

Midterm Project - Press Release

Due date: February 27th, 10pm GMT

Instructions

Your task for the C4S midterm project will be to write a press release for a new product.

The first step of the midterm project is for you to select a product idea. This product can be a completely fictional product, a current side project that you are working on, or a product that you are developing in one of your other Kibo courses.

To create your press release for your chosen product, you will need to:

- Answer the following planning questions:
 - **Determine your purpose:** What is the purpose of your press release? What do you want to accomplish?
 - **Analyze your audience:** Who is the audience of your press release and how do you need to adapt your writing to them?
 - **Gather your information:** What information and evidence do you need to include in your press release to achieve your purpose?
- Create an outline for your press release. Your press release should include the following details, but you can decide how you want to order this information:
 1. Detailed description of your product, how it works, and how it addresses the customer needs.
 2. Headline that includes the product name.
 3. Call to action for the reader of the press release that states how they can access and get started with the product.
 4. One sentence subheading that describes the core benefit of the product.
 5. Description of the target customer for your product.
 6. Fictional testimonial quote from a customer that has used your product.
 7. Fictional quote from someone in your company about why the company decided to solve this problem with this product.
 8. Description of the problem that your product is designed to solve.
 9. Summary of the benefits of the product.
- Draft your press release in line with the outline you create.
- Evaluate your press release using the 7Cs.
- Revise and edit your press release until you have a final draft that is ready for submission.

Submission

Your submission should include:

- Your answers to the planning questions
- Your outline
- Your evaluation of your press release using the 7Cs.
- Your final press release

Submit your assignment on Gradescope and then upload a copy to the Week 6 submission area on the Woolf platform.