**LAC13704 Corporate Image Building**

**Assignment 1 – Writing a Press Release**

|  |  |
| --- | --- |
| 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) |  |