

eCommEd™
E-Lecture Connection Lesson Supplement
Submitting a Successful Press Release

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When an organization wants to make the public aware of a product or service that is new to the market, they put together a publicity strategy. A publicity strategy is a plan that the organization will follow to most efficiently and effectively make their mission, product, or service known to their target audience.

A key component of a publicity strategy is a Press Release. A Press Release is exactly what the name implies: a release to the press. It functions to give notice of important new information available to the public. In your case, it will function to tell the media organizations within your high school's community that the ScoresUp.com E-Lecture Connection project exists and why people in your community should be interested in it. This will generate traffic at your site. A well-written Press Release is a great way to start building contacts and connections that may be helpful to your in-school campaign. This type of Release also attracts positive attention to your school.

When you write a press release, be sure that all of the information that you include in it is accurate. This is one of your first contacts with the public. You want this release to create a positive impression and be the first step in gaining consumer trust. Also, using clear, understandable language, you want to be sure to include the following information:

- Your School's name
- Your School's location
- Your Teacher's name
- A description of the function and goals of the E-Lecture Connection project.
- Testimonials from school & community officials (i.e., teacher, principal, Mayor etc.)

Once you have written a good Press Release, contact local newspapers and radio stations. Tell them that you have a Press Release for them and they will ask you to either hand-deliver, mail, e-mail or fax it. Be sure to keep a record of whom you gave your release to and when you sent it out. Later on, you may want to track how many people each release attracted, as well as follow up with the those people you initially sent it to.

Attached is a Press Release template to get you started. Review the template and decide whether your class would like to submit a modified version of it, or to create your own. If you choose to create a unique release for your school, you can still use the template as a model or guide. Be sure to use the same basic formatting, with "FOR IMMEDIATE RELEASE" written across the top of the page.

FOR IMMEDIATE RELEASE

(Votesburgh High School) Students Conducting Their Own 2004 Presidential Election

September 00, 0000 (Votesburgh, IL) – Most high school students are too young to vote in this year's Presidential election, unless of course they attend (Votesburgh High School). Two classes at the school are teaming up to give their fellow students the opportunity to participate in a mock campaign and election for the School. The objectives of the project are to give students in the

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two classes the opportunity to organize and manage a real-world election. In doing so, these students are in turn helping to teach their fellow (Votestown) High School students how to become involved in the voting process and how to obtain the information they need to make the best possible voting choices.

The in-school campaign will consist of many of the same components and activities that exist in the live contest including Campaign Committees for (President Bush) and (Senator Kerry), Campaign rallies with guest speakers, a debate, polling, and celebrity endorsements. Students at the school will actually have to register to be eligible to vote and the vote will take place on (Monday, November 1), a day before the live election.

The public will be able to observe and follow the entire project at a Web site the students have developed to serve as their campaign's information and activity center. The URL for the Web site is (www.scoresup.com/Votestown).

(Votestown High School Principle, David Carter), says the project is an effective example of how schools can bring more real-world activities inside the classroom to help students learn. "Learning how to take part in the political process is more effectively taught by letting our students actually take part in the process itself. This project makes doing that that practical."

The two classes responsible for this school-wide multi-part lesson in democracy, civic responsibility management, and organization are the (US Government class of Mr. Jack Rossi and the Marketing Class of Mrs. Joan London).

For more information about (Votestown High School's) Project., contact:
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