

Writing a press release

Topic: Writing a press release

Supplies: Access to computer lab; Athletic Director/Choir Director/Musical or Play director to be guest speaker; local newspaper reporter or P.R. Agency representative to review press releases

Time frame: 3-4 days (1 for teacher to teach, 1 for presenter, 2 for lab work)

Assignment: Teacher will go over the basic rules of writing press releases. Guest Speaker will talk to the students in class about the upcoming event—Homecoming, Musical, Concert. Students will be allowed to ask questions at the end of the presentation.

Classwork: Either as homework, or as an in class assignment, students will write a press release on the event. They should also include an addendum of additional information of value (contact information, related facts such as size and location of school, additional color stories.) If you are able to get a member of the press or PR agency to help, ask them to review the presentations and comment to the class about what they would improve/use etc at a later date.

Assessment:

Format follows press release construction: 10 points

No spelling or grammar errors: 5 points

Neatness: 5 points

Facts accurately presented : 10 points

Who, what, where, why and how: 10 points.

