**LAC13704 Corporate Image Building**

**Assignment 1 – Writing a Press Release**

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| Sender   * position in the communication |  |
| Receiver   * active or passive |  |
| Channel |  |
| Timing |  |
| Appeal to self-interest   * what do the receivers want to know/ hear * does the message fit their values * will they receive benefits from accepting the message |  |
| Source credibility (ethos)   * who to quote * what to quote |  |
| Any key words?  e.g. repetition like Steve Job’s “revolutionary”, “introduce”, “change” |  |
| 5W1H (logos)   * who * what * why * when * where * how |  |
| How many ‘newsworthy’ criteria does your press release fulfill?   * Impact/ broad appeal * Timeliness * Prominence * Proximity * Conflict * Out of the ordinary * Flavor of the month * Human interest |  |
| Any emotional appeal? (pathos) |  |