

# CHAPTER 14A CONCEPT REVIEW WORKSHEET

Your Name \_\_\_\_\_

## CREATING PRESS RELEASES AND NEWSLETTERS

### *Press Release*

1. When a press release is well written and designed effectively, it can build \_\_\_\_\_ by \_\_\_\_\_ your organization.
2. What is another term that is used and means the same thing as press release? \_\_\_\_\_
3. Define *target media*. \_\_\_\_\_
4. There are seven basic elements that should be included in a press release. What are they (in order)?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_
  - f. \_\_\_\_\_
  - g. \_\_\_\_\_
5. To indicate the end of a press release, type \_\_\_\_\_ or \_\_\_\_\_.
6. If your press release is more than one page, what do you type at the bottom of all pages except the last page? \_\_\_\_\_

### *Newsletter*

7. The purpose of a newsletter is to \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_.
8. Newsletters fall into two categories. What are they and who is the target audience?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
9. What are three methods commonly used to distribute newsletters?
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_