

**Unit 11****Lesson 11.5 – Publicity Plan**
SEM Communications**STUDENT ACTIVITY****Instructions**

You are the Public Relations Director for Miramax films. Miramax is preparing to release a new movie featuring a star-studded cast of Hollywood actors. It is scheduled for release on the Fourth of July and will be competing for box office dollars with a DreamWorks motion picture slated for release on the same day.

Your assignment is to create a press release that will alert the national media about your movie. Be sure to include all essential elements of an effective press release.

In addition to the press release, provide a brief overview of a publicity plan aimed at generating a significant buzz surrounding the film's release. Take the following into consideration when creating your plan.

- 1) Descriptions of any key strategies to be included in the plan

- 2) Integration of the six functions of sports and entertainment communications

- 3) How community relations, media relations, or public relations factor into your plan

- 4) The components of a typical publicity plan (outlined in Lesson 11.5) you plan to incorporate

- 5) Which specific available resources you will take advantage of?