



## **Publicity Project (Test IV) Writing for the Mass Media Spring 2012**

**Due: 9 a.m. Class: Wed., April 25, 8 a.m.**

**Due: 10 a.m. Class: Friday, April 27, 8 a.m.**

**You are to prepare a media or press kit for a local business, company, organization, or campus office, group, or organization that has something it wants to promote or publicize. This can be a special event, service, product, or it can be a general awareness campaign.**

**This must be real- not something made up- and must be something that is coming up now, or in the near future (if an event), or something ongoing and/or timely for a service, product or general awareness campaign.**

**You are encouraged to prepare and present this material in a professional manner. When completed, put material in a binder or folder. Don't just staple or paper clip everything together.**

**Also, put each part of the project on a flash drive (or email yourself your documents) so you can show the class each piece during our exam period. Presenting in PowerPoint is also encouraged.**

**Each of you will stand before the class, briefly discuss your project, and show/present each element of the media kit you prepared, including the radio/online commercial.**

**Each of the five required items is worth 20 points. Your grade for this test will be determined by the numbers from 0-20 that you receive on each piece when added together.**

**You are to do produce these five items for your media kit (in this order):**

- 1. PITCH LETTER: This is a personal and more informal letter sent to a specific and real (not made up) editor or reporter-- not just "Dear Editor." It makes a personal appeal for attendance or coverage of the club, event, service or product you are promoting. Be specific as to what you want this contact to do: give you advanced coverage, attend the event, write about, photograph/videotape and cover the event, product, service? It should also mention the others parts of this publicity packet: the news release, fact sheet, promotional flyer and radio spot (or commercial) which would be attached.**
- 2. NEWS RELEASE: Prepare a professional looking news release about your selected group/business/organization's event, service or product. The news release's length should be one or two pages long, single spaced. The news release must have these elements:**
  - a. The release should be on "company" or official-type letterhead which you can create using word processing, clip art, or graphic design**
  - b. Release date and contact information at the top (your name is fine to use)**

- c. A headline (no bylines in news releases)
- d. Several paragraphs about the event, service, or product
- e. Copy must include at least one quote from someone you have interviewed for your project, someone directly involved in what you are promoting. There will be an automatic 10 point reduction if you don't have such a quote.
- f. A “boilerplate” paragraph that mentions, for example, the company or office’s location, summarizes the type of business or office it is, and has other pertinent background information. Boilerplate paragraphs are usually at the end of news releases.
- g. End the release with a “For more information, contact....” line- this can be you or the person you quote in the release. Include name, title, phone number and email address. Also include a website link if pertinent.
- h. Also, be sure to comply with the AP Style in news release writing. Be careful for example with dates. You would write: Dec. 16, not 16<sup>th</sup>, for example

**Note:** In the news release, make sure your topic is “newsworthy” in some way and not just an advertisement—think about what the headline of your news release would be as you decide what it is you want to promote and/or publicize.

3. **FACT SHEET:** On a separate page, have a fact sheet about the company, organization or service listing its name, location, description, key personnel such as the owner or director, phone number(s), email address, website, hours of operation, and other pertinent information. Seek to have continuity in printed material design. So your pitch letter, news release, fact sheet, and radio script should have a similar look, letterhead, etc. Fact sheets are often in a bullet point format. Think of this as a quick, easy resource for reporters. Think of any background information, history, key personnel, key facts and figures, basic information, and even offbeat, fun information about your company, group or event. Fill a single page with facts and figures, factoids, fun facts, or interesting trivia. Don’t do a Fact Sheet that’s only a half-page.
4. **PROMOTIONAL FLYER:** Produce a flyer about the club, organization, event, service or product you are publicizing. Think of the flyer as a printed piece that can could run in a newspaper, magazine, or online by itself as an advertisement. This should be a colorful stand-alone piece that has a design that is catchy and colorful, that would grab someone’s attention
  - a. Be creative, use graphics, clip art
  - b. Include basic facts, needed information
5. **RADIO/ONLINE (OR TV) COMMERCIAL:** A 30 or 60 second “spot” (commercial or CX) about the event, service, product or organization
  - a. Copy can be catchy and creative. Encouraged to use background music and/or sound effects. You can have two people talking as if in a conversation to get across your promotional message
  - b. Don’t forget the basic facts—who, what, were, when, etc.

- c. Record your voice (or someone else's) digitally using a smart phone, a still camera that shoots video, or with a headset microphone
- d. Start recording by saying your name, then do a 3-2-1 countdown
- e. Produce the CX on your computer, digital non-linear style and put on a flashdrive or "burn" it onto a CD or DVD
- f. Make sure length of CX is 30 or 60 seconds, within two seconds either way
- g. Use music under the narrative: careful that music is not too low or high so that's making your voice hard to hear
- h. Turn in a CD/DVD or email the produced commercial to me, and have the script as part of your media kit—script should be on same letterhead as other printed pieces
- i. You can use the Communication Department's Digital Lab in the back of 7 College Way which has six Dell workstations with Adobe Premiere Pro. There is also a headset microphone in that room. To be let in that room, which is always, locked, go to the main Comm office next door at 9 College Way and ask to be let in. After hours and weekends, you'll need to let me know so that I can call Public Safety which you will have to call (953-5609) and an officer will come to the lab to let you in. Please let me know if you plan to use the lab so I can get you on the "after hours/weekend" list with Public Safety
- j. Adobe Premiere instructions will be posted on our class website. There are printed instruction copies in the Comm Lab.
- k. Please don't hesitate to call, text or email me with questions. My cell number is 843.953.2212 and email is [harwoodp@cofc.edu](mailto:harwoodp@cofc.edu)

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