

Name \_\_\_\_\_ Date \_\_\_\_\_

### Running a Campaign: Press Secretary

During a campaign, candidates must send information to the press about their activities and priorities. These short (no longer than one page) pieces are called *press releases*. You will conduct research about your candidate, and use this guide to write a press release about him/her. Go here for some examples: <http://www.whitehouse.gov/briefing-room/statements-and-releases>. What do you notice about this type of writing?

#### Step 1: Research

Using online news sources find information about your candidate. What has he/she been doing lately? What kind of things has he/she been talking about? Where has he/she visited? Use this graphic organizer to record your thoughts. Just focus on the basics, you do not need details at this point. After you have a few notes, cross-check this information with the candidate's website. For example, if you have noticed that the candidate has spoken at many schools recently, check what they say about education.

<b>Candidate has traveled to: (from news sites)</b>	<b>Candidate's speeches have focused on: (from news sites)</b>	<b>Relation to information on candidate's website:</b>

## **Step 2: Putting it together**

Review your notes to see if you can find things that stand out. For example, has your candidate been to several businesses? This may indicate that he/she has plans that will affect business owners or workers. After you have looked through your findings, write down one point/idea that seems important and interesting to you:

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## **Step 3: Outlining your press release**

Writing a press release is very different from writing an essay. Press releases are much shorter, and so do not have a lengthy introduction or conclusion, getting straight to the point.

1. They often begin by saying "'Today' or 'on (this date)' (candidate name) did/ said/ visited \_\_\_\_\_."
2. Next, in the same paragraph, is important information about the event: names, dates, locations.
3. Next is a description of what happened, including quotes by the candidate. This could be in one or more paragraphs.
4. Last, since this is a press release specifically for the election, be sure to tie what happened to the candidate's campaign. Ask for help from your classmates or teacher if you're having trouble making the connection.

Write an outline, following these steps, on notebook paper. Remember that an outline does not include full sentences, just words and phrases to help you organize your thoughts. When it is completed, have it checked.

## **Step 4: Writing your press release**

After your outline has been checked, write your press release. Remember to stick to the point and do not include unnecessary information. However, you may need to go back and look at your news sites for some details. You may check the white house press releases again if you want more examples.