

* = notes for FTF seminar readers

PRESS RELEASE: CURRENT EVENT

LENGTH: 1 page

DUE: _____ (* The due date and method of submission would be noted here.)

* This exercise will be related to the current event paper described in an earlier submission.

Following the paper you have just written about a current event, your task now is to write a press release for an on-campus event related to your topic. The event does not have to be something you actually follow through with holding—you just need to plan the details and write the release.

Getting Started

Read the information on Blackboard about press releases and look at the samples on Blackboard.

Preliminary Classwork (* The due date and method of submission would be noted here.)

1. What type of event would you like to plan (i.e., a visit from someone key to the event, a roundtable discussion about the topic, a fundraiser, etc.)? Why?
2. Describe the important who, what, when, where, why, and how details of the event.
3. Identify three outlets for distributing your press release and describe why you think they are relevant choices for your event's subject, structure, and target audience.
 - a.
 - b.
 - c.

The Release Itself

Write your one-page press release.