

# Press Release



## **Teachers Information:**

Press Releases for mission dates provide an excellent opportunity for potential media coverage of the mission as well as providing students with the experience of developing an effective summary statement to send out to various media groups. To have the best chance for media coverage, it is customary to send out a press release approximately two weeks prior to the event in question. Students and teachers should decide as a group if the best chance for media coverage would be the mission itself or the press conference at the school if you chose to do so. Of course, both times and dates could also be included.

## **Next Main Point:**

- Objective: To give students the opportunity to invite local media to cover their visit to Challenger Learning Center and to practice presenting an accurate summary of the event to be covered.
- Materials: School media contact list, computer, fax machine or envelopes with stamps
- Activity Duration: 30 – 45 minutes

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## **The Anatomy of a Press Release**

**Contact Name/Phone-** Clearly stated in the top right corner of the press release

**Location-** Should be in the first sentence of the press release

**Date/Time-** Also should be listed in the first sentence of the press release

**Admission Information-** Who will be there? Should be in first or second sentence

**Description-** What is happening? Be certain to make the project seem as unique as possible. The description has to be interesting enough that a media representative will choose to cover this event over some other event. Remember, there are always news events to be covered. You have to find a way to make your event the most interesting, the more rewarding, and the most exciting of all the potential events.

