

chicago style citation examples for press releases

Chicago Style Citation Examples for Press Releases: A Comprehensive Guide

Chicago style citation examples for press releases are crucial for academic researchers, journalists, and communication professionals who need to accurately attribute information derived from these official announcements. Understanding how to cite a press release in Chicago style ensures academic integrity and provides readers with the necessary context and source information. This guide will delve into the intricacies of citing press releases in both note and bibliography formats, covering various scenarios such as online press releases, those from specific organizations, and even older print versions. We will explore the essential components of a Chicago style citation for press releases, breaking down the process into manageable steps.

Table of Contents

Understanding Chicago Style for Press Releases

The Basics of Chicago Style Citation for Press Releases

Citing Online Press Releases

Citing Press Releases from Specific Organizations

Citing Print Press Releases

Common Variations and Troubleshooting

Why Accurate Citation of Press Releases Matters

Understanding Chicago Style for Press Releases

Chicago style, also known as the Chicago Manual of Style (CMOS), offers two distinct citation systems: the notes-bibliography system and the author-date system. For press releases, the notes-bibliography system is generally more common, especially in academic writing, historical research, and journalism where detailed source attribution is paramount. This system uses footnotes or endnotes for immediate citation within the text and a comprehensive bibliography at the end of the work. The author-date system is more prevalent in the social sciences.

Press releases, while often informal in their original context, become formal sources when incorporated into academic papers, research projects, or journalistic analyses. Therefore, applying a standardized citation method like Chicago style is vital for maintaining credibility and allowing others to verify the information. This guide focuses on the notes-bibliography system as it is most frequently encountered when citing press releases.

The Basics of Chicago Style Citation for Press Releases

Regardless of the specific format, a Chicago style citation for a press release typically includes several key pieces of information. These are designed to uniquely identify the

source and provide enough detail for a reader to locate it. The core elements generally involve the issuing organization, the title of the press release, the date of issue, and the source from which it was accessed.

The structure can vary slightly depending on whether you are using a note or a bibliography entry. However, the underlying principle is to clearly state who released the information, what the information is about (through the title), when it was released, and where it can be found. Familiarizing yourself with these fundamental components will make citing various types of press releases much easier.

Components of a Chicago Style Press Release Citation

When constructing a Chicago style citation for a press release, several standard components are required. These components ensure that the citation is complete and unambiguous.

- **Issuing Organization:** This is the entity that published the press release. It's usually the name of the company, government agency, or non-profit.
- **Title of the Press Release:** This is the headline or main title of the press release, often enclosed in quotation marks.
- **Date of Release:** The specific date the press release was issued.
- **Publisher/Distributor (if applicable):** Sometimes, a press release is distributed through a service, and this can be included.
- **URL (for online sources):** The web address where the press release can be accessed.
- **Date of Access (for online sources):** The date you viewed the online press release.

Note vs. Bibliography Entries

The primary difference between a note and a bibliography entry lies in their placement and detail. A footnote or endnote (the note) provides a concise citation directly within the text, often including a shortened version for subsequent citations. The bibliography entry is a more detailed and complete record of the source, appearing at the end of the document. Both aim to provide sufficient information for retrieval.

For a press release, the note entry might look something like: John Smith, "New Product Launch Announced," PR Newswire, May 15, 2023, accessed May 20, 2023, [URL]. The corresponding bibliography entry would be more fully formatted to allow for easier scanning and identification of the source's core details.

Citing Online Press Releases

The vast majority of press releases are now disseminated online, making it essential to know how to cite them from websites and press wire services. When citing an online press release, the URL and the date of access become critical components, as they provide direct and immediate access for the reader.

It is important to note that sometimes press releases are hosted on a company's own website, while other times they are found on dedicated press release distribution platforms like PR Newswire, Business Wire, or PRWeb. The citation format will remain largely the same, but the "publisher" element might differ.

Online Press Release - Example (Bibliography Entry)

For a bibliography entry, you'll want to provide a full citation that allows anyone to locate the press release. The structure emphasizes the issuing organization, the title, and the availability online.

Format: Issuing Organization. "Title of Press Release." Title of Website/Distribution Service. Month Day, Year. Accessed Month Day, Year. URL.

Example:

- Apple Inc. "Apple reports third quarter results." Apple Newsroom. July 27, 2023. Accessed October 26, 2023.
<https://www.apple.com/newsroom/2023/07/apple-reports-third-quarter-results/>

Online Press Release - Example (Note Entry)

The note entry is typically shorter and appears at the bottom of the page (footnote) or at the end of the document (endnote). For subsequent citations of the same source, an even more abbreviated form is used.

Format: Issuing Organization, "Title of Press Release," Title of Website/Distribution Service, Month Day, Year, accessed Month Day, Year, URL.

Example (First Note):

- Apple Inc., "Apple reports third quarter results," Apple Newsroom, July 27, 2023, accessed October 26, 2023,
<https://www.apple.com/newsroom/2023/07/apple-reports-third-quarter-results/>.

Example (Subsequent Note):

- Apple Inc., "Apple reports third quarter results."

Citing Press Releases from Specific Organizations

When dealing with press releases from a particular company or institution, the citation needs to clearly identify that specific entity. This is especially true if the press release is hosted directly on the organization's own "Newsroom" or "Press" section of their website.

The key is to be as precise as possible. If the organization has a formal name, use that. If it's a government body, include its full title. The goal is to eliminate any ambiguity about the origin of the information presented in the press release.

Press Release from a Company Website (Bibliography Entry)

Citing a press release found on a company's official website requires accurately identifying the company as the issuer and the company's newsroom or press section as the publication venue.

Format: Issuing Company Name. "Title of Press Release." Company Website Name (or Pressroom/Newsroom). Month Day, Year. Accessed Month Day, Year. URL.

Example:

- Google. "Google announces new AI initiatives." Google Blog. October 24, 2023. Accessed October 26, 2023.
<https://blog.google/products/ai/google-announces-new-ai-initiatives/>

Press Release from a Company Website (Note Entry)

Similar to online press releases in general, the note entry for a company-specific release will be a condensed version of the bibliography entry.

Format: Issuing Company Name, "Title of Press Release," Company Website Name (or Pressroom/Newsroom), Month Day, Year, accessed Month Day, Year, URL.

Example (First Note):

- Google, "Google announces new AI initiatives," Google Blog, October 24, 2023, accessed October 26, 2023,
<https://blog.google/products/ai/google-announces-new-ai-initiatives/>.

Example (Subsequent Note):

- Google, "Google announces new AI initiatives."

Citing Print Press Releases

While less common today, press releases were historically distributed in print. If you encounter an older press release in a physical archive, a library collection, or as part of a bound report, the citation method will differ from online versions. The focus shifts from URLs and access dates to physical location and publication details.

The challenge with print press releases is often identifying the exact publisher and the specific collection where it can be found. This requires careful examination of the document and its surrounding materials.

Print Press Release - Example (Bibliography Entry)

For print materials, the citation emphasizes the physical location and the entity responsible for its distribution or archiving.

Format: Issuing Organization. "Title of Press Release." Type of Publication (e.g., Press Release, Document). Location: Publisher/Archive, Year.

Example:

- United Nations. "Declaration on the Rights of Indigenous Peoples." Press Release. New York: United Nations Department of Public Information, 2007.

Print Press Release - Example (Note Entry)

The note entry for a print press release follows the same abbreviation principle as online notes.

Format: Issuing Organization, "Title of Press Release," Type of Publication, Location: Publisher/Archive, Year.

Example (First Note):

- United Nations, "Declaration on the Rights of Indigenous Peoples," Press Release, New York: United Nations Department of Public Information, 2007.

Example (Subsequent Note):

- United Nations, "Declaration on the Rights of Indigenous Peoples."

Common Variations and Troubleshooting

When citing Chicago style, you might encounter situations that don't fit neatly into standard examples. Press releases can sometimes lack certain pieces of information, or

they might be part of a larger collection. Knowing how to handle these variations is crucial for accurate citation.

For instance, if a press release doesn't have a clear title, you would describe its content briefly. If the date is missing, you might use "n.d." (no date). These adjustments ensure that your citation is as informative as possible, even with incomplete information.

Missing Information in Press Release Citations

It's not uncommon for sources to be missing elements. Chicago style provides guidelines for handling such omissions.

- **No Title:** If a press release lacks a title, provide a descriptive phrase in quotation marks, such as "Announcement of Merger."
- **No Date:** If the date of issue is unknown, use "n.d." (no date) in place of the date.
- **No Author (Organization is the Author):** For press releases, the issuing organization is almost always considered the author.

Press Releases as Part of a Larger Work

Occasionally, a press release might be found within a larger document, such as an annual report or a compilation of organizational documents. In such cases, you need to cite both the press release and the larger work it is part of.

Example (Bibliography Entry):

- [Organization Name]. "Title of Press Release." In Title of Larger Work, Page Numbers. Publisher, Year.

This layered approach ensures that the reader can pinpoint the specific press release while also understanding its context within the broader publication.

Why Accurate Citation of Press Releases Matters

Accurate citation is the bedrock of academic and journalistic integrity. When you cite a press release correctly in Chicago style, you are not just following a set of rules; you are actively contributing to the transparency and verifiability of your work.

By providing clear and complete citations, you allow your audience to follow your research trail, to cross-reference your information, and to gain a deeper understanding of the sources you used. This practice builds trust with your readers and upholds the standards of responsible scholarship and communication.

Ensuring Verifiability and Credibility

Press releases, by their nature, are intended to disseminate official information. When you incorporate this information into your own work, citing it properly allows readers to verify its origin and accuracy. This is particularly important when dealing with factual claims, statistics, or official statements made by organizations.

Moreover, correct Chicago style citation demonstrates a commitment to scholarly rigor. It signals that you have thoroughly researched your topic and are presenting your findings in a manner that adheres to established academic and professional standards. This elevates the credibility of your own work significantly.

Facilitating Further Research

A well-cited press release acts as a gateway for your readers to conduct their own further research. By providing a precise reference, you empower them to delve deeper into the topic, explore related documents, and gain a more comprehensive understanding. This collaborative aspect of research is vital for the advancement of knowledge.

Think of your citation as a helpful signpost. It not only tells your reader where the information came from but also provides them with the tools to find it themselves, should they wish to explore the original source or related materials. This is a fundamental aspect of scholarly discourse.

Frequently Asked Questions

Q: What is the most common way to cite a press release in Chicago style?

A: The most common way to cite a press release in Chicago style is using the notes-bibliography system, which involves footnotes or endnotes within the text and a comprehensive bibliography at the end.

Q: Do I need to include the date of access for online press releases in Chicago style citations?

A: Yes, for online press releases, Chicago style typically requires you to include the date of access in both note and bibliography entries. This is because online content can change or be removed, making the access date a crucial point of reference.

Q: How should I cite a press release if it doesn't have a clear author listed?

A: In Chicago style for press releases, the issuing organization is usually considered the author. If no organization is explicitly named, you would cite the entity responsible for

publishing the release.

Q: What if a press release has a very long title? Do I need to include the full title in the Chicago style citation?

A: For Chicago style, you should always aim to include the full and exact title of the press release as it appears in the original document. Abbreviating titles can lead to ambiguity and make it difficult for readers to locate the source.

Q: How do I handle press releases found on distribution services like PR Newswire or Business Wire?

A: When citing press releases from distribution services, you should include the service's name as part of the publication information. The format would generally be: Issuing Organization. "Title of Press Release." Name of Distribution Service. Month Day, Year. Accessed Month Day, Year. URL.

Q: Should I use quotation marks around the title of the press release in Chicago style citations?

A: Yes, in Chicago style, the titles of press releases are typically enclosed in quotation marks, similar to articles or chapters in a larger work.

Q: What is the difference between citing a press release in a note versus a bibliography entry in Chicago style?

A: A note entry (footnote or endnote) is a concise citation used within the text, often shortened for subsequent references. A bibliography entry is a more detailed and complete citation that appears at the end of the document, providing all necessary information for full identification and retrieval of the source.

Q: How do I cite a press release that I found through a search engine but doesn't have a specific website name listed, only a URL?

A: If a press release is directly accessible via a URL without a clear website name or publication, you would prioritize the issuing organization, the title, the date, and the URL. You might use "n.p." (no place) or "n.pub." (no publisher) if those details are entirely absent and the URL is the primary locator.

Chicago Style Citation Examples For Press Releases

Chicago Style Citation Examples For Press Releases

Related Articles

- [chicago style bibliography tools example](#)
- [chicago style author date for forum comment](#)
- [chicago style bibliography examples for books](#)

[Back to Home](#)