

Distribution and Listing Example (1. Email body 2. Website)

Check these examples for an idea of what the distribution email and website listings look like. Please use them as a reference for what kind of topics and reporting foreign journalists are interested in, as well as what items should be included in a press release (outline of event being held, instructions on how to apply, etc.)

The same text is used for the email body and the website listing, so when using both we suggest clearly covering just the main points in the email text, and include details such as the specific topics to be covered on the day of an event together with images on the website listing.

1. Text for Body of Email (Distribution Example)

○○ Prefecture Press Release September 10, 2023 ←Distribution date
=====

Reporting Opportunity: A Breadbasket for the Tokyo Area
—An Event to Experience the Appeal of That Prefecture’s Food Scheduled for October!
=====

Click here to see this release with an image: ←Included when the listing service is used as well
https://fpcj.jp/prlisting/FPCJ****-2023/ ←URL for the website listing

Northeast of Tokyo, ○○ Prefecture is close to the capital, but also has ample nature such as the sea, lakes, and mountains, making it possible to experience both the city and nature. With its flat land and warm climate, ○○ is a major agricultural prefecture, and is the No. 1 producer in Japan of various ingredients. ○○ has had the top share (○○%) at the Tokyo Central Wholesale Market for ○○ consecutive years, playing an important role in supplying food to the capital region as a nearby major producer of agricultural, forestry, and marine products.
(Explain other unique characteristics and points of interest, being clear, concise, and specific, such as including data)

With many of the foods That Prefecture is famous for now reaching their peak season, the prefecture’s antenna shop in Ginza, Tokyo, is inviting members of the foreign media and staff from foreign embassies to a lunch event where they will be able to learn about and experience the appeal of this food. Prefectural officials will explain export strategies targeting the West and the rest of Asia for their core agricultural product, as well as measures to respond to the growing age and reduced number of agricultural workers, alongside an opportunity to hear from youth who relocated from the city to begin working in agriculture. There will also be an explanation of concrete measures considering the rapid increase in demand from inbound tourists after the pandemic, so please join in.

- [Outline]
- Date/ Venue
 - Cost/ Spot/ Language *English interpretation provided (consecutive)
 - Schedule

The body of the text will all be left justified and 11 pt font. Bold, italics, underlines, and links can all be used.

[How to apply] Registration Deadline: ○:○, Sept. ○○, 2023
Send the information below to ○○@○○.

- Name:
- Affiliation:
 *For Media (Media type: newspaper, magazine, TV, etc.)/ Country of head office:
- Phone Number (for contact on the day of the event):
- Other Info (allergies, requests for reporting):

[Contact] ←Required
Public Relations Division, ○○ Prefecture
Tel : 03-1111-1111 e-mail : ○○@○○

2. Website (Listing Example)

Top image (Image 1)



〇〇 Prefecture

Reporting Opportunity: A Breadbasket for the Tokyo Area—An Event to Experience the Appeal of That Prefecture’s Food Scheduled for October!

2023.09.10

1 PDF file with related information can be linked→



Northeast of Tokyo, 〇〇 Prefecture is close to the capital, but also has ample nature such as the sea, lakes, and mountains, making it possible to experience both the city and nature. With its flat land and warm climate, 〇〇 **is a major agricultural prefecture**, and is the **No. 1 producer in Japan of various ingredients**. 〇〇 **has had the top share (〇〇%) at the Tokyo Central Wholesale Market for 〇〇 consecutive years**, playing an important role in supplying food to the capital region as a nearby major producer of agricultural, forestry, and marine products.
(Explain other unique characteristics and points of interest, being clear, concise, and specific, such as including data)

With many of the foods That Prefecture is famous for now reaching their peak season, the prefecture’s antenna shop in Ginza, Tokyo, is inviting members of the foreign media and staff from foreign embassies to a lunch event where they will be able to learn about and experience the appeal of this food. Prefectural officials will explain **export strategies targeting the West and the rest of Asia** for their core agricultural product, as well as **measures to respond to the growing age and reduced number of agricultural workers**, alongside an opportunity to **hear from youth who relocated from the city to begin working in agriculture**. There will also be an explanation of **concrete measures considering the rapid increase in demand from inbound tourists** after the pandemic, so please join in.

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[Outline]

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[How to apply] Registration Deadline: 〇:〇, Sept. 〇〇, 2023

Send the information below to 〇〇@〇〇.

- Name:
- Affiliation:
*For Media (Media type: newspaper, magazine, TV, etc.) / Country of head office:
- Phone Number (for contact on the day of the event):
- Other Info (allergies, requests for reporting):

Please remember, tables cannot be used.

That Prefecture promotional video



Embedded video (positioned to the left)
Include the embedded link in the “Release Main Body” part of the application form.

[Contact] ←Required

Public Relations Division, 〇〇 Prefecture
Tel : 03-1111-1111 e-mail : 〇〇@〇〇

- Photos (from left):
- 1. Harvesting tomatoes in That Prefecture
 - 2. Corn grown in That Prefecture
 - 3. Peppers grown in That Prefecture

←Up to 10 images can be included. Image captions will be included all together in a section at the end of the text.

Image 1 (Top image)



Image 2



Image 3



Image 4



Image 5

Image 6 . . . 10

end