

Task Guide

Press Release

Responsible: Administration or Public Relations

Project Description:

Following any company event there should be a press release to bring attention to a business or company. A press release is pseudo-news story, written in third person, that seeks to demonstrate to an editor or reporter the newsworthiness of a particular person, event, service or product. Press releases are often sent alone, by e-mail, fax or regular mail. They can also be part of a full press kit, or may be accompanied by a pitch letter.

Guidelines:

1. Review the information at <http://www.publicityinsider.com/release.asp> This website will give you all you need to write a press release.
2. Using the proper format for press releases, you will write a press release for the event that you were tasked to write about,
3. Send an email of the press release to the Inside Scoop so that the event is highlighted on the school broadcast. Inside Scoop email is news@theinsidescoop.tv

Submit for grading with attachments

- A. Printed press on company letterhead (see digital media) release that includes:
 1. Company Contact information
 2. Headline
 3. Subhead line
 4. Press Release Lead
 5. Company information
 6. Reporter Contact information
- B. Digital Copy in teachers drop box.