

ASSIGNMENT # 4

Press Releases

- Go on-line and find no less than 5 press releases (e.g., www.prnewswire.com).
- Choose one press release of the five to analyze.
- Ask yourself the following questions:
 - What is the heading? Does it grab your attention? Why?
 - What is the dateline?
 - Does the first paragraph answer the questions Who? What? Where? When? How? and why?
 - Does the first paragraph draw you into the rest of the press release? Why or why not?