

Information for Assignment #2: Strategic releases

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/> 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.

DUE no later than 5 p.m., Saturday, Nov. 17 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