MARK 325 PRESS RELEASE ASSIGNMENTS

Find two current new inventions or business initiatives within the Nanaimo marketplace that you feel are of newsworthiness for your primary or secondary target market of your pet food company. Select those that (ensure they) do not have a press release readily available.

1. For each of the two: Identify the initiative/invention, Identify the company affiliated with the initiative/invention, and describe the nature of the initiative/invention (provide a reference for your source of information) (10 marks)
2. For each of the two: Create a press release for that company about the initiative following appropriate Press Release mechanics. (40 marks)
3. For your Media Mix:
   1. Select one of the above and assume that it is an initiative that your pet food company has and create a press release as if it was your own for use within your media mix. Pay attention to “c” below when selecting. (10 marks)
   2. Secondly, create another press release tailored to one of your alternate contacts. Pay special attention to “c” below when describing the initiative. (20 marks)
   3. Identify the key contact(s) in Nanaimo by media, company, personal name, and personality that you would get to know personally. Where possible, start to profile what is important to them as “news” to publish.(20 Marks)

Total weighting out of 100 marks