



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.

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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?