English 2201

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Draft of CAT 2 Assignment: Press Release

In a previous assignment, you located sources which examine/explore/discuss a similar topic/issue/trend/controversy and developed an annotated bibliography focused on a topic/issue/trend/controversy. After reviewing this information (and perhaps the sources that you considered for the rhetorical analysis) you will share the results of your research in the form of a press release written for mainstream news publication.

* As the “expert” on this topic, your goal is to determine the “story” you want the news publication to pick up/publish
* As the expert, your goal is to make the information that you want covered accessible and meaningful to readers of the news publication; among the factors to consider might include helping the audience understand the relevance of the trend/issue/topic/controversy—helping them understand how the issue impacts them
* As the expert, your goal is to present this information utilizing the conventions of press releases. Many news publications provide guidelines (another word for conventions) for press releases on their websites. We will discuss general characteristics of press releases, but you will need to familiarize yourself with these guidelines, if they exist, for the mainstream news publication that you select for this assignment

Timeline (time allotted for assignment contingent on MWF/TTH schedule

Week 1: Review sources for annotated bibliography and the annotated bib itself. Look at where views/ opinions/perspectives among these sources converge, diverge, extend a conversation, introduce a different idea or perspective. Determine the “story” you want the publication to cover. Review sample press releases in Project 4 folder in Course Doc on Bb. Pay attention to formatting and organization of these documents. Hard copy of an informal memo to me explaining your “story” and name of news publication that you want to carry/publish your press release due on\_\_\_\_\_\_\_\_

Week 2: In-class workshop drafting headline and content for press release; share lede section of press release for peer review on\_\_\_\_\_\_\_\_\_\_\_

Week 3: In-class workshop/instructor feedback con’td; submit polished draft on \_\_\_\_\_\_