



Name

Date

Project 5 Planning Form

Instructions

Complete this form to help you organize the information for your news release. This news release will be distributed to local and national media to generate publicity for the launch of your new mobile app.

1. Write a headline announcing the launch of your new mobile app. To grab the reader's attention, make it catchy and relatively short by writing either a phrase or one sentence.

2. Write the first paragraph of your news release. It should begin with the location (city and state) of where your news release originates and the date the news release has been prepared. Then, in 2-3 sentences introduce yourself and your mobile app name and include a statement that informs readers that the app is available for both iPhone and Android users and can be downloaded on the Apple App Store and Google Play Store.

3. In 2-3 sentences, write the second paragraph to describe your mobile app and highlight some of its best features.

4. In 2-3 sentences, write the third paragraph to describe the inspiration behind your mobile app and why you feel your app will benefit users. Include a quote from you as the owner.

5. In 2-3 sentences, write the final paragraph to announce the initial download price of your mobile app and recap some of its features.