

Exercise 1: Writing News Releases

INSTRUCTIONS: The following information is from an actual news release. Write a news release from the information provided. Remember to use Associated Press style. Use as much information as you think necessary to create an effective release. Add phrases and transitions to make the news release acceptable to editors. List yourself as the contact person for the sponsor of the release, decide on the release date and write a headline.

NEWS RELEASE

FROM: MADISON PANCAKE FESTIVAL
P.O. Box 5029
Madison

MADISON PANCAKE FESTIVAL

MADISON'S Seventeenth Annual Pancake Festival takes place this Saturday and Sunday.

The Festival has always been non-profit, sponsored by the Betterment Association of the Madison Area, Inc. and for the past three years, has been co-sponsored with the Madison Area Jaycees.

Civic organizations, churches, school children, City Hall employees, inmates from the Copeland Road Prison, local businesses and residents from surrounding areas all work together to stage a smooth-running two-day event that over the past 16 years has drawn almost a million people to this small town of 3,200.

From last year's proceeds, money was donated to the city of Madison to be used for park improvements. Monies also were donated to the Madison Volunteer Fire Department and the Gateway Ambulance Service. Also a portion of the proceeds were set aside for scholarships for local high school students.

The volunteers' successful efforts to stage the Festival show what communities can do on their own—with ingenuity, determination, and effort. Nobody gets paid. All work is volunteer. Chief lure of the Festival is the picturesque and historic town itself.

The menu consists of pancakes with your choice of delectable toppings such as nuts, berries (blueberries, raspberries or strawberries), jams, syrups, bananas, and much, much more. These Pancake Plates will be served both days, from 7 AM to 9 PM on Saturday and Sunday. A Pancake Plate will cost \$12 for adults and \$6 for children 12 and under. That one low price includes the cost of admission to the festival and free refills for an entire day.

Visitors will also be able to purchase tickets for a drawing on a 16-foot boat, a trailer, and a 45 HP outboard motor sponsored by the Madison Volunteer Fire Dept.

There will be over 100 booths to display a large selection of the finest arts and crafts. Booths manned by local clubs and residents will also offer other special foods.

Country music is played continuously both days. The Festival will feature Country and Western artist "Lionel Cartwright" on Sunday at 1:00 and 3:00 PM. Also featured will be clogging, kiddie and carnival rides, hot dogs, ice cream, popcorn, pies, soft drinks, coffee, iced tea and cold beer served in Festival mugs that the purchaser gets to keep as souvenirs of his visit to our event.

Madison has campgrounds and motels for guests who would like to spend the weekend. There are many other attractions in Madison and the surrounding areas: swimming, fishing, camping, hiking, horseback rides, boat tours, glider and plane rides, an observation tower to climb and shopping at the town's many fine antique stores. In addition, there will also be a gigantic flea market with bargains galore. Visitors are welcome to set up a table of their own. The registration fee for the flea market is \$10 per table.

For those planning to come by plane, the City has an airport with a 2400-foot runway. There is no charge for landing your plane. Volunteers handle plane parking. There is also an area close to the Festival at which arrivals in RVs may park for overnight stays for a modest fee.

Exercise 2: Writing News Release Roundups

INSTRUCTIONS: Assume that you have been asked to write a news roundup for your local daily, and that the roundup will be published tomorrow. Summarize each of the following news releases in a separate story for the roundup. The news releases are genuine; only a few names and dates have been changed.

HELP SunBank ALLEVIATE THE YEAR-ROUND PROBLEM OF HUNGER

Nearly one-fourth of the children in this state must go to bed hungry every night. That's no way to let our future generations grow and take shape.

In order to help alleviate the growing concern of hunger in our local state, SunBank has announced that it will begin their seventh annual SunSanta food drive next June 14. Residents of the state are encouraged to bring any canned or non-perishable food items to their nearest SunBank office for distribution to the needy. When the food drive ends on Friday, July 6, the Christian Service Center will pick-up and distribute all donated items to local, needy families and individuals.

For the first time, SunBank is hosting their statewide food drive in the summer months. "When we first began the program seven years ago, there were few food drives during the winter holidays," explained Sara Curtis, Senior Vice President of Marketing. "However, as more and more organizations sponsored year-end food campaigns, we have rescheduled our program for the summer months to help replenish depleted food banks."

Last year, residents of the state donated over 78,000 items to 55 different charities. Clearly, you "can" make a difference. So when composing your vacation packing list, don't forget to drop off your canned goods at your local SunBank office.

* * *

"Buggy Exhibit"

The Dodd Science Center is preparing for an invasion of insects. Beginning with a Members Preview Party at 2 p.m. Sunday, DSC hosts the highly successful "Insect Zoo, Arachnids Too" developed and circulated by Great Explorations, Inc. of Boston, Massachusetts. The exhibit celebrates the diversity and splendor of the world of insects. Over 20 species of live arthropods including tarantulas, a bird-eating spider, walking sticks, praying mantises, grasshoppers and native and exotic cockroaches, including the giant hissing cockroaches from Madagascar, will be in residence at DSC during this exhibit, which opens to the public on Tuesday and will continue for 6 weeks. The staff will conduct daily feedings and demonstrations at 10:00 a.m. and 1:00 p.m.

DSC's hours are:	Tuesday–Saturday	9 a.m. to 5 p.m.
	Sunday	12 p.m. to 5 p.m.
	Monday	Closed

Admission is \$3.00 for adults and \$2.00 for children ages 3–17. Children under 3 and members of DSC are admitted free. Group rates and programs are available. Call DSC at 259–5572 for further information.

The Center's unique gift shop has a wide variety of books, posters, games, and much more. Don't forget to stop in and buy your favorite glow-in-the-dark critters and insect t-shirts.

* * *

News Release

Metro Life Church welcomes internationally known Christian leader, author, and speaker Terry Virgo. Terry will be our special guest in our weekly Worship Celebration both this Sunday and the following Sunday.

Terry leads the unusually large Clarendon Church in Brighton, England. In addition, he leads an apostolic team in close relationship with more than 70 churches in the United Kingdom and throughout the world in five other countries.

An acclaimed Bible teacher, Terry has ministered at major national and international conferences. He and his wife Wendy have also authored a number of books, including the popular Restoration in the Church.

Senior Pastor Danny Jones invites you to join us for the ministry of Terry Virgo. Children's ministry will be available for the ages 1–9. Services are at 9 and 11 a.m. each Sunday with Bible Study at 7 p.m. The Virgos will appear at all 3 services both Sundays.

* * *

CALLING ALL WINNERS!

It's time to gear up for the competition, fun, and prizes at the 87th edition of the State Fair. Although the State Fair is not until June, now is the time to prepare for the state's most competitive event.

The theme of next June's Fair is "Carry on the Tradition" and there are plenty of contests to enter. Whether your interest is sewing, baking, tropical fish, photography, horticulture, fine arts, wood-carving, fashions, cheerleading, wine, or championship livestock, there's a place for you at the Fair. This is your opportunity to showcase your talents to nearly one million people. All entries will be judged by professionals in their field.

To enter most Family Living Events, you must be a resident of the state and entries must be received by the State Fair Authority by Friday, April 1. Wine entries must be submitted by April 15. Livestock deadlines are May 5.

* * *

WOMEN AND DEPRESSION

MERCY HOSPITAL is sponsoring a free presentation on Women and Depression. Participants will be taught to:

- identify the symptoms of depression
- explore the dynamics of depression
- learn treatment alternatives, including individual and group therapy
- define issues unique to women which impact on identification and treatment of depression

The seminar will be held in the hospital auditorium next Wednesday with registration beginning at 6:30 p.m. The presentation will be from 7 – 9 p.m. To make a reservation call MERCY HOSPITAL at 767-0152 or 1-800-221-4223.

Speakers:

Marie Lozando, M.D. — Dr. Lozando is Clinical Director of MERCY HOSPITAL'S Women's Issues Program.

Deborah L. Carter, Ph.D. — Associate of the Lovell Psychiatric Association.

Phyllis Williams, A.R.N.P., M.S.W. — Associate of Lovell Psychiatric Association

* * *

"INVENTING YOUR LIFE" SEMINAR

On Friday evening of next week, the county's Mental Health Association and the Center for Women's Medicine will present a two-hour seminar designed to provide simple, practical techniques to help women achieve greater success and happiness in every area of their life. Through a combination of lecture and audience participation, participants will be given the tools to "Invent Your Life" the way they want it to be. The featured seminar leader will be Joyce Reynolds from the Swan Center for Intuitive Living in Atlanta, Georgia. Ms. Reynolds states, "When you know how to create what you want, you can be more productive and motivated, and have an excitement for life. You can make your life what you want it to be." The seminar will also include a discussion of how physical health is directly affected by the level of stress in life. Scheduled to begin at 7 PM, the workshop will be held in the Great Hall of the Cathedral of St. Luke's, 130 Dakota Avenue. Pre-registration is encouraged. "Early Bird" registration fees for the seminar are \$10 per person for M.H.A. members and \$12 for non-members. Registration at the door will be \$15 for everyone. Refreshments will be provided. For more information or to register by telephone, please call the Mental Health Association at 843-1563.

Exercise 3: Writing News Releases

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Woman To Woman Conference

Harmony In Your Life

This coming Saturday

8:00 a.m. to 4:00 p.m.

The Peabody Hotel

\$35 per person tax deductible donation

Proceeds to benefit the Palmer Hospital for Children & Women

Tickets: Rosalie Bledsoe 875-6682

Press Info: Trish Weaver-Evans 628-5431

Featuring: DR. RUTH
Presenting the luncheon keynote address, nationally known television and radio personality, psychosexual therapist Dr. Ruth Westheimer will discuss current sexual issues and how respect for self—and for others—fosters gratifying sexual relationships.

Topics: The conference will also include 10 exciting workshops presented by area professionals. Each conference participant will choose three of the following:

- *Empowerment!
- *The Food Trap—Breaking Its Hidden Control
- *The Woman's Balance Beam
- *Hello, Exercise! Good-bye Blues!
- *Fashions for the Shape You're In
- *Cosmetic Surgery—The Choice is Yours!

*Why Does He Do That?

*Our Sexual Selves

*Boredom in the Bedroom

Plus: Door Prizes...Exhibits...Free Booklets & Resource Information...
Items For Purchase...Discount Coupons...Book Sales...Delicious Luncheon...
Community Referral Information...Woman of the Year Award...
Opportunities For Growth, Networking, and Fun!

Sponsors: Doctors Health Care Group
Note: Corporate Tables Available
PruCare/PruCare Plus Call: 875-6682
Palmer Hospital for Children & Women

Exercise 4: Writing News Releases

INSTRUCTIONS: The information provided below is from an actual news release mailed to a daily or weekly newspaper. Only the locations and the names of some of the individuals have been changed. Write just a lead for the news release or write an entire story from the information.

The Psychic Zone

Beyond the edge of understanding, yet just within the fringe of awareness... Beyond the distant future though before the forgotten past, lies a little-understood territory of the human mind that is known as... The Psychic Zone!

Saturday April 23 and Sunday April 24th, THE HILTON INN will become part of The Psychic Zone, as a roving contingent of multi-talented psychics proudly present a Psychic Fair for your entertainment.

Many of the psychics will be available for private consultations. Come in and join us, whether you're serious about psychic phenomena, want to enjoy a FREE MINI SEMINAR, or have a private reading.

FREE MINI SEMINARS will be given at 10 AM, 12 Noon, 3 PM and 5 PM. On Saturday night, at 7:30 PM, there will be a PSYCHIC AWARENESS SEMINAR, teaching you how to Meditate, See Auras, Feel Auras, and learn how to reduce stress. Find out how to use your Psychic Abilities. This is a paid seminar, with the cost of admission set at \$9.50 for one and all.

THE PSYCHIC ZONE is in your future, April 23rd and 24th, at THE HILTON INN.

Exercise 5: Writing News Releases

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First Community Respite Care Weekend

Alzheimer's, the fourth leading cause of death among adults in the U.S., has a profound impact on the entire family, thus leaving the primary care giver in a "high risk" category for stress related illnesses. Any time off, regardless of how little, is essential in helping reduce that stress.

Next week, on Saturday and Sunday, Sand Lake Hospital will offer the area's first "Community Respite Care Weekend," a new concept. Volunteers will offer time and loving care the entire weekend.

The Community Respite Care Project offers rest or relief to those families who are continually caring for an Alzheimer's loved one. This weekend will give those family members the opportunity to have a weekend off to do just as they please while their loved one is safe and in the caring hands of trained volunteers and nursing professionals.

After this weekend's respite, similar respite care will be offered on the first weekend of each month at the Sand Lake Hospital facility. The new program also offers in-home volunteer help and subsidized adult day care.

"Anyone who has an interest in volunteering their time is greatly needed," says Charlotte McFarland. Our program relies solely on volunteer power to staff both the in-home and hospital respite. We realize many people may find this type of volunteerism difficult, however, the devoted people we do have find much personal satisfaction and reward once they see how much they help and the difference they make to these families."

For more information, call Charlotte McFarland, Respite Project Director, at 425-2489

Exercise 6: Writing News Releases

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Blood Donors Needed During Summer Months

Come roll up your sleeve and give a lifesaving gift to a patient who needs you.

The summer is a time for enjoyment and relaxation, but for many local hospital patients who are ill or injured, the summer won't be so much fun. The Blood Bank asks that you help these patients return to good health by donating blood.

"The community blood supply traditionally decreases during this time of the year because many regular donors are on vacation or busy with other activities," said Linda Wallenhorst-Zito, director of communications and marketing at the Blood Bank. "However, accidents and emergencies increase during the summer, and many patients wanting elective surgery are forced to postpone it until more blood becomes available."

Any healthy person at least 17 years old may donate and there is no upper age limit. Donors complete a brief medical questionnaire and health screening that many find a good way to regularly monitor such factors as their heart rate and blood pressure.

For additional information, call your local Blood Bank branch. Come help save a life. Someday, someone may save yours.

Exercise 7: Writing News Releases

INSTRUCTIONS: The information provided below is from an actual news release mailed to a daily or weekly newspaper. Only the locations and the names of some of the individuals have been changed. Write just a lead for the news release or write an entire story from the information.

31st Annual Community Art Festival Begins Fall Season

Fall is the time to enjoy art festivals everywhere, and our community's 31st annual Fall Art Festival starts the season off right with a weekend show.

Sponsored by the Jaycees, the festival will be held this Saturday and Sunday. Hours are 10:00 A.M. to 5 P.M. each of the two days.

Enjoy first class original artwork in categories including ceramics, watercolors, oils, sculpture, photography and more. Last year's show exhibited 240 artists and drew about 22,000 visitors during the two-day festival.

Food will be available throughout the weekend, along with entertainment, all set along New York Avenue, between 9th and 12th Streets—a perfect setting to enjoy the fall weather and perhaps find that special painting you've been looking for.

For more art festival information, or for information on accommodations in the city, contact the Convention and Visitors Bureau, Box 2007. Call 847-5000.

Exercise 8: Eliminating Puffery

INSTRUCTIONS: Rewrite the following sentences and paragraphs more objectively, eliminating all their puffery.

1. The entry deadline is Friday, March 16th, so hurry and sign up!
2. As a proponent of innovative hiring practices, the company's president has worked diligently to hire older workers, disabled workers and the homeless.
3. The outrageously funny British farce, RUN FOR YOUR WIFE!, will romp across the Lake Street Players stage May 25–27 and May 31–June 2. It will be a fun-filled evening for the entire family, with each hilarious performance starting promptly at 8 p.m.
4. The governor has not wasted any time. Today the governor announced the selection of a special blue ribbon search committee for the state's university system. This important group is composed of 12 distinguished members with a broad range of interests and will immediately begin its vital task of seeking a new chancellor to head the system.
5. If you're looking for something a bit out of the ordinary for an evening's entertainment, the Center for Arts is the place to be at 7 p.m. Friday and Saturday and at 2 p.m. Sunday. Director Chris Allen will introduce "Love, Love, Love," an exciting new musical comedy certain to please the entire family—and at the low price of only \$9.50 a ticket.
6. Johnson is committed to his work and, while serving as head of the Chamber of Commerce in Houston, succeeded in increasing its membership by 41 percent. His goal when he assumes the presidency of the chamber here next week is to achieve the same type of rapid growth. Johnson has already prepared a detailed plan of action outlining the tasks to be accomplished in the months ahead.
7. The stellar cast includes such renowned performers as Hans Gregory Ashbaker as Rodolfo and Elizabeth Holleque as Mimi. Holleque has become one of America's most sought after sopranos since winning the 2003 Metropolitan Opera National Council Auditions. She thrilled audiences here with her portrayals of Marguerite in Faust last season and is sure to do the same with her rendition of Mimi.
8. County residents have many opportunities to register to vote, and Supervisor of Elections Diedre Morsburger likes to make it as easy as possible for them to do so. Kicking off "Voter Registration Month" in the County on the 1st of next month will be a voter registration drive. There will be no need to travel far, Morsburger says. Deputized personnel from her office will fan out to special booths at every major shopping mall in the county to make it easy for residents to register to vote. Morsberger said she has set as her goal next month the registration of 5,000 new voters.
9. Torey Pines is home to a new community of luxury custom homes with lot sizes starting at 1/2 acre and prices from \$300,000. In stark contrast to the surrounding properties, which are built on former farmland, Torey Pines stands out as a forest of extremely tall pines and offers a distinctly different skyline. Built by twelve of the area's most renowned custom builders, Torey Pines homes feature floor plans and elevations that are strikingly individual. Eighteen of the finest luxury models will open for the public's inspection and appreciation at noon this Sunday.
10. Guest conductor Richard Hayman and the Symphony Orchestra will bring all the bright lights and excitement of New York's famous theatre district to the stage of the Carr Performing Arts Centre as they present "Broadway Bound," the final concert of the current series, at 8 p.m. Saturday. One of this country's most sought-after "pops" conductors, Hayman is re-invited, season after season, to conduct leading orchestras across the continent. In his usual exuberant style, he will conduct selections from some of Broadway's most beloved musicals, including South Pacific, The Sound of Music, My Fair Lady, Cabaret, Cats and Les Miserables.