



LESSON PLAN

STRUCTURE:

Overview

Outcomes

Preparation

Procedure



LESSON NAME: Press release

DURATION: 2 x 60 min

AUTHOR: Darina Kocurová

OVERVIEW

The news is everywhere around us. It is broadcasted to us, published in the newspapers, magazines and on the Internet. Helping users to understand the news structure and to see what is „behind“ it, makes the users more competent to respond and to pay or not to pay attention to the news content presented. Therefore, this lesson's aim is to teach students the basics of writing press release in order for them to be able to share the news that they think should be published.

LEARNING OUTCOMES

The student will be able to:

- understand the five Ws of news
- analyse newspaper articles from the point of the five Ws
- achieve journalistic skill of writing a press release
- write a press release

PREPARATION AND MATERIALS

- a worksheet copy for each student,
- 5 – 10 pieces of different newspaper or according to the number of students in the classroom
- Read the article explaining the five Ws:

<http://blog.journalistics.com/2010/five-ws-one-h/>

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PROCEDURE

- **Let** students scan through a selection of newspapers or the news online and ask them to choose one.
- **Explain** students that a news story should tell you the facts (what happened, where, when and who was involved) in the first two paragraphs. The rest of the story should/may answer the four Ws in more details and also the fifth W – Why?
- **Ask** them to complete the chart 1. in the Worksheet 1. to see if they understood the point.
- **Explain** students that one way how journalists find out about news is that different companies and organizations send them press releases.
- **Explain** the parts of correctly written press release. Use the PPT presentation attached to this lesson. Spend some more time on explaining the five Ws.
- **Brainstorm** school events which would make a good news item. They can either be a future events or past events. Once you collect ideas, let the students choose the one they want to write about.
- **Ask** students to complete the chart 2. This time they add information about the school event they are going to write about.
- **Hand out** the press release template (Worksheet 2.).
- **Set** some time for them to write a complete press release about the event they have chosen.
- **Ask** them to add a photo or two to their release.
- **Help** students find email contact to your local newspapers.
- **Encourage** your students to send their press releases to your local newspapers or publish their articles in your school magazine or newspaper.