Writtrod / Techw
Original task

News Release Assignment

News Release Objective: The new release will cover a news event that is related to Fairfield High School or to the community.

News Release Evidence: The objective will be evident if the article establishes a clear purpose with supporting details, includes the 5 w's (who, what, when, where, & how) .

- Analysis: How well does the article reflect an understanding of the topic?
- Evidence: Is there enough information given to prove your points?
- Organization – Does the news report flow from beginning to end? Is the interest piqued at the beginning of the article and is the article ended in an interesting or summed up matter?
- Interest – Is it written in a way that would interest an audience?

News Release Rubric

News Release Objective: The article will cover a news event that is related to Fairfield High School or to the community.

News Release Evidence: The objective will be evident if the article establishes a clear purpose with supporting details, includes the 5 w's (who, what, when, where, & how) .

- Analysis: How well does the article reflect an understanding of the topic?
- Evidence: Is there enough information given to prove your points?
- Organization – Does the news report flow from beginning to end? Is the interest piqued at the beginning of the article and is the article ended in an interesting or summed up matter?
- Interest – Is it written in a way that would interest an audience?

Name _____ Points _____/60

CATEGORY	4	3	2	1
Articles – Purpose 10 points	90-100% of the article establishes a clear purpose in the lead paragraph and demonstrates a clear understanding of the topic.	85-89% of the article establishes a clear purpose in the lead paragraph and demonstrates a clear understanding of the topic.	75-84% of the article establishes a clear purpose in the lead paragraph and demonstrates a clear understanding of the topic.	Less than 75% of the article establishes a clear purpose in the lead paragraph and demonstrate a clear understanding of the topic.
Organization- 10 points	The article is organized with a clear and interesting beginning that introduces the audience to the topic, provides supporting details in the middle and includes an ending.	The article is 85-89% organized with a clear beginning, provides supporting details in the middle and includes an ending.	The article is 75-84% organized with a beginning, provides supporting details in the middle and includes an ending.	The article is less than 75% organized with a no clear beginning, supporting details and/or ending.
Articles - Supporting Details- 30 points	The details in the articles are clear, effective, and vivid all of the time.	The details in the articles are clear and pertinent most of the time.	The details in the articles are clear and somewhat clear. .	The details in the the articles are neither clear nor pertinent.
Who, What, When, Where & How (for news stories only))- 10 points	The article clearly addresses the 5 W's (who, what, when, where and how).	Most of the article adequately addresses the 5 W's (who, what, when, where and how).	Some of the article adequately addresses the 5 W's (who, what, when, where and how).	The article does not adequately addresses the 5 W's (who, what, when, where, and how).

Press Release
Information Gathering Worksheet

Use this form to help you gather the necessary information for your press release.

1. What service, event or activity is being announced?

2. What is the goal of this announcement (what are you wanting to achieve)?

3. When & where will it take place?

4. Who is involved?

5. What are two more primary goals or this event or activity?

6. Other important details that need included:

7. How does a person contact someone about this event or activity? Do they call a telephone number, go to a website, go to a street address, etc.? (this ideally should be used in your last sentence of the body of the press release).

8. Who can be quoted in the release that will bring in a relevant information about your topic (internal and/or 3rd parties)? Be sure to get accurate information, and get a sign-off authorization from anyone you quote.