

CREATIVE BRIEF

Project Background: In this project, I've been tasked with writing a press release on behalf of the Austin Independent School District, announcing the integration of a new STEM educational program. The purpose of this press release is to educate the public on the new program, therefore enhancing the reputation of the school district. We want the public, including parents, community members, and other stakeholders, to better understand AISD's attempt to continuously improve its educational programming and become the preferred school district of choice in the area.

Theme: The theme of this creative brief is scientific innovation. I hope to detail, in a digestible way for readers and journalists, the expansive educational programming coming to the school district.

Target Audience: There are two main target audiences for this release. The primary audience is journalists of various news outlets, who will directly receive this release. The secondary audience for this press release is Austin-based parents, local community members, and government officials. These stakeholders are secondary because once this release is pitched to a journalist, the news outlet will then develop a story about the information shared. I selected Austin-based parents because these are the stakeholders who will be enrolling their children in school and are invested in the quality of their children's education. Local community members may also be curious about upcoming developments in the school district. Lastly, government officials donate money to schools and are actively invested in the efforts of their school districts. Therefore, it is in the school district's best interest to represent their initiatives in a positive light and promote their programs.

Objective(s): The main objective of this news release is to educate the public, and our specifically targeted audience, on AISD's new STEM educational program. Moreover, we hope to position the school district as a leader in technology that is constantly honing and developing its educational programs for its students. We hope our stakeholders view AISD as an excellent institution, offering a top-notch curriculum and paving the way for other districts to follow.

Tone: The tone of this press is professional and informative. I hope to give the information straightforwardly and compellingly so that journalists will be able to best disseminate the information while also clearly communicating the material. This is important because journalists will take this information and turn it into a story, so we want to ensure they have all the facts together.

Medium/Channel (where will the deliverable be disseminated?): This material will be disseminated in multiple places. First, it will be distributed online on the Austin Independent School District's website. In addition, it will be distributed throughout multiple local news outlets.

Mandatory Elements (what elements are required to be included?): In this press release, the required elements are AISD's logo, the tagline, and a detailed description of each of the elements of the program and their likely impact. We also want to include the date that the program is starting and a link to the district's website.

Sources used?:

The sources that I used were the information provided through the instructions list and the Austin Independent School District's website.