

## Assignment 9

# Press Release

This assignment gives students the opportunity to meet the following grading criteria:

**Unit 2** Exploring the Music Profession (GC6)

Date set:	Deadline for completion:
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### Vocational context

In order for it to be successful, any music industry project needs to be marketed. One method of marketing is the 'press release'. Press releases are important publicity tools in the marketing of artists and bands – a well-written release can dramatically increase ticket sales.

Suppose your favourite singer (or band) will be visiting your home town on their upcoming tour. You have been asked to write a press release to distribute to local newspapers. This should include background information about your chosen artist(s), as well as details of date and time, venue and ticket prices.

### Tasks

Research your chosen artist or band using books and internet sites. Select relevant information and write a press release for local newspapers. The press release should include background information as well as details of date and time, venue and ticket prices. You may include a photograph.

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Separately from the actual press release, add an extra paragraph outlining the approach you have taken.

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### Evidence

- The press release
- The additional paragraph outlining your approach

### Grading Criteria covered by Assignment 9

Unit 2 Exploring the Music Profession		
For <b>Pass</b> you must show you are able to:	Additionally for <b>Merit</b> you must show you are able to:	Additionally for <b>Distinction</b> you must show you are able to:
P6 design/devise an appropriate item of publicity to a useable standard, identifying why it was approached in this way	M6 design/devise an appropriate item of publicity that is accurate and shows attention to detail, describing why it was approached in this way	D6 design/devise an imaginative and positive item of publicity that is accurate and detailed, justifying why it was approached in this way