

This assignment has three interlinking components. You need to produce a plan for a news conference, a media kit that will be distributed at that event to further progress your 'client's' goals, and a strategic justification for your proposal.

A) News Conference Plan

The plan will need to cover three areas:

- Background (approx. 150 words): What is the purpose for having this news conference? What is the key message you want to help your organization deliver at this conference? Who are the end target audiences for this key message?
- Media Advisory (approx. 500 words/1 page): A media advisory is used to invite and lure reporters and journalists to attend your news conference. It should not only cover the who, what, where and when of the event, but also act to entice coverage by emphasizing the newsworthiness of the event. Consider not only what is going to be said or covered, but also any visual or photo op possibilities for press and TV coverage.
- Media List (at least ten items): to ensure coverage, most news conference plans include a list of reporters/journalists, including their name, publication or outlet, their section or beat, and any other relevant details (i.e.: covered this organization before).

B) Media Kit

The media kit will require the following components:

- Media Release (1 page): revised and substantially redeveloped from Assignment 2.
- Backgrounder (1 page): gives context and chronology for the issue at hand.
- Fact Sheet (1 page): on the organization more broadly; acts as a 'ready reference'.
- Q&A Prep (at least 5 items): likely questions from the known reporter pool (see A4 above) and considered answers to each for the speaker to refer to.

C) Strategic Justification (300 words total):

Summarizes the overall strategic thinking behind your choices in preparing this media kit. Discuss why, in your professional opinion, the revised media release will achieve the communications goal of the client? Why would these journalists be mostly like to run the story? Why is this story newsworthy? Draw on your course readings to reference and support your ideas.