Goal- Use Appropriate Theory and Standards for Message Construction

For the objective goal of using appropriate theory and standards for message construction, I decided to use my press release from my public relations class for the artifact. This artifact came from an assignment to create a press release for the 2006 Monmouth College commencement ceremony. The professor gave us a list of facts that we could choose from to include in our press release, and we had to make the press release look as professional as possible. I chose this artifact because I believe that the artifact is a good example of how I can construct message for an appropriate standard.

What I included in my press release was influenced by what I believed the audience wanted to know most. We had a large list of items to choose from that we wanted to include in the press release. There were too many items on the list, so I had to choose what I felt was the most important. When I chose which ones I thought were the most important, I took into consideration what I thought would be the most important to my audience.

Other ways that I could have gotten my message out to those who wanted to know about the graduation ceremony other than a press release would be to send out a letter to family members of the graduate. However, the people who go to college graduation ceremonies aren’t only family members. Therefore, sending a press release to area newspapers would get the message out to all people.