

pressrelease v1.0: typesetting press releases

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Abstract

The pressrelease class is provided for typesetting press releases. I wrote it because I found that newlrm's press release option wasn't sufficiently configurable for my requirements. Sample documents should be available in the `samples` subdirectory of the directory where this document is located.

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1 Introduction

A press release is a written statement to inform the media of forthcoming events, new products, awards or any other type of news item. A press release

should be a compact document that briefly outlines the main details of the news item. Therefore press releases are usually no longer than a single page. Hard copies are typically double-spaced to allow the journalist room to scribble notes. The end of the press release is signalled by three hash (#) signs (end of release marker).

The `pressrelease` class is loaded in the usual \LaTeX manner:

```
%\documentclass{pressrelease}  
%
```

You may specify the class options: `10pt`, `11pt`, `12pt`, `a4paper`, `letterpaper`. These are the same as the standard class options of the same names. The `geometry` package is automatically loaded so if you want to change the page size you can do so using `\geometry` (see the `geometry` documentation for further details). You can also use the class option symbols to automatically load the accompanying `pressrelease-symbols` package (see Section 4).

Within the document environment, the contents of the press release should be placed inside the `pressrelease` environment.

`pressrelease`

```
\begin{pressrelease}  
<press release content>  
\end{pressrelease}
```

Within the `pressrelease` environment you can use the `about` environment for information about the company.

`about`

```
\begin{about}  
<Information>  
\end{about}
```

The contents of the `pressrelease` environment are double-spaced (using the `setspace` package, which is loaded by default). Two \LaTeX runs are required to ensure the last page information is correct.

2 Data Setting Commands

In the preamble (or anywhere before the start of the `pressrelease` environment) you may use the commands described below to provide data used in the press release. You can later access the information provided using

`\PRusevar`

```
\PRusevar{<variable>}
```

where `<variable>` is the variable name. For example, to access the information provided by `\PRcompany`, you can use `\PRusevar{company}`.

`\PRheadline` `\PRheadline{text}`

This specifies the press release title used in the headline block.

`\PRsubheadline` `\PRsubheadline{text}`

This specifies the press release sub-title used in the headline block.

`\PRrelease` `\PRrelease{text}`

This specifies the release statement. If omitted, the default is “For immediate release”. For example:

```
%\PRrelease{Embargo until 30th April 2014}
%
```

`\PRlogo` `\PRlogo{logo}`

This specifies the company logo, where *logo* represents the commands required to display the logo. For example, if the logo is in the image file `company-logo.png`:

```
%\PRlogo{\includegraphics{company-logo}}
%
```

(Remember to include the `graphicx` package if you want to use `\includegraphics`.)

`\PRcompany` `\PRcompany{name}`

This specifies the company name. For example:

```
%\PRcompany{Imaginary Company, Ltd}
%
```

`\PRdepartment` `\PRdepartment{name}`

This specifies the department name. For example:

```
%\PRdepartment{Department of Miscellaneous Stuff}
%
```

`\PRlocation` `\PRlocation{place}`

This specifies the company's location. For example:

```
%\PRlocation{The Moon}
%
```

\date \date{*<some date>*}

This specifies the date of the press release. For example:

```
%\date{1st April 2014}
%
```

If omitted, \today will be used.

\PRcontact \PRcontact{*<name>*}

This specifies the name of the contact person in case of queries. For example:

```
%\PRcontact{Ann Other}
%
```

\PRaddress \PRaddress{*<text>*}

This specifies the contact's postal address. For example:

```
%\PRaddress{1 The Street\\The City\\AB1 2YZ}
%
```

\PRphone \PRphone{*<number>*}

This specifies the contact's telephone number. For example:

```
%\PRphone{0123 456789}
%
```

\PRmobile \PRmobile{*<number>*}

This specifies the contact's mobile phone number. For example:

```
%\PRmobile{07123 456789}
%
```

\PRfax \PRfax{*<number>*}

This specifies the contact's fax number. For example:

```
%\PRfax{0123 456788}
%
```

`\PRurl` `\PRurl{<web address>}`

This specifies the company's web address. For example:

```
%\PRurl{http://www.some-company.com/}
%
```

This information is inserted at the end of the about environment using `\url` (the `url` package is automatically loaded).

`\PRemail` `\PRemail{<email address>}`

This specifies the contact's email address. For example:

```
%\PRemail{ann.other@some-company.com}
%
```

This is formatted using the command

`\PReformat` `\PReformat{<text>}`

This defaults to `\texttt{<text>}` but if you load the `hyperref` package you can convert the email address into an active length using:

```
%\renewcommand*\PReformat}[1]{\href{mailto:#1}{\texttt{#1}}}
%
```

`\PRhours` `\PRhours{<times>}`

This specifies the company's opening hours. For example:

```
%\PRhours{9:00--17:30 Mon--Fri}
%
```

`\PREnc1` `\PREnc1{<times>}`

This specifies any enclosed information. For example:

```
%\PREnc1{complementary tickets}
%
```

This information is inserted before the end of release marker.

3 Changing the Settings

The layout of the press release consists of: (upper area) the logo, the release statement, the headline block, the top information block; (lower area) the bottom information block, the enclosure information, the end of release marker. The contents of the `pressrelease` environment is placed between the upper and lower areas.

The layout of the press release can be customized using:

`\PRset`

```
\PRset{<options>}
```

where `<options>` is a `<key>=<value>` list of options. Most of these options can also be passed as class options. The options that can't be passed as a class option are: `topinfo` and `bottominfo`.

head This indicates if the headline block should go above or below the top information block and may also be used to indicate the horizontal position of the headline block. Permitted values: `above`, `below`, `center`, `left`, `right`. (The value `centre` is equivalent to `center`.) Mutually exclusive options override each other. For example

```
%\PRset{head=left,head=right}
%
```

will put the headline block on the right, whereas

```
%\PRset{head=left,head=above}
%
```

will put the headline block on the left above the top information block. For convenience the following options are also supplied to specified both the horizontal and vertical position: `above center` (or `above centre`), `above left`, `above right`, `below center` (or `below centre`), `below left`, `below right`. The default is `above center`.

smashlogo This is a boolean option. If true, the logo is placed inside a `\vbox` of zero height. The default is false.

logo This indicates the logo's position. Permitted values: `left` (flush left), `right` (flush right), `above` (above the release statement), `below` (below the release statement). Mutually exclusive options override each other. For example

```
%\PRset{logo=left,logo=right}
%
```

will put the logo on the right, whereas

```
%\PRset{logo=left,logo=above}  
%
```

will put the logo on the left above the release statement. For convenience the following options are also provided that specify both the horizontal and vertical positions: above left, above right, below left and below right. For example

```
%\PRset{logo=above left}  
%
```

is equivalent to

```
%\PRset{logo=left,logo=above}  
%
```

The default is above right.

releasealign This specifies the alignment of the release statement. Permitted values: center (centred), left (flush left), right (flush right). The default is center. (The value centre is equivalent to center.)

ruled This is a boolean option. If true, horizontal rules are placed in the header block. If the head option has been set to above only two rules are drawn, one above the release statement and the other below the subheading. If the head option has been set to below, four rules are drawn: above and below the release statement, above the headline and below the subheading. The default value is true.

topinfoalign This specifies the alignment of the top information block. Permitted values: center (centred), left (flush left), right (flush right). The default is left. (The value centre is equivalent to center.)

bottominfoalign This specifies the alignment of the bottom information block. Permitted values: center (centred), left (flush left), right (flush right). The default is right. (The value centre is equivalent to center.)

topinfo This specifies the information to display in the top information block and the display order. The value should be a slash / separated list of keywords indicating the information. The order of the keywords in the list indicates the display order. Permitted keywords: company (as given by \PRcompany), department (as given by \PRdepartment), location (as given by \PRlocation), contact (as given by \PRcontact), address (as given by \PRaddress), hours (as given by \PRhours), phone (the phone numbers block as given by \PRphone, \PRmobile and \PRfax), email (as given by \PRemail), date (as given by \date). The default is:

```
%\PRset{topinfo=company/department/location/date}  
%
```

This option can't be passed as a class option.

bottominfo The specifies the information to display in the bottom information block and the display order. This has the same syntax as topinfo. The default is:

```
%\PRset{bottominfo=contact/address/hours/phone/email}  
%
```

This option can't be passed as a class option.

4 Textual Tags

The top information block, the website information at the end of the about environment, the bottom information block, and the enclosure information all have textual tags formatted using:

```
\PRtagformat    \PRtagformat{<text>}
```

This defaults to `\textbf{<text>:}` (the tag in bold with a colon). The top and bottom information blocks are set in a tabular environment with each row displayed using

```
\PRinfotopline    \PRinfotopline{<tag>}{<details>}
```

for the top information block and

```
\PRinfobottomline    \PRinfobottomline{<tag>}{<details>}
```

for the bottom information block. Both of these commands default to

```
\PRinfofline    \PRinfofline{<tag>}{<details>}
```

This is defined as

```
%\newcommand*{\PRinfofline}[2]{%  
% \PRtagformat{#1} & \PRinfoentry{#2}\tabularnewline  
%}  
%
```

where

```
\PRinfoentry    \PRinfoentry{<details>}
```


formats the data supplied by commands such as `\PRcompany`, described in Section 2. Rows with empty data are ignored.

If you want to remove all tags in the top and bottom information blocks, you can do so using:

```
%\renewcommand*\PRinfoentry[2]{%  
% \PRinfoentry{#2}\tabularnewline  
%}  
%
```

or if you want the tags on the right instead of the left you can do:

```
%\renewcommand*\PRinfoentry[2]{%  
% \PRinfoentry{#2} & \PRtagformat{#1}\tabularnewline  
%}  
%
```

If you only want to remove the tags from the top information block, you can do:

```
%\renewcommand*\PRinfotopline[2]{%  
% \PRinfoentry{#2}\tabularnewline  
%}  
%
```

The enclosure information is formatted using:

```
\PREncformat {tag}{details}
```

The website information at the end of the about environment is formatted using:

```
\PRurlformat {tag}{web address}
```

The tags can be changed by redefining the commands described below. For example, if you want to provide alternative text or if you want to display symbols instead. The `pressrelease-symbols` package provided with the `pressrelease` class redefines these commands to display symbols from the `marvosym` package¹. (It also suppresses the tags in the top information block.) So if you want symbols you can just do:

```
%\documentclass{pressrelease}  
%\usepackage{pressrelease-symbols}  
%
```

or, equivalently,

¹There's an additional symbol defined using the `tikz` package.

```
%\documentclass[symbols]{pressrelease}
%
```

If you don't like this choice of symbols you can just redefine the commands below according to your preferences.

`\PRcontacttext`

```
\PRcontacttext
```

The contact tag. Default: "Contact".

`\PRphonetext`

```
\PRphonetext
```

The phone tag. Default: "Telephone".

`\PRmobiletext`

```
\PRmobiletext
```

The mobile phone tag. Default: "Mobile".

`\PRemailtext`

```
\PRemailtext
```

The email tag. Default: "Email".

`\PRurltext`

```
\PRurltext
```

The url tag. Default: "Website".

`\PRfaxtext`

```
\PRfaxtext
```

The fax tag. Default: "Fax".

`\PRcompanytext`

```
\PRcompanytext
```

The company tag. Default: "Company".

`\PRdepartmenttext`

```
\PRdepartmenttext
```

The department tag. Default: "Department".

`\PRaddresstext`

```
\PRaddresstext
```

The address tag. Default: "Address".

`\PRhourstext`

```
\PRhourstext
```

The opening hours tag. Default: "Opening Times".

<code>\PRdatetext</code>	<code>\PRdatetext</code>
	The date tag. Default: “Date”.
<code>\PRlocationtext</code>	<code>\PRlocationtext</code>
	The location tag. Default: “Location”.
<code>\PRencltext</code>	<code>\PRencltext</code>
	The enclosures tag. Default: “Encl.”
<code>\PRabouttext</code>	<code>\PRabouttext</code>
	The about tag. Default: About <code>\PRusevar{company}</code> . The default release statement (“For immediate release”) is produced using
<code>\PRreleasetext</code>	<code>\PRreleasetext</code>
	This is used if <code>\PRrelease</code> isn’t used. The page footer uses
<code>\PRnOfm</code>	<code>\PRnOfm{<n>}{<m>}</code>
	to format the page number in the style “<n> of <m>”.

5 Adding Multilingual Support

If you want to provide translations for the tags, you can write your own package that redefines the commands described in Section 4. For example, create a file called `pressrelease-⟨LANG⟩.sty`, where `⟨LANG⟩` is the language name and type in the following, replacing `⟨LANG⟩` with the language name and inserting the required translations:

```
%\NeedsTeXFormat{LaTeX2e}
%\ProvidesPackage{pressrelease-⟨LANG⟩}
%

%\renewcommand*{\PRreleasetext}{For immediate release}
%\renewcommand*{\PRcontacttext}{Contact}
%\renewcommand*{\PRphonetext}{Telephone}
%\renewcommand*{\PRmobiletext}{Mobile}
%\renewcommand*{\PRemailtext}{Email}
%\renewcommand*{\PRurltext}{Website}
%\renewcommand*{\PRfaxtext}{Fax}
```

```

%\renewcommand*{\PRcompanytext}{Company}
%\renewcommand*{\PRdepartmenttext}{Department}
%\renewcommand*{\PRaddresstext}{Address}
%\renewcommand*{\PRhourstext}{Opening Times}
%\renewcommand*{\PRdatetext}{Date}
%\renewcommand*{\PRlocationtext}{Location}
%\renewcommand*{\PRabouttext}{About \PRusevar{company}}
%\renewcommand*{\PRencltext}{Encl.}
%\renewcommand*{\PRnOfm}[2]{#1 of #2}
%
%\endinput
%
```

If you want to use the babel interface, you can add the definitions to the `\captions<LANG>` command:

```

%\addto\captions<LANG>{%
% \renewcommand*{\PRreleasetext}{For immediate release}
% % etc
%}
%
```

Put the file somewhere on TeX's path, and now you can use this package in your document. You might also consider uploading it to CTAN in case other users find it useful.

6 Example Document

The document below uses the default layout. (The first two lines are arara directives. You can ignore them if you don't use arara, but they are a reminder that two \LaTeX runs are required.) The package is loaded with the `british` option to change the default date format. The image file used for the logo is provided by the `mwe` package. The resulting document is shown in Figure 1. This example, and others, can be found in the `samples` subdirectory of the documentation directory.

```

% arara: pdflatex
% arara: pdflatex
\documentclass[a4paper,11pt]{pressrelease}

\usepackage[british]{babel}
\usepackage{graphicx}

\PRlogo{\includegraphics[height=2cm]{example-image}}
```

```

\PRcompany{Some Company}
\PRdepartment{Some Department}
\PRcontact{Ann Other}
\PRlocation{Some City}
\PRaddress{1 The Street\\The Town\\AB1 2YZ}
\PRphone{01234 56789}
\PRmobile{07123456789}
\PRfax{01234 56788}
\PRurl{http://www.some-company.com/~abc}
\PRemail{ann.other@some-company.com}
\PRhours{9:00--17:30 Mon--Fri}

\PRheadline{Some amazing news}
\PRsubheadline{subheading}

\begin{document}

\begin{pressrelease}

This is an example press release. Keep it short and use the third
person. Avoid the use of exclamation marks and all-caps. Put all the
pertinent details in the first paragraph. Answer who, what, when,
where and why.

Use short paragraphs. Try not to exceed 500 words. Keep to the point
and avoid jargon. This is the default layout. The image is from the
\textsf{mwe} package.

\begin{about}
Some Company was set up in 2014.
\end{about}

\end{pressrelease}

\end{document}

```



FOR IMMEDIATE RELEASE

Some amazing news *subheading*

Company: Some Company
Department: Some Department
Location: Some City
Date: 10th September 2014

This is an example press release. Keep it short and use the third person. Avoid the use of exclamation marks and all-caps. Put all the pertinent details in the first paragraph. Answer who, what, when, where and why.

Use short paragraphs. Try not to exceed 500 words. Keep to the point and avoid jargon. This is the default layout. The image is from the mwe package.

About Some Company

Some Company was set up in 2014.

Website: <http://www.some-company.com/~abc>

Contact: Ann Other
Address: 1 The Street
The Town
AB1 2YZ
Opening Times: 9:00–17:30 Mon–Fri
Telephone: 01234 56789
Mobile: 07123456789
Fax: 01234 56788
Email: ann.other@some-company.com

###

1 of 1

Figure 1: Sample Document

7 The Code

7.1 pressrelease.cls

Declare class and required TeX format:

```
1 \NeedsTeXFormat{LaTeX2e}
2 \ProvidesClass{pressrelease}[2014/09/10 v1.0 (NLCT) Press Release Class]
```

Class options have a key=value interface.

```
3 \RequirePackage{xkeyval}
4 \RequirePackage{etoolbox}
```

Font size options.

```
5 \DeclareOptionX{10pt}{\PassOptionsToClass{10pt}{article}}
6 \DeclareOptionX{11pt}{\PassOptionsToClass{11pt}{article}}
7 \DeclareOptionX{12pt}{\PassOptionsToClass{12pt}{article}}
```

Paper size options (sizes can also be set via `\geometry`)

```
8 \DeclareOptionX{letterpaper}{\PassOptionsToClass{letterpaper}{article}}
9 \DeclareOptionX{a4paper}{\PassOptionsToClass{a4paper}{article}}
```

`\ifPRloadsymbols` Load pressrelease-symbols if true

```
10 \define@boolkey{pressrelease.cls}[@PRload]{symbols}[true]{}
11 \@PRloadsymbolsfalse
```

`\ifPRheadabove` If true, head line goes above top info block otherwise headline goes below top info block.

```
12 \newif\ifPRheadabove
13 \PRheadabovetrue
```

`\PRheadalign` Headline alignment (default: centred)

```
14 \newcommand{\PRheadalign}[1]{%
15 \begin{center}##1\end{center}%
16 }

17 \define@choicekey{pressrelease.cls}{head}[\val\nr]%
18 {above,below,center,left,right,centre,%
19  above center,above centre,above left,above right,%
20  below center,below centre,below left,below right}%
21 {%
22 \ifcase\nr\relax
23 \PRheadabovetrue
24 \or
25 \PRheadabovefalse
26 \or
27 \renewcommand{\PRheadalign}[1]{\begin{center}##1\end{center}}%
28 \or
29 \renewcommand{\PRheadalign}[1]{\begin{flushleft}##1\end{flushleft}}%
30 \or
31 \renewcommand{\PRheadalign}[1]{\begin{flushright}##1\end{flushright}}%
```

```

32 \or
33 \renewcommand{\PRheadalign}[1]{\begin{center}##1\end{center}}%
34 \or % above center
35 \PRheadabovetrue
36 \renewcommand{\PRheadalign}[1]{\begin{center}##1\end{center}}%
37 \or % above centre
38 \PRheadabovetrue
39 \renewcommand{\PRheadalign}[1]{\begin{center}##1\end{center}}%
40 \or % above left
41 \PRheadabovetrue
42 \renewcommand{\PRheadalign}[1]{\begin{flushleft}##1\end{flushleft}}%
43 \or % above right
44 \PRheadabovetrue
45 \renewcommand{\PRheadalign}[1]{\begin{flushright}##1\end{flushright}}%
46 \or % below centre
47 \PRheadabovefalse
48 \renewcommand{\PRheadalign}[1]{\begin{center}##1\end{center}}%
49 \or % below center
50 \PRheadabovefalse
51 \renewcommand{\PRheadalign}[1]{\begin{center}##1\end{center}}%
52 \or % below left
53 \PRheadabovefalse
54 \renewcommand{\PRheadalign}[1]{\begin{flushleft}##1\end{flushleft}}%
55 \or % below right
56 \PRheadabovefalse
57 \renewcommand{\PRheadalign}[1]{\begin{flushright}##1\end{flushright}}%
58 \fi
59 }

```

\PRlogoformat

```

60 \newcommand*\PRlogoformat[1]{##1}
Make it possible for user to “smash” logo so it doesn’t take up vertical space:
61 \define@choicekey{pressrelease.cls}{smashlogo}[\val\nr]{true,false}[true]{%
62 \ifcase\nr\relax
63 \renewcommand*\PRlogoformat[1]{\vbox to Opt{##1}}%
64 \or
65 \renewcommand*\PRlogoformat[1]{##1}%
66 \fi
67 }

```

\PRlogoalign

```

68 \newif\ifPRlogoabove
69 \PRlogoabovetrue
70 \newcommand{\PRlogoalign}[1]{\raggedleft\PRlogoformat{##1}\par}
71 \define@choicekey{pressrelease.cls}{logo}[\val\nr]{%
72 {left,right,above,below,above left,above right,below left,below right}}%
73 \ifcase\nr\relax
74 \renewcommand{\PRlogoalign}[1]{\raggedright\PRlogoformat{##1}\@@par}%
75 \or

```



```

76   \renewcommand{\PRlogoalign}[1]{\raggedleft\PRlogoformat{##1}\@@par}}%
77   \or
78   \PRlogoabovetrue
79   \or
80   \PRlogoabovefalse
81   \or
82   \PRlogoabovetrue
83   \renewcommand{\PRlogoalign}[1]{\raggedright\PRlogoformat{##1}\@@par}}%
84   \or
85   \PRlogoabovetrue
86   \renewcommand{\PRlogoalign}[1]{\raggedleft\PRlogoformat{##1}\@@par}}%
87   \or
88   \PRlogoabovefalse
89   \renewcommand{\PRlogoalign}[1]{\raggedright\PRlogoformat{##1}\@@par}}%
90   \or
91   \PRlogoabovefalse
92   \renewcommand{\PRlogoalign}[1]{\raggedleft\PRlogoformat{##1}\@@par}}%
93   \fi
94 }

```

`\PRreleasealign` Release alignment (default: centred)

```

95 \newcommand{\PRreleasealign}[1]{%
96   \begin{center}##1\end{center}}%
97 }
98 \define@choicekey{pressrelease.cls}{releasealign}[\val\nr]{center,left,right,centre}{%
99   \ifcase\nr\relax
100  \renewcommand{\PRreleasealign}[1]{\begin{center}##1\end{center}}%
101  \or
102  \renewcommand{\PRreleasealign}[1]{\begin{flushleft}##1\end{flushleft}}%
103  \or
104  \renewcommand{\PRreleasealign}[1]{\begin{flushright}##1\end{flushright}}%
105  \or
106  \renewcommand{\PRreleasealign}[1]{\begin{center}##1\end{center}}%
107  \fi
108 }

```

`\ifPRruled` Use horizontal rules if true.

```

109 \define@boolkey{pressrelease.cls}[PR]{ruled}[true]{%
110 \PRruledtrue

```

`\PRinfotopalign` Contact details alignment of top info block (default: left)

```

111 \newcommand{\PRinfotopalign}[1]{%
112   \begin{flushleft}##1\end{flushleft}}%
113 }
114 \define@choicekey{pressrelease.cls}{topinfoalign}[\val\nr]{center,left,right,centre}{%
115   \ifcase\nr\relax
116   \renewcommand{\PRinfotopalign}[1]{\begin{center}##1\end{center}}%
117   \or
118   \renewcommand{\PRinfotopalign}[1]{\begin{flushleft}##1\end{flushleft}}%

```

```

119 \or
120 \renewcommand{\PRinfotopalign}[1]{\begin{flushright}##1\end{flushright}}%
121 \or
122 \renewcommand{\PRinfotopalign}[1]{\begin{center}##1\end{center}}%
123 \fi
124 }

```

`\PRinfobottomalign` Contact details alignment of bottom info block (default: right)

```

125 \newcommand{\PRinfobottomalign}[1]{%
126 \begin{flushright}##1\end{flushright}}%
127 }
128 \define@choicekey{pressrelease.cls}{bottominfoalign}[\val\nr]{center,left,right,centre}{%
129 \ifcase\nr\relax
130 \renewcommand{\PRinfobottomalign}[1]{\begin{center}##1\end{center}}%
131 \or
132 \renewcommand{\PRinfobottomalign}[1]{\begin{flushleft}##1\end{flushleft}}%
133 \or
134 \renewcommand{\PRinfobottomalign}[1]{\begin{flushright}##1\end{flushright}}%
135 \or
136 \renewcommand{\PRinfobottomalign}[1]{\begin{center}##1\end{center}}%
137 \fi
138 }

```

Process options

```
139 \ProcessOptionsX
```

Load article class:

```
140 \LoadClass{article}
```

Load required packages:

```
141 \RequirePackage{setspace}
```

```
142 \RequirePackage{geometry}
```

```
143 \RequirePackage{url}
```

```
144 \RequirePackage{refcount}
```

Set wide margins

```
145 \geometry{hmargin=1in,vmargin=1in,hcentering}
```

Start with single spacing.

```
146 \singlespacing
```

Text defaults:

`\PRreleasetext`

```
147 \newcommand*{\PRreleasetext}{For immediate release}
```

`\PRcontacttext`

```
148 \newcommand*{\PRcontacttext}{Contact}
```

`\PRphonetext`

```
149 \newcommand*{\PRphonetext}{Telephone}
```

`\PRmobiletext`
150 `\newcommand*{\PRmobiletext}{Mobile}`

`\PRemailtext`
151 `\newcommand*{\PRemailtext}{Email}`

`\PRurltext`
152 `\newcommand*{\PRurltext}{Website}`

`\PRfaxtext`
153 `\newcommand*{\PRfaxtext}{Fax}`

`\PRcompanytext`
154 `\newcommand*{\PRcompanytext}{Company}`

`\PRdepartmenttext`
155 `\newcommand*{\PRdepartmenttext}{Department}`

`\PRaddresstext`
156 `\newcommand*{\PRaddresstext}{Address}`

`\PRhourstext`
157 `\newcommand*{\PRhourstext}{Opening Times}`

`\PRdatetext`
158 `\newcommand*{\PRdatetext}{Date}`

`\PRlocationtext`
159 `\newcommand*{\PRlocationtext}{Location}`

`\PRabouttext`
160 `\newcommand*{\PRabouttext}{About \PRusevar{company}}`

`\PREnc1text`
161 `\newcommand*{\PREnc1text}{Encl.}`

`\PRrelease` Set the release text.
162 `\newcommand*{\PRrelease}[1]{\renewcommand*{\@PRrelease}{#1}}`
163 `\newcommand*{\@PRrelease}{\PRreleasetext}`

`\PRreleaseformat` Format used for the release text.
164 `\newcommand*{\PRreleaseformat}[1]{\textbf{\Large\MakeUppercase{#1}}}`

`\PRdohrule` Do a horizontal rule if the ruled option has been set.
165 `\newcommand{\PRdohrule}{\ifPRruled\par\noindent\hrulefill\par\noindent\fi}`

`\PRtagformat` Font for the tags:
166 `\newcommand*\PRtagformat}[1]{\textbf{#1:}}`

`\PRcompany` Set the company name.
167 `\newcommand*\PRcompany}[1]{\renewcommand*\@PRcompany{#1}}`
168 `\newcommand*\@PRcompany{}`

`\PRdepartment` Set the department name.
169 `\newcommand*\PRdepartment}[1]{\renewcommand*\@PRdepartment{#1}}`
170 `\newcommand*\@PRdepartment{}`

`\PRcontact` Set the contact name.
171 `\newcommand*\PRcontact}[1]{\renewcommand*\@PRcontact{#1}}`
172 `\newcommand*\@PRcontact{}`

`\PRaddress` Set the address.
173 `\newcommand*\PRaddress}[1]{\renewcommand*\@PRaddress{#1}}`
174 `\newcommand*\@PRaddress{}`

`\PRlocation` Set the location.
175 `\newcommand*\PRlocation}[1]{\renewcommand*\@PRlocation{#1}}`
176 `\newcommand*\@PRlocation{}`

`\PRphone` Set the phone number.
177 `\newcommand*\PRphone}[1]{\renewcommand*\@PRphone{#1}}`
178 `\newcommand*\@PRphone{}`

`\PRmobile` Set the mobile number.
179 `\newcommand*\PRmobile}[1]{\renewcommand*\@PRmobile{#1}}`
180 `\newcommand*\@PRmobile{}`

`\PRfax` Set the fax number.
181 `\newcommand*\PRfax}[1]{\renewcommand*\@PRfax{#1}}`
182 `\newcommand*\@PRfax{}`

`\PRemail` Set the email address.
183 `\newcommand*\PRemail}[1]{\renewcommand*\@PRemail{\PRemailformat{#1}}}`
184 `\newcommand*\@PRemail{}`

`\PRemailformat`
185 `\newcommand*\PRemailformat}[1]{\texttt{#1}}`

`\PRurl` Set the web address.
186 `\newcommand*\PRurl}[1]{\renewcommand*\@PRurl{\protect\url{#1}}}`
187 `\newcommand*\@PRurl{}`

`\PRhours` Set the opening hours.

```
188 \newcommand*\PRhours[1]{\renewcommand*\@PRhours{#1}}
189 \newcommand*\@PRhours{}
```

`\PRlogo` Set the company logo.

```
190 \newcommand*\PRlogo[1]{\renewcommand*\@PRlogo{#1}}
191 \newcommand*\@PRlogo{}
```

`\PREnc1` Set the enclosure text.

```
192 \newcommand*\PREnc1[1]{\renewcommand*\@PREnc1{#1}}
193 \newcommand*\@PREnc1{}
```

`\PRusevar` Access information set using the above commands.

```
194 \newcommand*\PRusevar[1]{\csuse{@PR#1}}
```

Allow the date to be accessed in the same way.

```
195 \newcommand*\@PRdate{\@date}
```

`\PRinfotopblock` `\PRinfotopblock{<company>}{<department>}{<location>}{<contact name>}{<address>}{<opening hours>}{<phone>}{<email>}{<date>}`

Order of information in the top info block.

```
196 \newcommand{\PRinfotopblock}[9]{#1#2#3#9}
```

`\PRinfobottomblock` `\PRinfobottomblock{<company>}{<department>}{<location>}{<contact name>}{<address>}{<opening hours>}{<phone>}{<email>}{<date>}`

Order of information in the bottom info block.

```
197 \newcommand{\PRinfobottomblock}[9]{#4#5#6#7#8}
```

Provide option to set order of items in the info blocks. First define a list parser that uses the hyphen character as the separator.

```
198 \DeclareListParser*\@PR@for slashlist{/}
199 \newcommand*\@PR@slashlistdo[1]{%
200   \ifstrequal{#1}{company}%
201   {\appto\@PR@infoargs{##1}}%
202   {%
203     \ifstrequal{#1}{department}%
204     {\appto\@PR@infoargs{##2}}%
205     {%
206       \ifstrequal{#1}{location}%
207       {\appto\@PR@infoargs{##3}}%
208       {%
209         \ifstrequal{#1}{contact}%
210         {\appto\@PR@infoargs{##4}}%

```

```

211     {%
212     \ifstrequal{#1}{address}%
213     {\appto\@PR@infoargs{##5}}%
214     {%
215     \ifstrequal{#1}{hours}%
216     {\appto\@PR@infoargs{##6}}%
217     {%
218     \ifstrequal{#1}{phone}%
219     {\appto\@PR@infoargs{##7}}%
220     {%
221     \ifstrequal{#1}{email}%
222     {\appto\@PR@infoargs{##8}}%
223     {%
224     \ifstrequal{#1}{date}%
225     {\appto\@PR@infoargs{##9}}%
226     {%
227     \ClassError{pressrelease}%
228     {Unknown info block option ‘#1’}%
229     {Available options: ‘company’, ‘department’,
230     ‘location’, ‘contact’, ‘address’, ‘hours’, ‘phone’,
231     ‘email’, ‘date’}%
232     }%
233     }%
234     }%
235     }%
236     }%
237     }%
238     }%
239     }%
240 }%
241 }

```

The options below can't be passed as class options. They must be set using `\PRset`.

```

242 \define@key{pressrelease.cls}{topinfo}{%
243     \def\@PR@infoargs{}%
244     \@PR@forslashlist\@PR@slashlistdo{#1}%
245     \expandafter\renewcommand\expandafter\PRinfotopblock
246     \expandafter[\expandafter9\expandafter]\expandafter{\@PR@infoargs}%
247 }

```

```

248 \define@key{pressrelease.cls}{bottominfo}{%
249     \def\@PR@infoargs{}%
250     \@PR@forslashlist\@PR@slashlistdo{#1}%
251     \expandafter\renewcommand\expandafter\PRinfobottomblock
252     \expandafter[\expandafter9\expandafter]\expandafter{\@PR@infoargs}%
253 }

```

`\PRset`

```

254 \newcommand*{\PRset}[1]{\setkeys{pressrelease.cls}{#1}}

```

```

\PR@infotopline Check for empty entry.
255 \newcommand*\PR@infotopline}[2]{%
256 \ifdefempty{#2}{\PRinfotopline{#1}{#2}}%
257 }

```

```

\PR@infobottomline Check for empty entry.
258 \newcommand*\PR@infobottomline}[2]{%
259 \ifdefempty{#2}{\PRinfobottomline{#1}{#2}}%
260 }

```

```

\PR@doinfotop Do the top info block details.
261 \newcommand*\PR@doinfotop){%
262 \PRinfotopalign{%
263 \PR@doinfoblock\PR@infotopline\PRinfotopblock
264 \PRinfotopbeginhook\PRinfotopendhook
265 }%
266 }

```

```

\PR@doinfobottom Do the bottom info block details.
267 \newcommand*\PR@doinfobottom){%
268 \PRinfobottomalign{%
269 \PR@doinfoblock\PR@infobottomline\PRinfobottomblock
270 \PRinfobottombeginhook\PRinfobottomendhook
271 }%
272 }

```

```

\PR@doinfoblock \PR@doinfoblock{<info line cs>}{<block order cs>}{<begin hook cs>}{<end
hook cs>}

```

Do info block details.

```

273 \newcommand*\PR@doinfoblock}[4]{%
274 \begin{tabular}{@{}l@{}}%
275 #3%
276 #2%
277 {%
278 #1{\PRcompanytext}{\@PRcompany}%
279 }%
280 {%
281 #1{\PRdepartmenttext}{\@PRdepartment}%
282 }%
283 {%
284 #1{\PRlocationtext}{\@PRlocation}%
285 }%
286 {%
287 #1{\PRcontacttext}{\@PRcontact}%
288 }%
289 }%

```

```

290     #1{\PRaddresstext}{\@PRaddress}%
291   }%
292  {%
293     #1{\PRhourstext}{\@PRhours}%
294   }%
295  {%
296     #1{\PRphonetext}{\@PRphone}%
297     #1{\PRmobiletext}{\@PRmobile}%
298     #1{\PRfaxtext}{\@PRfax}%
299   }%
300  {%
301     #1{\PRemailtext}{\@PRemail}%
302   }%
303  {%
304     #1{\PRdatetext}{\@date}%
305   }%
306  #4%
307  \end{tabular}%
308 }

```

`\PRinfoentry` Format the entry information within the info line (not the tag).

```
309 \newcommand*\PRinfoentry[1]{\begin{tabular}[t]{@{}l@{}}#1\end{tabular}}
```

`\PRinfo` Generic line format for info block.

```
310 \newcommand*\PRinfo[2]{%
311   \PRtagformat{#1} & \PRinfoentry{#2}\tabularnewline
312 }
```

`\PRinfotopline` Format line in the top info block.

```
313 \newcommand*\PRinfotopline{\PRinfo}
```

`\PRinfobottomline` Format line in the bottom info block.

```
314 \newcommand*\PRinfobottomline{\PRinfo}
```

`\PRinfotopbeginhook` Hook for user to provide additional information at the start of the top info block.

```
315 \newcommand*\PRinfotopbeginhook{}
```

`\PRinfotopendhook` Hook for user to provide additional information at the end of the info block.

```
316 \newcommand*\PRinfotopendhook{}
```

`\PRinfobottombeginhook` Hook for user to provide additional information at the start of the bottom info block.

```
317 \newcommand*\PRinfobottombeginhook{}
```

`\PRinfobottomendhook` Hook for user to provide additional information at the end of the info block.

```
318 \newcommand*\PRinfobottomendhook{}
```


\PRheadline

```
319 \newcommand*\PRheadline}[1]{\renewcommand*\@PRheadline{#1}}
320 \newcommand*\@PRheadline{}
```

\PRsubheadline

```
321 \newcommand*\PRsubheadline}[1]{\renewcommand*\@PRsubheadline{#1}}
322 \newcommand*\@PRsubheadline{}
```

\PRheadformat

```
323 \newcommand*\PRheadformat}[1]{\textbf{\Large #1}}
```

\PRsubheadformat

```
324 \newcommand*\PRsubheadformat}[1]{\textit{#1}}
```

Just in case anyone wants to have multiple statements in a single document:

```
325 \newcounter{pressrelease}
```

\PRthelastpage

```
326 \newcommand*\PRthelastpage{0}
```

pressrelease

```
327 \newenvironment{pressrelease}%
328 {%
329   \refstepcounter{pressrelease}%
330   \refused{pressreleaseend.\number\c@pressrelease}%
331   \xdef\PRthelastpage{%
332     \getpagerefnumber{pressreleaseend.\number\c@pressrelease}}%
333   \pagestyle{pressrelease}%
334   \ifPRlogoabove
335     \ifdefempty\@PRlogo{\PRlogoalign{\@PRlogo}}%
336   \fi
337   \PRreleasealign{%
338     \PRdohrule\mbox{}\par\noindent
339     \PRreleaseformat{\@PRrelease}%
340     \ifPRheadabove\else\PRdohrule\fi
341   }%
342   \ifPRlogoabove
343   \else
344     \ifdefempty\@PRlogo{\PRlogoalign{\@PRlogo}}%
345   \fi
346   \ifPRheadabove
347     \PRheadalign
348     {%
349       \PRheadformat{\@PRheadline}%
350       \ifdefempty\@PRsubheadline
351         {}%
352       {\par\PRsubheadformat{\@PRsubheadline}}%
353     \PRdohrule
```

```

354 }%
355 \par\noindent\PR@doinfotop
356 \else
357 \par\noindent\PR@doinfotop
358 \PRheadalign
359 {%
360 \PRdohrule\mbox{}\par\noindent
361 \PRheadformat{\@PRheadline}%
362 \ifdefempty\@PRsubheadline
363 {}%
364 {\par\PRsubheadformat{\@PRsubheadline}}%
365 \PRdohrule
366 }%
367 \fi
368 \par
369 \doublespacing
370 \@afterheading\@afterindentfalse
371 }%
372 {%
373 \par\singlespacing
374 \PR@doinfobottom
375 \ifdefempty{\@PRencl}{}%
376 {\par\noindent\PRenclformat{\PRencltext}{\@PRencl}}%
377 \PRformatendsignal{\PRendsignal}%
378 \label{pressreleaseend.\number\c@pressrelease}%
379 }%

```

\PRenclformat

```

380 \newcommand*\PRenclformat}[2]{%
381 \begin{tabular}{@{}l}%
382 \PRtagformat{#1}&\PRinfoentry{#2}%
383 \end{tabular}}

```

\PRheaderfont Font used in page header.

```

384 \newcommand*\PRheaderfont}[1]{\textit{#1}}

```

\ps@pressrelease Press release page style.

```

385 \newcommand*\ps@pressrelease{%
386 \gdef\@oddhead{\hfill\ifnum\c@page>1\relax
387 \PRheaderfont{\PRusevar{headline}}%
388 \fi\hfill}%
389 \global\let\@evenhead\@oddhead
390 \gdef\@oddfoot{%
391 \hfill
392 \PRnOfm{\thepage}{\PRthelastpage}%
393 \hfill}%
394 \global\let\@evenfoot\@oddfoot
395 }

```

```

\PRnOfm
396 \newcommand*\PRnOfm}[2]{#1 of #2}

\PRendsignal End of statement marker.
397 \newcommand*\PRendsignal}{\#\#\#}

\PRformatendsignal
398 \newcommand*\PRformatendsignal}[1]{\begin{center}#1\end{center}}

about
399 \newenvironment{about}%
400 {%
401   \section*\PRabouttext}%
402 }%
403 {%
404   \ifdefempty\@PRurl
405   {}%
406   {%
407     \PRurlformat{\PRurltext}{\@PRurl}\PRaboutposturlhook\par
408   }%
409 }

\PRurlformat
410 \newcommand\PRurlformat}[2]{%
411   \par\noindent\PRtagformat{#1} #2}

\PRaboutposturlhook Allow user to add text after the website address.
412 \newcommand*\PRaboutposturlhook}{

    Finally, load pressrelease-symbols if required:
413 \if@PRloadsymbols
414   \RequirePackage{pressrelease-symbols}
415 \fi
416 \disable@keys{pressrelease.cls}{symbols}

```

7.2 pressrelease-symbols.sty

This package loads marvosym and tikz to define symbols for the bottom info block. The tags are suppressed for the top info block. This package should be used with the pressrelease class.

```

417 \NeedsTeXFormat{LaTeX2e}
418 \ProvidesPackage{pressrelease-symbols}[2014/09/10 v1.0 (NLCT)]

Load marvosym and tikz:
419 \RequirePackage{marvosym}
420 \RequirePackage{tikz}

```

Define a command to produce a paper clip symbol.

```
421 \newcommand*{\paperclip}{%
422   \begin{tikzpicture}[x=0.055ex,y=0.055ex,rotate=-90]
423     \draw[line width=0.05ex] (9,-1) -- (26,-1)
424       .. controls (33,1) and (33,9) ..
425         (26,11) -- (8,11)
426       .. controls (0,11) and (0,2) ..
427         (8,2) -- (22,2)
428       .. controls (26,2) and (26,8) ..
429         (22,8) -- (8,8);
430   \end{tikzpicture}%
431 }
```

Remove tags from top info block

```
432 \renewcommand*{\PRinfotopline}[2]{%
433   \PRinfoentry{#2}\tabularnewline
434 }
```

Change textual tags to use symbols

```
435 \renewcommand*{\PRcontacttext}{\Info}
436 \renewcommand*{\PRphonetext}{\Telefon}
437 \renewcommand*{\PRmobiletext}{\Mobilefone}
438 \renewcommand*{\PRfaxtext}{\fax}
439 \renewcommand*{\PRemailtext}{\Email}
440 \renewcommand*{\PRaddresstext}{\Letter}
441 \renewcommand*{\PRhourstext}{\ClockLogo}
442 \renewcommand*{\PRurltext}{\ComputerMouse}
443 \renewcommand*{\PRencltext}{\paperclip}
```

Remove the colon and bold formatting from the tag:

```
444 \renewcommand*{\PRtagformat}[1]{#1}
```

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