

## \* Fourth Assignment

### **News/feature releases - one news release/one feature release - •Develop and write one news release and one feature release for your selected organization**

- Both the news and feature release should be presented in the same format. However, the type of content will be different.
- Releases will be evaluated overall for quality of content, written presentation, correct format, and word usage for releases.
- Assume the releases are being written during the time period of the PR plan. The date on both releases should be June 1, 2008 or later.

#### •one news release

#### •one feature release

•on separate sheet, cite sources for any graphics, schedules, facts, or statistics used in this assignment

#### •Content of releases:

- The news release should cover areas such as hiring or firing of personnel, announcement of an event, announcement of award, crisis or death, or unique situation surrounding an individual or event. The release is related to time and requires certain timing of release.
- The feature is a timeless piece and the writer has an opportunity to create interest in a story.
- Develop your own organizational border (header) at top and/or bottom with logo, name, address, phone number, and web site address.
- Do not include photos on the actual release. Attach photos if you want these included with the release.
- Must present release in AP format (as presented in class). See class notes for correct AP format of releases.

