronounce your company name, you work to create a memorable impression of your brand.

As for where to include the correct pronunciation of your company name, that can depend on several factors. If you're a startup, a new brand looking to make a strong impression, it might make sense to include the pronunciation along with the first mention of the company in the release. If you're a publically listed company, including a pronunciation along with your ticker will bring added attention to both. A neutral location within the release is the boilerplate. Readers look to this section to learn more about the company and their goals.

A tool for whenever necessary:

Using the same pronunciation-key, you can provide pronunciation accurate spellings of people's names and locations pertinent to your company announcement. When issuing

a news release always ask yourself, what questions will journalists and reporters be asking? Sure, they'll be asking about the content of your announcement, details and data points. The one question you don't want to leave them wondering is how to correctly pronounce a bit of information when presenting your story on air.