

Press Release Assignment

This assignment focuses on creating a press release for your local news media informing the public of your company's planned service event. The local media will be newspapers in the area where your service day is taking place (as selected in your Memo assignment).

While the purpose of a press release is to inform the public, it also serves as a device for free advertising. It attempts to persuade its readers that your company is significant. The tone of a press release needs to do more than simply state that "Company X" is participating in a charity event on a certain day. A well-written press release contains intriguing details that appeal to its audience. Why should the local community be interested in your volunteer event?

For the internal memo, you imagined a company whose employees would be volunteering for a charity/non-profit. In the memo, your audience (the employees) needed certain information. For this press release, what information does the audience (the local public) require? What information does the news media require? How will you word the press release to portray your business favorably?

Rhetorical Situation

Purpose: To persuade the public to "trust" your company because your company cares about the community; to enhance your company's presence locally

Audience: The public who will read about your company event; and, to some degree, the news media who will publish your press release

Genre: Press Release

Stance/Tone: Appropriate for the audience(s) you are addressing

Design: Use the company letterhead you created for your Memo

Medium: In this scenario, your press release would be sent to the news media as an email attachment (you are only creating the .pdf attachment, not the email itself)

Questions to Consider

- What is a good way to actively engage the public that can promote good will toward your company?
- Is the event subject to any conditions?
- Have you addressed the 5 Ws + H effectively for your audience(s)?
- Is your press release under embargo (requires a time and date of release), or ready for immediate release?
- What information should you include in your company "boilerplate"?

Rubric: This assignment is worth 75 points

- Follows press release format discussed in class (Release guidance, Heading, one-line Summary, Intro with city/state/month/day/year, Content/body addressing 5 Ws & H as applicable, ~2-sentence Boilerplate, Contact info, Ending Notation for media)
- Has your original letterhead design
- 1 – 1.5 pp
- Has an appropriate Conclusion
- Has Contact information in the correct location(s)
- Attractive presentation

(See template on next page)

Press release template -

Use the template below as a guide to creating your own press release:

[Release Guidance for Media]

[Headline containing main idea and purpose]

[Below the headline, include a short phrase summarizing the body of the release.]

CITY, STATE, Month Day, Year—*[The first paragraph is the Introduction and should include what the press release is about, who the information impacts, when the event will occur, why this information is significant and where readers can learn more.]*

[The remainder of the body should consist of 1-3 short paragraphs that expand upon your main idea and add necessary details. This section can include a quote and a call to action if applicable.]

- Use bullet points if they contribute to the organization of your press release
- Bullet points can also provide clarifying details or examples]

About **[company]**

[Include 1-2 sentences describing your company. This information is known as a boilerplate.]

Contact

Name

Title

Email Address

Phone Number

[Ending notation: either ###, -30-, or -END-]