

Arts Policy and Advocacy

Agenda-Setting Press Release

The objective of this assignment is to give you experience writing a press release relating to the **agenda-setting phase** of the policy process.

For this assignment, you will write a press release directed to news outlets that will further the agenda-setting efforts of an arts organization regarding a policy issue. Keep in mind that your aim is to raise awareness among voters and policy makers about the issue.

Imagine that you are the executive director of the organization, as well as the contact person for the press release. The organization you select can be a real or an imagined one. If you select a real organization, however, change its name for the purposes of this assignment.

Your press release can be about an event the organization will hold, about a bill or other piece of legislation that is being considered by a legislative body, about some event that is occurring or has just occurred that creates a policy window, or any other agenda-setting circumstance you would like to write about that relates to the arts. Once again, however, remember that your focus is agenda-setting. Simply announcing an event is not enough.

Keep in mind that a good press release addresses who, what, where, and why. Think about your intended audience – including the editor of the media outlet who will receive the information. Why would the person be interested in promoting your information? Why will readers or listeners care what you have to say?

Choose one of the templates provided in class to create your own press release.

Grading on this assignment will be based on clarity of communication, organization, persuasiveness, and extent to which it follows the above guidelines.