Information for Assignment #2: MINI CAMPAIGN

RE: Your non-profit organization to promote media literacy

Create a non-profit organization with a mission of promoting media literacy. (Examples include https://namle.net/about-namle/namles-history/ or <https://medialiteracynow.org/>, etc.)

Write a planned communications mini-campaign on behalf of the organization and its efforts to achieve its mission.

WHAT IS REQUIRED:

* Students are required to write a strategy statement (two to three sentences)
* Write a news release (email) about the organization’s mission
* Write a feature pitch (email) to persuade a multimedia journalists to write a story about the organization’s mission.
* Create a full-page print ad (with appropriate visuals and min. 100 words of copy) that conveys the organization’s message to an intended public.

DUE no later than 5 p.m., Saturday, April 15 via email (molly.yanity@qu.edu) **I suggest emailing yourself with the attachments to ensure its on-time delivery.**

*To get an A, you must:*

* Have developed an overall effective campaign that delivers clear communication messages and engages the specified publics
* Have a clear and concise message strategy
* Showcase communications tactics that reflect in a consistent manner the objectives and strategies set out by the organization
* Exhibit correct grammar, spelling, syntax and AP style; follow tasteful and ethical guidelines