



Unit: Writing  
**Skill 23: Marketing**  
**Activity B: For the Press**

**Activity Skills:**

Reading, research, writing  
 small group discussion.

**Leadership Skills:**

Understanding how to  
 make a public speech that  
 presents an opinion or  
 argues for a particular view.

**Suggested Level:**

Advanced

**Time:**

30 minutes

**Supplies needed:**

- Current news articles from local papers
- Pens or pencils to write
- Paper

**Do Ahead:**

- Clip or have students bring in news articles.
- Make copies of worksheet

**Source:**

Developed by:  
 Rory Klick  
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Based On:  
*Meet the Press!* in *Unlock Your Leadership Potential*,  
 University of Florida  
 Extension

**BACKGROUND:**

Writing an article for the press is a fairly straightforward exercise, as there are some very clear guidelines for what every news article must contain. Writing an announcement or press release for the local paper is a little like following a recipe – just plug in each item, then review and revise so it all works together and makes sense.

Let's review the 5 W's and H of writing for the press (see worksheet). Also review the basic tips for writing a news story (worksheet 2).

**WHAT TO DO:**

Have participants break up into small groups of 3-6 people and hand out a current news article to each. Have them assess the article as to how it covered the 5 W's and H, and circle them in the article.

Do they think the article did a good job providing complete information, or was there information that wasn't covered that would have been helpful? Would they recommend edits?

**TALK IT OVER:****Reflect:**

- Where did you find the 5 W's and H, and why do you think they were placed there?
- Did all the articles cover these basics, and were they ever hard to find within the article?
- If any of the W's or H were missing, why do you think they weren't included? Did the story seem incomplete without them?
- Why is the media important?

**Apply:**

- In what situations is publicity needed?
- Name some events in which the media played a big role. How did it shape public opinion?
- Why do leaders need to be able to use the media?

**BEYOND THE BOX:****Optional Homework:**

Ask students to find 1-3 articles on the same topic, one of interest to the student. Ask them to read and analyze the articles. Did all the articles include the 5 W's and H? Then have them write a brief review and comparison of the articles, and discuss which did the best job in conveying the information and why they thought so.

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<p><b>Notes:</b></p>	<p><i>Resources and Web Links:</i></p>
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