

# News Release

## What is a news release?

Sometimes known as a press release, a news release gives the media information that is valuable, accurate, and attention-grabbing. Readers can get a sense of what's new and what's going on. Although the document should be written with an objective tone, the document can also be a great promotional tool.

## Why is using a news release important?

A news release announces a possible story to journalists, the public, companies, and other organizations. It informs the reader of the details of a story. A news release may prompt journalists to dig deeper into a story or conduct an interview for further information.

## Examples

- News Release to announce the launch of a new product
- News Release to announce an individual's achievement
- News Release to announce a contest winner
- News Release to announce a special event

## Goal

Use word processing software to learn and practice how to create and format a news release.

## Skills

- Understanding the parts of a news release
- Using proper news release format
- Setting margins
- Using the change case feature
- Setting line spacing
- Using the default tab

## Daily News

### RAPPER RAZOR CRUSH ON NEW ALBUM TOUR

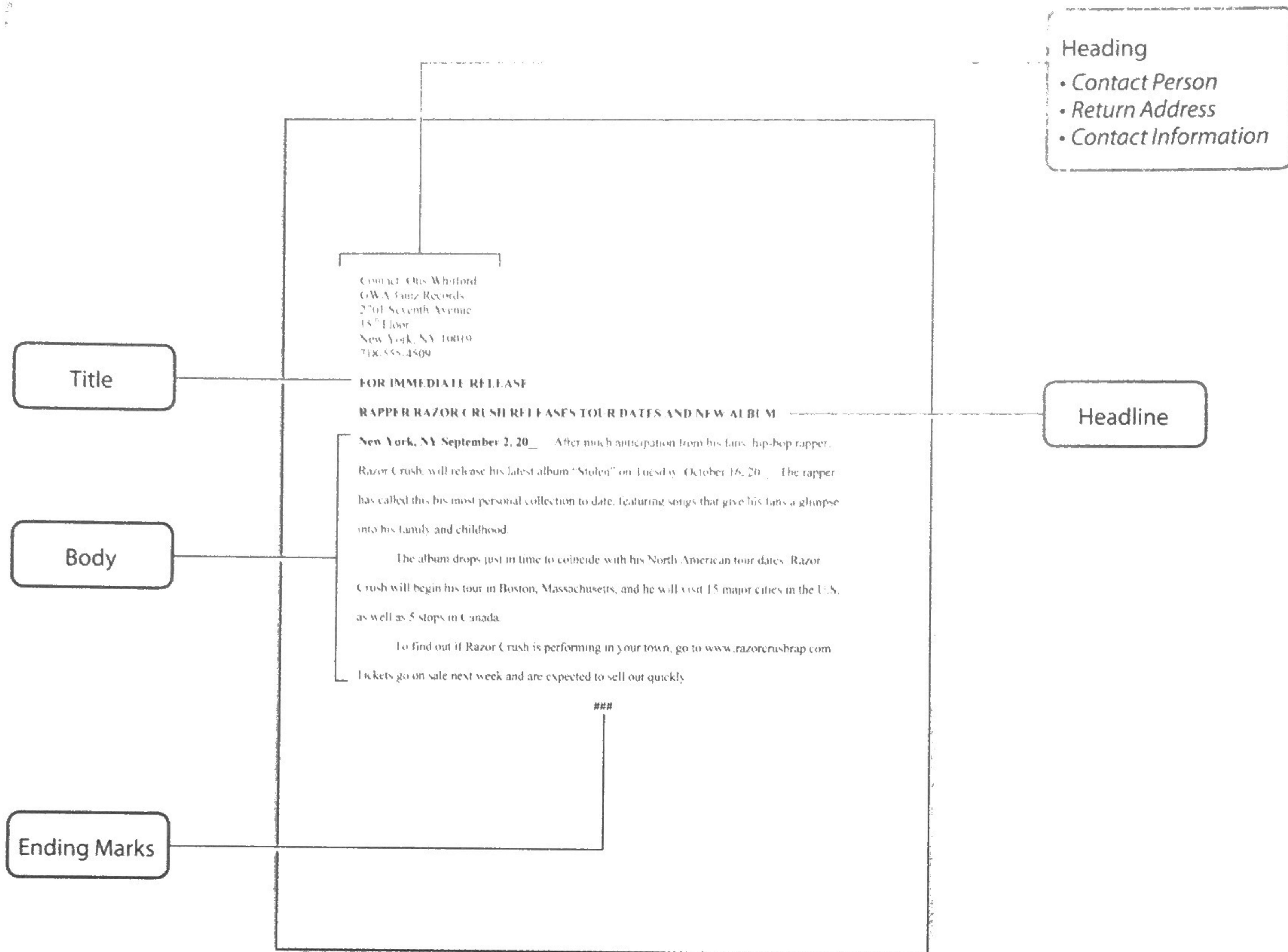


After much anticipation from his fans, hip-hop rapper Razer Crush will release his latest album 'Stolen' on Tuesday. The rapper

has called this his most personal collection to date, featuring songs that give his fans a glimpse into his family and childhood. The album drops just in time to coincide with his North American tour dates. Razer Crush will begin his tour in Boston, Massachusetts, and visit 15 major cities in the U.S. as well as 7 stops in Canada. To find out if Razer Crush is performing in your town, go to [www.razercrush.com](http://www.razercrush.com). Tickets go on

sale next week and are expected to sell out quickly. Crush said that the release of 'Stolen' will be the anniversary of his first hit, 'Loud and Loud', seven years ago. That release featured experimental tunes that were an instant hit with the local music scene. "I can't imagine doing any thing else in my life. Now the album is out, I'm just going to live but of my best song. I've been on a complete high," he said. The artist shared an interview at his

# News Release



**Parts**

**Description**

**Heading**

If a company letterhead is not used, the heading should include the following information of the person sending the news release: first and last name, job title (if applicable), company name, street address, city, state, zip code, and phone number. The heading may also include additional contact information, such as fax, e-mail, and Web site.

**Title**

Includes the text "FOR IMMEDIATE RELEASE" keyed in all caps and bold.

**Headline**

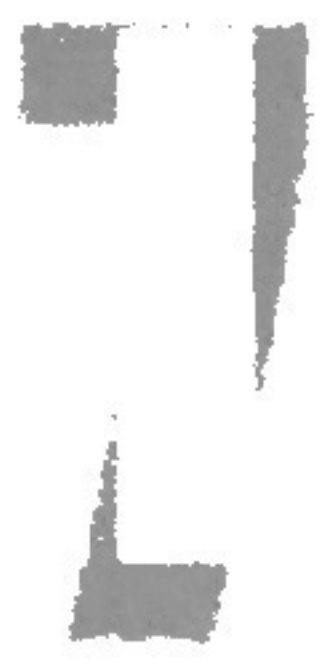
A brief statement that is meant to capture the journalist's attention. It should be short and draw interest for the reader to read on. It is keyed in all caps and bold.

**Body**

The body always begins with the date and city where the news release originates. The use of bold is optional. The content should include the who, what, where, when, and why, and any other useful and interesting information.

**Ending Marks**

Indicate the end of the news release.



# News Release

## Scenario

This year's hottest new rap artist, Razor Crush, is finally ready to release his new album and tour dates. Crush has never headlined a tour. Last year, he opened for Dwane Swagga and established a tremendous fan base. He is excited to go on tour himself and is hopeful that his fans will love the tracks on his new album "Stolen."

### Document Setup

<b>Start Up</b>	Using word processing software, create a NEW document.
<b>File Name</b>	Save the file as: Doc7_Practice
<b>Orientation</b>	Portrait
<b>Margins</b>	Top 2", Left 1", Right 1", Bottom 1"
<b>Line Spacing</b>	Single (unless otherwise noted), no additional spacing before and after paragraphs
<b>Font, Size</b>	Times New Roman, 12 pt.



### Instructions

1. Follow the Document Setup instructions provided.
2. Refer to the Practice Document as you follow the instructions below.
3. Using single space, key the heading as shown.
4. Change line spacing to double with no additional spaces before and after paragraphs.
5. Key the text "For Immediate Release."
6. Key the headline of the news release.
7. Key the body of the news release. Note: Do not indent the first paragraph.
8. Key the ending marks center-aligned on the last line.
9. Format the text "For Immediate Release" to bold, all caps.
10. Format the headline of the news release to bold, all caps.
11. Bold the location and date in the first paragraph as shown.
12. Carefully proofread your work for format and grammatical accuracy.
13. Resave the file.
14. Print a copy of the document if required by your instructor.

## Document 7: News Release

LEFT 1"

TOP 2"

RIGHT 1"

Contact: Otis Whitford  
GWA Jamz Records  
2701 Seventh Avenue  
15<sup>th</sup> Floor  
New York, NY 10019  
718-555-4509

**FOR IMMEDIATE RELEASE****RAPPER RAZOR CRUSH RELEASES TOUR DATES AND NEW ALBUM**

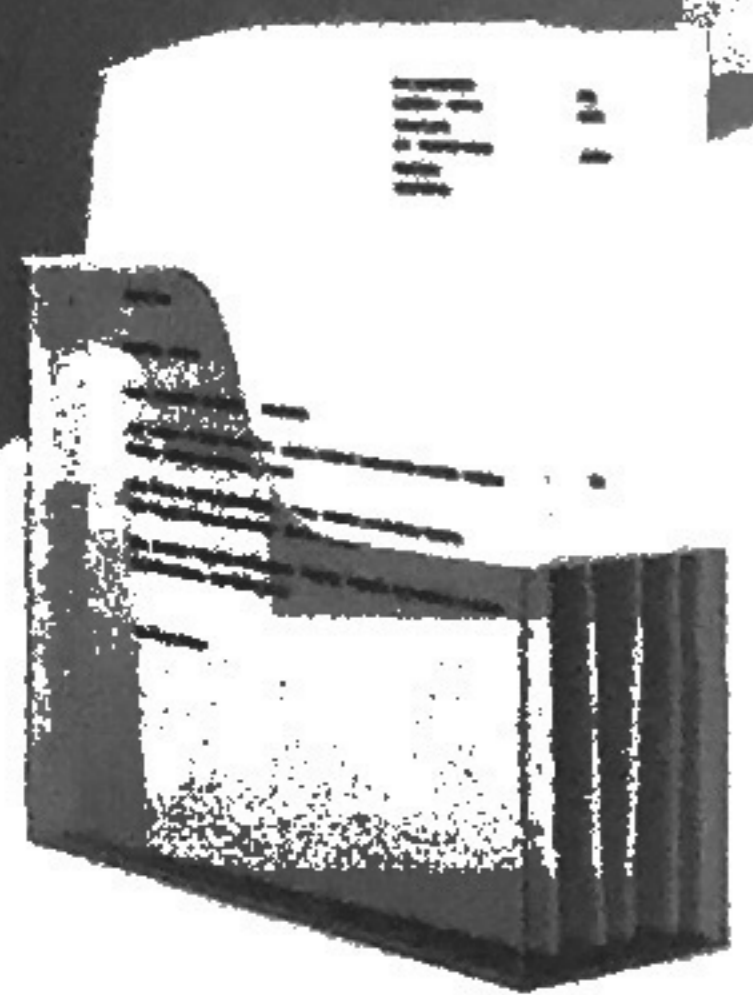
**New York, NY September 2, 20\_\_** – After much anticipation from his fans, hip-hop rapper, Razor Crush, will release his latest album “Stolen” on Tuesday, October 16, 20\_\_. The rapper has called this his most personal collection to date, featuring songs that give his fans a glimpse into his family and childhood.

TAB → The album drops just in time to coincide with his North American tour dates. Razor Crush will begin his tour in Boston, Massachusetts, and he will visit 15 major cities in the U.S. as well as 5 stops in Canada.

TAB → To find out if Razor Crush is performing in your town, go to [www.razorcrushrap.com](http://www.razorcrushrap.com). Tickets go on sale next week and are expected to sell out quickly.

###

BOTTOM 1"



# E-mail

## What is e-mail?

E-mail, or electronic mail, is a form of correspondence that is sent via the Internet. Since e-mail is such a common mode of transmitting messages, it has become more acceptable to communicate this way. It is faster than traditional mail—hard copies sent in envelopes through the postal service. Not only does the message itself have an area for text, but other files can be attached to the message such as letters, pictures, or video. E-mail messages can be sent to one person or to many people at the same time.

## Why is using e-mail important?

Your relationship with the recipient of your e-mail will dictate the etiquette you should use in your message. E-mail can have the formality of a letter or may be sent in place of a memo within an organization. Messages sent to your personal acquaintances may have a much friendlier tone, but when sending business communications, e-mail should follow a similar set of standards like those used for business letters. E-mail messages should have an appropriate salutation, proper spelling and grammar, and a polite and professional tone. Regardless of who the recipient of the e-mail is, always maintain a polite and courteous tone. Avoid using texting acronyms such as LOL or IDK or emoticons.

## Examples

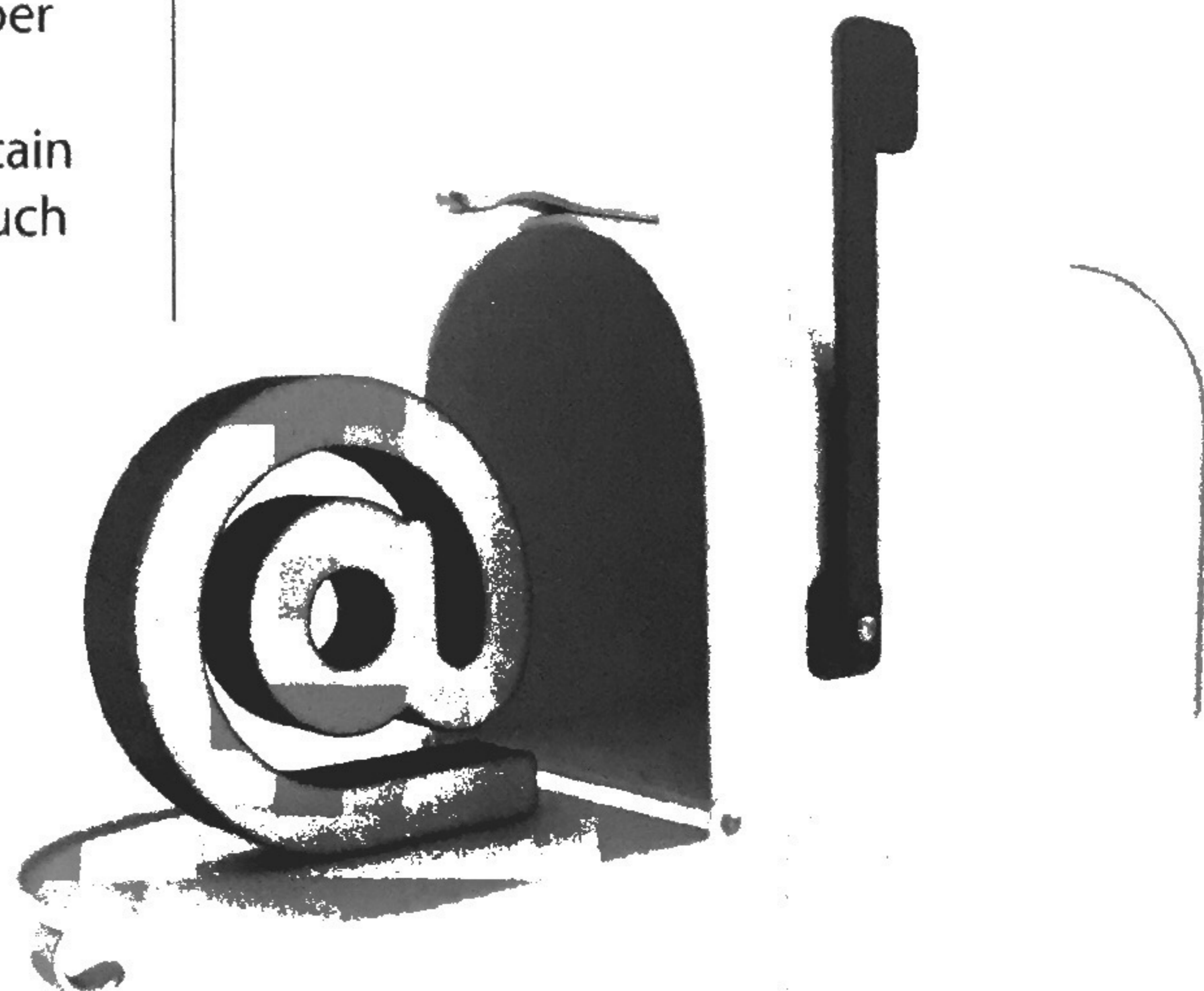
- E-mail to request information from a company
- E-mail to thank someone for a meeting
- E-mail to schedule an appointment
- E-mail to a teacher to inquire about a homework assignment

## Goal

Use word processing software to learn and practice how to create and format an e-mail message.

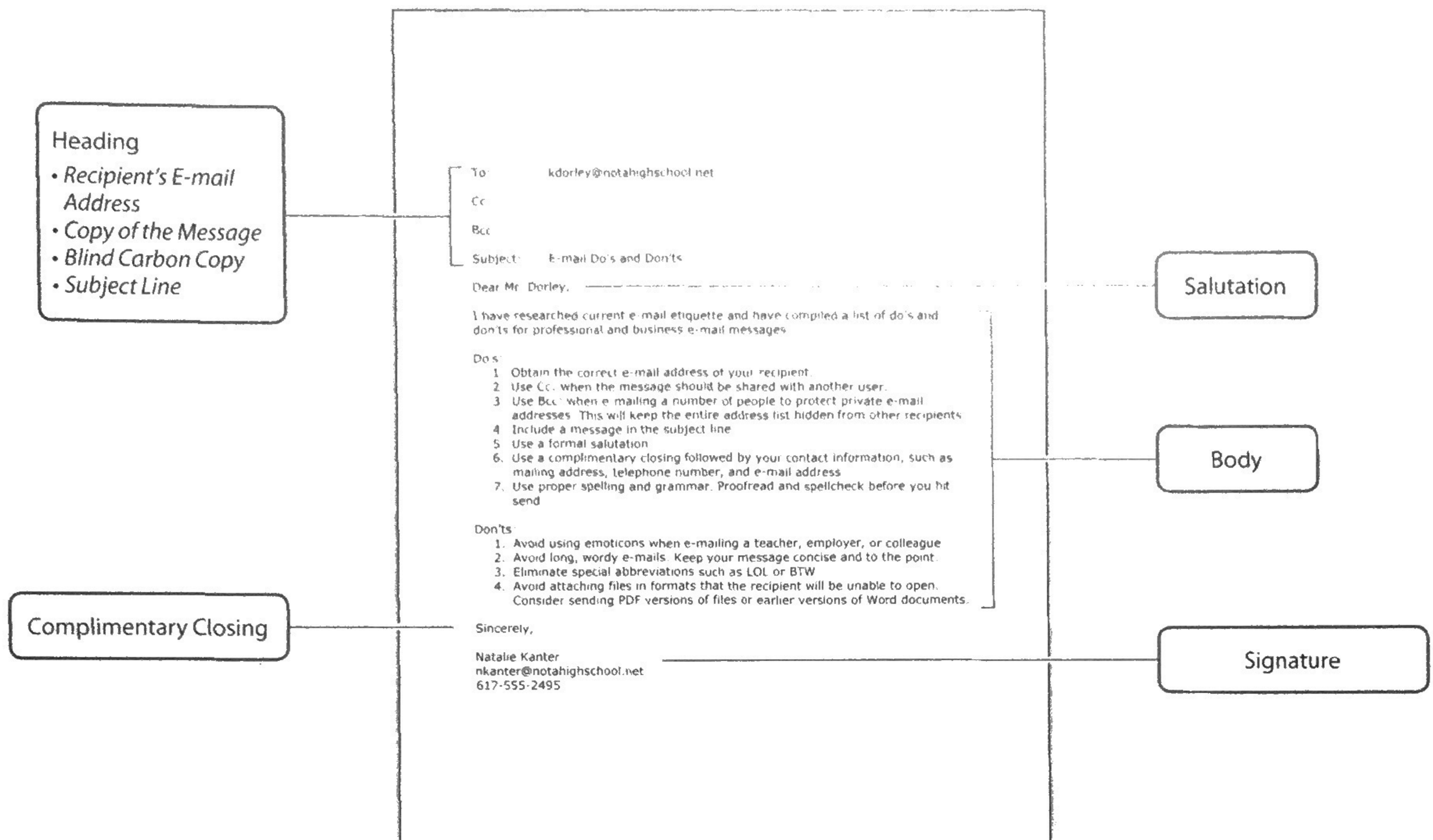
## Skills

- Understanding the parts of an e-mail
- Appropriate use of the subject line
- Appropriate use of the salutation and complimentary closing
- Professional and polite tone in the body of the e-mail message
- Using the auto-numbering feature





# E-mail



## Parts

### Description

**Heading** Includes the following information fields:

- To:** Includes the recipient's e-mail address.
- Cc:** This field allows you to send a copy of the message to someone else besides the recipient. You can send copies to several people by including all of their addresses in this field. Cc originally stood for "carbon copy" but it has come to stand for "courtesy copy."
- Bcc:** This field allows you to send copies to several people, however, this list of e-mail addresses is hidden from other recipients. Bcc stands for "blind carbon copy."
- Subject:** A brief description of the topic or content of the message.

<b>Salutation</b>	Includes the greeting (opening) of the e-mail, followed by the receiver's courtesy title (Mr., Mrs., or Ms.) and last name.
<b>Body</b>	Contains the content of the message.
<b>Complimentary Closing</b>	Typically includes a closing phrase and is used to show respect and appreciation for the person reading the e-mail.
<b>Signature</b>	Many e-mail programs allow you to include a signature at the bottom of your message. Along with the sender's first and last name, it should include additional information about the sender, such as mailing address, Web site address, and phone number.

## Scenario

Natalie Kanter's teacher asked her to compose an e-mail message to him listing the do's and don'ts when writing business e-mails. Since Mr. Dorley is her teacher, Natalie maintains a formal relationship with him. This means that the rules she wrote about are the exact rules she has followed when composing the e-mail to Mr. Dorley. Since there are multiple e-mail service providers, Mr. Dorley required Natalie to create her message using a blank word processing document to represent the e-mail software that she uses. For this document, assume your word processing page represents an e-mail software program such as MS Outlook.

### Document Setup

<b>Start Up</b>	Using word processing software, create a NEW document.
<b>File Name</b>	Save the file as: Doc14_Practice
<b>Orientation</b>	Portrait
<b>Margins</b>	Top 2", Left 1", Right 1", Bottom 1"
<b>Line Spacing</b>	Single, no additional spacing before and after paragraphs
<b>Font, Size</b>	Verdana, 11 pt.



### Instructions

1. Follow the Document Setup instructions provided.
2. Refer to the Practice Document as you follow the instructions below.
3. Key the heading of the e-mail left-aligned, double spacing between each heading.
4. Key the salutation, then double space.
5. Key the body of the e-mail in single space, then double space between paragraphs.
6. Select the list of Do's in the second paragraph and apply a numbered list.
7. Select the list of Don'ts in the third paragraph and apply a numbered list.
8. Key the remaining text as shown.
9. Carefully proofread your work for format and grammatical accuracy.
10. Resave the file.
11. Print a copy of the document if required by your instructor.

## Document 14: E-mail

LEFT 1"

TOP 2"

RIGHT 1"

To: kdorley@notahighschool.net

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Cc:

¶

Bcc:

¶

Subject: E-mail Do's and Don'ts

¶

Dear Mr. Dorley,

¶

I have researched current e-mail etiquette and have compiled a list of do's and don'ts for professional and business e-mail messages.

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Do's:

1. Obtain the correct e-mail address of your recipient.
2. Use Cc: when the message should be shared with another user.
3. Use Bcc: when e-mailing a number of people to protect private e-mail addresses. This will keep the entire address list hidden from other recipients.
4. Include a message in the subject line.
5. Use a formal salutation.
6. Use a complimentary closing followed by your contact information, such as mailing address, telephone number, and e-mail address.
7. Use proper spelling and grammar. Proofread and spellcheck before you hit send.

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Don'ts:

1. Avoid using emoticons when e-mailing a teacher, employer, or colleague.
2. Avoid long, wordy e-mails. Keep your message concise and to the point.
3. Eliminate special abbreviations such as LOL or BTW.
4. Avoid attaching files in formats that the recipient will be unable to open. Consider sending PDF versions of files or earlier versions of Word documents.

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Sincerely,

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Natalie Kanter  
nkanter@notahighschool.net  
617-555-2495

BOTTOM 1"