

AHS 391: Educational Methods

Spring 2018

Press Release

30 points possible

DUE Thursday, March 8th by 5:00 pm in Blackboard

Background

No matter what aspect of the health field you end up working in, you will likely be involved in communicating information to the general public about health-related events. Often, this form of communication takes the form of promoting the event via a news or press release.

Content

For this assignment, you will type a one - two page news/press release that would be submitted to a local news organization about an upcoming health-related event (this can be written about a true or hypothetical upcoming health event).

Required: The news/press release **MUST** include information about ***who, what, when, where, why and how*** regarding the event. Refer to the examples provided in class and in Blackboard for guidance, as well as press releases you can find on the internet. Please note that the layout and content will vary with each press release example you come across, depending on the source and organization. The event that you highlight in your press release can be a “real” event coming up or a fictional one.

****Note** that this press release **MUST** be in your own words. You are **not** to copy and paste information from an existing press release into your assignment. As you know, this would be considered plagiarism, plain and simple.

Formatting, etc.

- Title page: Assignment must include a properly formatted title page with only your name, assignment title, and university (APA-style)
- Font, Spacing, etc.: Papers must adhere to the following specifications:
 - a) Times New Roman font
 - b) 12-point
 - c) This assignment can be single ***or*** double-spaced (either will be fine)
 - d) 1” margins on all four sides
- Length: Content must be 1-2 pages in length (not including title page)
- Submission: The correct document must be typed and *properly submitted* as an attachment to the correct assignment folder in Blackboard by the deadline listed above.