Public Relations and Artificial Intelligence
News Release Writing Assignment

This assignment has four parts:

1.   **Write a news release for the company**, ZapMedia, Inc., to announce its new app product, ZapStation. Use the information provided to write the release. Not all of the information provided needs to be in included. You can determine what is most important to put in the release.

This release should be your own writing. You will not be graded on the news release. 😊

The name of contact person for this release is Susan Sunshine, 555-434-9898, ssunshine@zapmedia.com

2.   **Ask ChatGPT or another generative AI tool (Gemini, Copilot, Claude) to generate a news release** on ZapStation.

Write a thoughtful, instructive prompt and include the information provided. Keep in mind the better, more instructive the prompt, the better the result!

3.   **Put your version of the news release into ChatGPT and ask it to give you feedback**. What do you think about the feedback. BE SURE SUSAN SUNSHINE IS THE CONTACT -- DO NOT INCLUDE YOUR OWN NAME OR PERSONAL INFORMATION IN WHAT YOU UPLOAD.

4.   **Refection:** Write your thoughts on what you learned from this assignment. (Does not have to be super-long. Just your overall reflection is fine.) Things to consider: Compare/contrast the different versions. Critique the ChatGPT version of the release – what is good, what not-so-good. What did you think of the feedback you received?

ChatGPT Tip: Because the "text memory" for ChatGPT 3.5 has been reduced, you may need/want to start a new chat for each part of the assignment. Or, try using Gemini, Copilot or Claude.

Here are key elements of a good news release to consider when writing your release and critiquing AI's version:

- Strong, engaging headline that includes an active verb. Do more than say … Company XYZ is introducing a new product …
- Subhead that adds more detail.
- Dateline.
- Informative lead sentence that catches attention. (But do not overdo the hype!)
- Descriptive adjectives (But do not overdo the hype!)
- Fun call to action.

- Quote that adds explanation, good information about the product, but does not sound like a commercial. Make it sound like how a person talks. Don't state the obvious … "We are delighted to …"
- Include ... "For more information" hyperlink to website.
- Include social media handles for the product/company (you can make these up)
- Boilerplate paragraph.
- Contact information (for PR person)

Information on launch of ZapAccess for news release assignment

General Information
- Atlanta-based ZapMedia, Inc. is a technology firm that is introducing a new mobile app called ZapAccess.
- Launch date is April 3, 2024.
- The product provides instant online access to customized news, sports and entertainment through a single app.
- Users get information based on preferences for news sources, sports, music, film, television, radio and social media.
- Features secure, cost effective and high-speed connection supported by ZapMedia Engine (ZME).
- ZapAccess will be available for downloading on Apple and Android devices.

- First 1,000 people to sign up for ZapAccess will get their first year free. Sign up opens April 3, 2024.
- Cost: $5 a month, or $50 for a full year.

ZapMedia's full line of products and services
- ZapAccess – a mobile app that allows consumer to instantly access a wide range of media content based on their individual preferences.
- ZapCentral – online portal to purchase books, music, documentary films and .
- ZapMediaLink.com – digital multimedia resource to download music, films and television shows from the 1960s to 2020.

Use this as the PR Contact
Susan Sunshine, 555-434-9898, ssunshine@zapmedia.com

Additional Information
- Company website: www.zapmedia.com
- Date of news release: April 2, 2024
- Product launch date: April 3, 2024
- Person to quote in release: Ron Berryman, vice president of marketing
- Company founded in 2010 in Atlanta.