

Press Creation Packet for the Buy Local/Build a Future

The Packet Includes:

- 1. A an overview of the process used to generate extensive media coverage of the performance**
- 2. Worksheets used to guide students in creating advertisements and soliciting support from groups of people in the Genesee Valley/Rochester community**

Media Coverage for Buy Local/Build a Future

Students will generate media coverage for the ongoing activities of Buy Local/Build a Future. These promotional activities follow the arts-integration curriculum design of the rest of the project. The promotional activities of the project allow students to learn business skills focused around local products, services and tourism. Students will collaborate with local professionals to generate press releases and press conferences that will invoke the interests of the regional community.

We will identify community partners to work with each participating student press group. These partners will guide students through these materials and provide additional guidance based on their experience.

Problem Solving

The fundamental challenges of promoting local products, services and tourism will be discussed with community professionals. Participating classes will address the problem by organizing a press team and designating a press secretary.

Students will participate in an in-depth discussion on how the promotion of local products, services, and tourism differs from the national advertising that permeates their daily experience. The press secretary will record student's thoughts and ideas from the discussion. The phrases and language recorded from the discussion will be reviewed and transformed into a logo sheet.

Supplementary Sheets for Press Coverage

The logo sheet is made out of an 8 1/2"-11" piece of paper with a logo statement of 7-10 words on the top of the page. Following the logo statement is a 25-30 word articulation of the statement. Finally, there are a series of 5-6 questions the students generate that focus on what they would want to be asked about their particular product, service or tourist topic. The logo sheet will be distributed around the community and given to press/media outlets in the greater Rochester area.

Logo Sheet

Write 7-10 words that describe your subject.

Write 25-30 word description of the above statement

Write 5-6 questions that you would like to be asked about the subject

1.

2.

3.

4.

5.

6.

Other supplementary publicity sheets

Other supplementary publicity sheets given to the public and the press will include the logistics of the project including who, what, when, where, and why, as well as a list of student quotes stating what the project meant to them.

Press Release/Press Conference

The students will generate a press release integrating the language from their discussion. The release will be emailed to the McClure Productions Inc. office (paula@artforbrains.com). The release will be faxed and e-mailed to the media in the greater Rochester area including newspapers, such as The Democrat and Chronicle and local news stations such as R News from the McClure Productions Inc. office.

The next phase includes the organization of a press conference. Successful press conferences will require vigorous efforts to contact with media in Livingston County and Rochester. Press conferences will be coordinated with ongoing project activities so the media can take footage of these activities.

The students will be coached in the fundamentals of conducting a successful press conference. Four students will be chosen for each press team to be interviewed during the conference; each one will focus on an aspect of their project, such as the academic content including the history, the creative process, visits to local industries, interviews with local professionals, etc. Before the press conference is scheduled, students will learn some of the keys to conducting a successful on camera interview:

1. If you begin to fumble on words simply stop speaking and say I would like to repeat that, count to 3 and then start over again.
2. During an on camera interview it is important not to move your head often when you are speaking.

Students will be prepared for the press conference by writing a 2-3 minute statement about their involvement in the project. Then, they will take questions from the interviewer.

Buy Local/Build a Future Press Kit Brainstorm

The class will brainstorm potential groups in the local and national community that would have interest in Buy Local/Build a Future. Then small groups will use this worksheet to design press packets that would meet the specific interests of their community group (groups like local politicians, historically black colleges, etc)

Your Press Team _____

Names from Class Brainstorm

Small Group Brainstorm – Who else would be interested to know about this?

What aspects of the subject would each group of people be most interested in?

Besides a cover letter, pamphlet about Buy Local/Build a Future, what should a press kit for each group of people include?

How should we contact each group of people?

How do you think your group of people could best support the show?

On the back of this paper, draft the cover letter to your group. Include the information they will be most interested in, and remember to be professional. Offer many ways they can support the project.

Cover Letter Outline

The students will write cover letters to solicit support of the project to the group(s) they mentioned in the Press Packet Creation; they used this worksheet to help organize their letters.

Use the spaces below to draft / outline the cover letter template you will use for your specific group of potential supporters. You may use bullet points, key words, or complete sentences – this outline will be your guide when you sit down to write the actual letter.

Remember, the purpose of this letter is to gain support for the project – that means we need to sell our work (think of ways to present it as positively as possible!)

Keep these questions in mind:

1. What can they do for us?

Will they choose to buy the product we are promoting?

Will they help by spreading the news in their promotional networks?

Will they connect us to useful resources?

What else?

2. What will they get in return?

Cover Letter Format

Name _____

Greeting / Invitation into Project:

Description:

Request:

Thank you: