

OVERVIEW

A press release is written on standard 8.5 inch x 11 inch paper. It gives local media information that is useful, accurate, and interesting. A press release allows local media to print information that lets readers know what's going on in their area. It's also a free way to advertise. Press releases are often sent to newspapers, radio, and TV stations.

STRATEGIES

1. Keep the press release informative and objective. Although this is a marketing tool in a sense, it should not sound like a sales pitch.
2. Keep the press release interesting so that the local media wants to run a story about your business or conduct an interview with a representative from your company.
3. Read through all instructions prior to completing the project.

INSTRUCTIONS

1. Using Microsoft Word, create a new document.
2. Save the document as Project WRD-1 Press Release in your "Word" folder under "The Hub" folder.
3. Set the page size to 8.5 inches wide x 11 inches tall with a 1 inch margin on all sides.
4. Choose an easy-to-read font, and keep the font size to a maximum of 10 - 12 points, unless otherwise noted.
5. Be sure your document's line spacing is set up using single spacing with no additional line spacing between paragraphs.
6. On line one of the document, key the following contact information right-aligned, single-spaced, and 9 point bold:

The Hub
Your Name, Office Specialist
600 Hub Street
Austin, TX 73301
Phone: 1-888-555-TEEN (8336)
Fax: 1-888-555-HANG (4264)
Email: info@thehub.net
www.thehub.net

7. At the top left-hand corner of the page, insert The Hub logo, installed from The Hub Resource CD. Resize the logo so it is in proportion with the rest of the document.

your TASK

Your task is to prepare a Press Release to the local media that will advertise the expansion of the game room – The Hub Cap.

As part of The Hub's marketing strategy, a Press Release will be used to announce the grand reopening of The Hub Cap to the public.

the SKILLS

- Format a press release
- Format text
- Insert a graphic image
- Format line spacing
- Set margins

Press Release

- 8.** Double-space and key the following heading left-aligned, 12 point bold, and all caps:

FOR IMMEDIATE RELEASE

- 9.** Double-space and key the following title left-aligned, 12 point bold, and all caps:

THE HUB ANNOUNCES EXPANSION OF GAME ROOM (THE HUB CAP)

- 10.** Double-space and key the following information left-aligned, 12 point with a .5 inch tab indent at the beginning of each new paragraph:

NOTE: Double-space the entire body of the press release.

Austin, TX December 1, 20__— Today at its annual board meeting, The Hub announced the Grand Reopening of the newly expanded game room, The Hub Cap. The room, which had 4 Wii stations, 4 Xbox stations, and 4 PlayStations, has increased its capacity by 1,000 square feet and now includes 12 additional gaming stations, 4 designated Guitar Hero stations, and 4 designated Dance Dance Revolution stations. Patrons and members can expect less wait time and more game time with the expansion.

The Hub has had plans for the renovations to The Hub Cap since 2009. They received a lot of member input and consulted with arcade experts around the country. Once they heard what their customers wanted, they had a clear vision of what the upgrades and enhancements should be. Members will continue to enjoy billiards, dartboards, and skeeball.

Established in 2007, The Hub is continuing to expand and grow throughout the Austin, TX, region. Currently, The Hub has over 2,700 members, and membership is projected to double by 2015. Besides weekday events and the weekend dance club and parties, The Hub also features live bands once a month. Local teen bands are encouraged to send a demo CD if they are interested in performing at The Hub. Twice a year, The Hub is host to the hottest Battle of the Bands around. For more information, contact The Hub at 888-555-TEEN (8336) or info@thehub.net.

- 11.** If your press release exceeds one page, the second page should indicate “Page 2” in the upper right-hand corner of the page right-aligned.
- 12.** Double-space, center-align, and key the following three symbols to indicate the end of the press release.

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- 13.** Bold the words “Austin, TX December 1, 20__” at the beginning of the first paragraph.
- 14.** Carefully proofread your work for accuracy and format.
- 15.** Resave the file.
- 16.** Print a copy of the document if required by your instructor.



The Hub
Leah Johnson, Office Specialist
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FOR IMMEDIATE RELEASE

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