I.D

Goal- Use basic media messages forms effectively

For the objective goal of using basic media messages forms effectively, I chose to use my press release from my public relations class as a good example of how I met this goal. This artifact was created to complete an assignment in my public relations class. The assignment was to create a press release for the 2006 Monmouth College Commencement Ceremony. The professor gave us a list of facts that we could include in our press release. Our job was to choose what facts that we felt were most important and create a press release that would fictitiously go out to area newspapers. I chose this artifact because it was a good press release and a press release is a good use of a basic media message form.

It can be shown that my press release is a sophisticated form of a press release because of all the effort that I put into the final product. I followed the format that the professor gave us and went beyond to make it a very professional and sophisticated press release. I used graphics on the top and the bottom of the press release. The graphic gives it more of a professional look. Another example of how the press release is more sophisticated, picking the information that I felt was most important to be included into the press release. I could have just listed items in order into the press release. However, I wanted to make the press release the best I could, so I decided to pick out the facts that I felt was most important and then organize them to look the best.

The press release also reflects presence of strategic decision-making. The professor gave us more than enough facts on the list for the assignment. We couldn’t use all of them so I had to choose what I felt was most important for the audience to know.