

## Information for Assignment #2: Mini-campaign

RE: Your organization to promote media literacy/fight fake news/etc. (as discussed in class)

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 (one or two 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 an 8x10 print advertisement

**DUE no later than noon Sunday, April 14 via email via Blackboard (Please save all components in ONE document. If you use PhotoShop, screenshot the ad and insert it in the same doc as the news release and feature pitch.)**

*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