

A MICROSOFT OFFICE SPORTS MARKETING SIMULATION



W-4 Press Release: Spreading the news about your new team

Goal:

A press release provides the media with information that is useful, accurate, and interesting. It is a free way to advertise what is going on in the area. In this project, you will create a press release to give to the media outlets in your city to announce the new players on your team.

Skills Utilized:

Use Microsoft Word to create a press release

Tactics:

- The more interesting you make the headline of the press release, the better chance you have getting the local media to cover your event
- The opening sentence of the second paragraph contains the most important information in the press release
- Keep your message clear and concise to grab your audience's attention

Instructions:

1. Follow the instructions and complete the **Planning Form**
2. Use Microsoft Word, open the **W-1 Letterhead** document
3. Save as **lastname_W-4 press release** folder that you have created in your Documents > Focus
4. Using the completed **Planning Form**, create a block formatted business letter
5. Carefully proofread your work for accuracy, design, spelling and grammar
6. Resave the document
7. Turn-in electronically to the **Inbox**