

Press Release Consulting Service

The FPCJ has started a new service to provide users of our press release distribution and listing service with advice on how to write press releases which appeal to foreign media.

This is an optional service which may be used when applying at least three business days in advance of the desired date for press release distribution or listing.

Service Details

Advice will be provided on the following areas, by writing directly in the Word file draft of the press release:

- Title and headings
- Structure (order of sections, etc.)
- Items to add

This service is recommended for the following users:

- ✓If this is your first time writing a press release
- ✓If this is your first time using the FPCJ press release distribution and listing service
- ✓If you do not know what elements should be included or what style is appropriate for a press release targeting foreign media

Conditions for Use

Application must be made at least three business days in advance (15:00 deadline) of the desired date for press release distribution or listing

Fee

10,000 yen (tax not included)

- If the application is for both English and Japanese, advice will be provided on both versions of the press release for the cost listed above. The cost will be the same even if the press release will only be in one language.

- The [press release distribution and listing fee](#) (the standard fee, in principle) must also be paid

Process

1. Application

Fill out the Application Form for Distributing Information to Foreign Media at least three business days before the desired distribution date for the press release, and send a draft of the press release in Word format.

2. Advice on Press Release

Once your application has been confirmed, a FPCJ staff member will provide advice on the release by writing directly in the Word file, and return the Word file by email attachment.

3. Resending the Draft

After checking the file with advice included, make any adjustments or additional English translations necessary, and then send the final draft to the FPCJ.

After the three steps listed above, the process will be the same as the normal distribution process. Please refer to the [Press Release Distribution Service Process](#) for details.

Notes on Consulting Service

-This service is not a press release rewriting service. Advice will be provided on the press release draft written by the client.

-The FPCJ will provide advice (writing advice in the Word file of the press release draft and returning it to the user) only once

-This is not a guarantee that foreign media who receive the press release will apply to events or otherwise respond.

-For English press releases, this service is not for a native check of the language, but for providing advice on the structure, style, and elements included in the release.

How to Apply

Check the box to request advice on your press release in “3. Press Release Consulting Service” of the [Application Form for Distributing Information to Foreign Media](#).

Contact Information

Foreign Press Center Japan (Strategic Communications Division)

Tel: 03-3501-5251 (Mondays to Fridays, 9:30–17:30)

Email: sc [at] fpcjpn.or.jp

Please apply using [this form](#) to use this service.

END