

Name: \_\_\_\_\_

# Steps to Make a Press Release

## Step 1: Choose a Museum

Choose a museum to make a press release for.

### Museum #1: Traveling Train Museum

Description of Museum:

- The train museum is a museum built in a series of train cars. The train can travel from town to town, allowing people all over the country to visit the museum!

Exhibit Details:

- The train museum features an exhibit that focuses on viewing the reconstruction from different perspectives. For example, someone living in the North during the Civil War would have a different perspective on the reconstruction era than someone living in the south.
- The exhibit includes lots of first-hand accounts of people living during the time period.
- The exhibit allows people to search through a database of historical figures alive during reconstruction and find out their feelings on the events of reconstruction.

### Museum #2: Children's Museum

Description of Museum:

- The children's museum presents the events of the reconstruction era for children! There are lots of hands-on things for kids to play with.

Exhibit Details:

- Includes a kid-sized voting booths where kids can pretend to cast their first votes.
- Includes a display of historic photographs so kids can see what homes, stores, and other buildings looked like during the Reconstruction Era.
- Includes copies of the Constitutional Amendments passed during the Reconstruction Era along with explanations of each amendment that make them easier for kids to understand.

### Museum #3: Virtual Museum

Description of Museum:

- The virtual museum only exists online! It isn't a real place where people can go. People can go to a website to visit the museum and navigate around the different exhibits

Exhibit Details:

- The virtual museum exhibit has different avatars designed to look like they are from the reconstruction era.
- Visitors can choose questions to ask the avatars about life during the Reconstruction and the avatars will respond.
- People can click on different parts of the virtual exhibit to learn more about the impact of different efforts after the Civil War.

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## Step 2: Choose Type of Press Release

Choose whether you want to create a written or video-based press release.

### Written press requirements. Your written press release must have all of the following:

- The name of the museum
- At least 3 things people will learn from your museum (information from your sources)
- Ticket prices for children and adults
- Where to get more information about the museum (like a website to visit or phone number to call)
- A coupon for a discount on admission or a discount in the gift shop.

### Video based-press release requirements:

- The name of the museum
- At least 3 things people will learn from your museum (information from your sources)
- Ticket prices for children and adults
- Where to get more information about the museum (like a website to visit or phone number to call)
- A joke, song, skit or other way to grab your audience's attention.

## Step 3: Choose Sources

Your press release should talk about at least three sources that will be featured in the new exhibit. Read through the handout your teacher provides. Then, write about the three primary sources that you want to use.

### Primary Source #1:

- Letter of source: \_\_\_\_\_

- What the source shows:

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- Why did you choose it?

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Name: \_\_\_\_\_

Primary Source #2:

- Letter of source: \_\_\_\_\_

- What the source shows:

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- Why did you choose it?

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Primary Source #2:

- Letter of source: \_\_\_\_\_

- What the source shows:

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- Why did you choose it?

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Name: \_\_\_\_\_

**Step 4: Plan Out Press Release**

Plan out what your press release will say using the organizer below.

**Attention Grabber**

You need an interesting first line to grab the attention of your audience. Your attention grabber should make the reader or viewer anxious to learn more about your exhibit. Write ideas for your attention grabber below:

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**Purpose of the exhibit:**

Your press release needs to include what people will learn if they come visit the exhibit. Use the information from the sources you collected to tell a little about the information that will be found in your exhibit. Write at least 3 sentences about the information found in your exhibit below:

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**Name:** \_\_\_\_\_

**Exhibit Information:**

People will need to know some specific information if they want to come and visit your exhibit. Examples of specific exhibit information include the cost to get into the exhibit, the city your exhibit can be found in, time your exhibit is open, etc. Choose at least 3 pieces of exhibit information to include in your press release and write them below:

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**Closing:**

Choose an interesting way to end your press release. You can end your press release by offering a special deal to anyone that comes to the exhibit or by encouraging people to visit your website to learn more. Write an idea for a closing below:

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# Sources on Reconstruction

## Source A

This is a photograph taken after the Civil War of Charleston, South Carolina. During the Civil War, many cities and towns in the South were destroyed and damaged. After the Civil War ended, it was time to rebuild the nation. The period 1865 to 1877 is called Reconstruction. To reconstruct means to rebuild. The South needed help. People had lost their homes. Farm fields were destroyed. People did not know what to do. As a result, the American government had a plan to help the South.



<https://oxfordre.com/americanhistory/americanhistory/view/10.1093/acrefore/9780199329175.001.0001/acrefore-9780199329175-e-313>

## Source B

This is a photograph of a Freedmen's Bureau office in Arkansas. The Freedmen's Bureau was a government agency that was created just before the end of the Civil War. The government established Freedmen's Bureaus all throughout the South. The bureau's main job was to help the newly freed African Americans in the South with food, housing and medical aid. It also helped freed men and women find work, go to school, and learn about their new rights as American citizens.



<https://civilwararkansas150.files.wordpress.com/2014/10/leake-ingham-library-2.jpg>

## Source C

Not everyone liked the government's plan for Reconstruction. This picture shows the United States Senate meeting during Reconstruction. In the picture, senators are meeting to talk about what action could be taken against the South to punish them for their actions during the Civil War. They believed that it should be harder for the South to rejoin the Union because the South started the war. This group was called the Radical Republicans. They decided to come up with their own plan for Reconstruction!



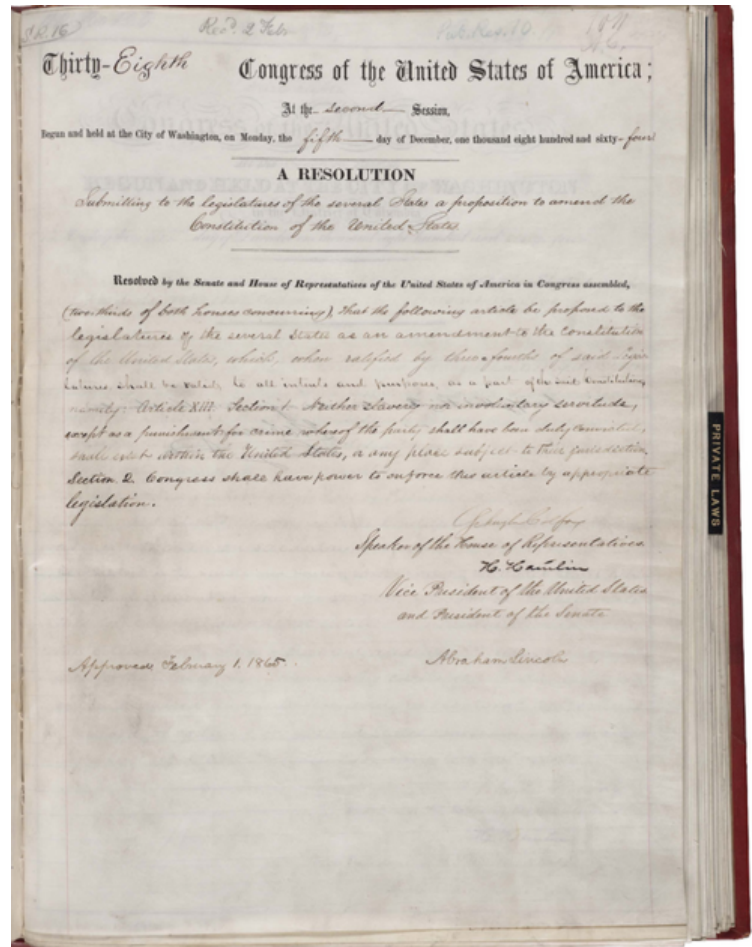
<https://www.britannica.com/topic/Radical-Republican>



# Sources on Reconstruction

## Source D

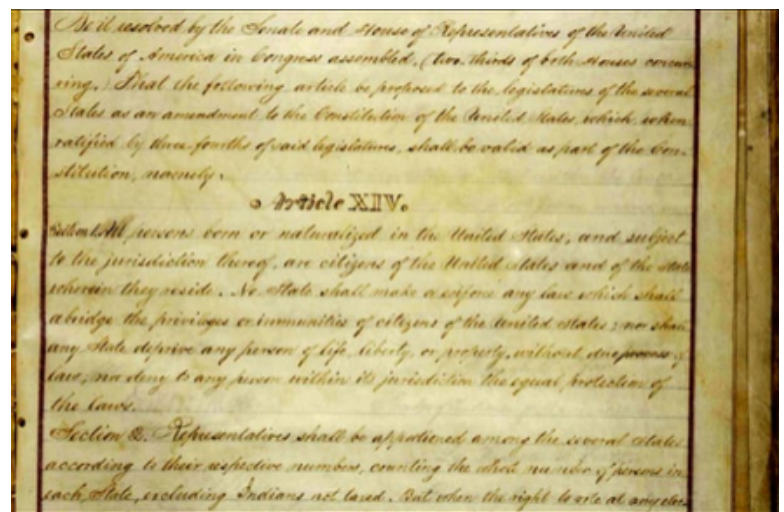
This is a photograph of the 13th Amendment. If you look closely, you can see the signature of President Abraham Lincoln who signed it. After the Civil War, the 13th amendment was added to the Constitution. The 13th amendment said that slavery was now against the law in the United States.



<https://www.britannica.com/topic/Thirteenth-Amendment>

## Source E

This is a photograph showing part of the 14th Amendment. Under the 14th Amendment, all persons born in the United States were recognized as citizens of the United States. This was important because it meant that African Americans were now recognized as citizens of the United States. The amendment also said that people who come to the United States from another country could also become citizens.



[https://www.history.com/image/c\\_fill%2Ccs\\_srgb%2Cfl\\_progressive%2Ch\\_400%2Cq\\_auto:good%2Cw\\_620/MTU30Dc5MDg0MDEzODU2NDc5/14th-amendment-page1.jpg](https://www.history.com/image/c_fill%2Ccs_srgb%2Cfl_progressive%2Ch_400%2Cq_auto:good%2Cw_620/MTU30Dc5MDg0MDEzODU2NDc5/14th-amendment-page1.jpg)

# Sources on Reconstruction

## Source F

This image shows an African American man registering to vote for the first time. In 1870, the 15th Amendment was added to the United States Constitution. This amendment said that all white and African American men could vote. Before this amendment was added to the Constitution, only white men could vote.



<https://www.nps.gov/articles/the-fifteenth-amendment.htm>

## Source G

This is a picture of African Americans meeting to talk about politics. The 15th Amendment gave African Americans the right to be involved in politics. This meant that they could have their own political meetings where they could talk about events that were important to them. Some African Americans ran for political office too and many won!



<https://www.nps.gov/articles/the-fifteenth-amendment.htm>

## Source H

This is a painting of two African American sharecroppers with a basket of cotton. After the war, many freedmen and women went back to work on plantations where they once worked as slaves. This was because there were few jobs available for them anywhere else. The difference was that now the African Americans were free citizens who were required to be paid, instead of slaves that were forced to work for free. However, because white landowners had little money, a new system called sharecropping was created. The landowner would loan African American workers tools and seed to plant crops. He might also give them a house to live in. Then, at harvest time, the landowner took some of the crops, or a share, as payment for the equipment he loaned. The workers got what was left over.



<https://64parishes.org/entry/sharecropping>



# Sources on Reconstruction

## Source I

This is a picture of freed slaves getting food from a Freedmen's Bureau office. After the war, the United States government wanted to help African American freedmen and women. Many African Americans did not have jobs or homes. Others were hungry or needed medical help. In 1865, the government created the Freedmen's Bureau to help African Americans to start new lives.



<https://www.bbc.co.uk/bitesize/guides/zn4xkmn/revision/4>

## Source J

This picture shows African American men, women, and children at school. Many African Americans did not know how to read and write. The Freedmen's Bureau helped set up schools to teach them. More than 1000 schools were built! Teachers came from the North to teach at the schools.



<https://www.bbc.co.uk/bitesize/guides/zn4xkmn/revision/3>

## Source K

This is a picture of the first African Americans elected to the United States Congress. Before the Civil War, African American slaves could not vote. During Reconstruction, the United States government passed laws that gave African Americans the right to vote. The right to vote also meant that African Americans could run for political office too. More than 600 African Americans were voted into political offices in state legislatures and Congress. 18 African Americans were elected as governors or secretaries of state.

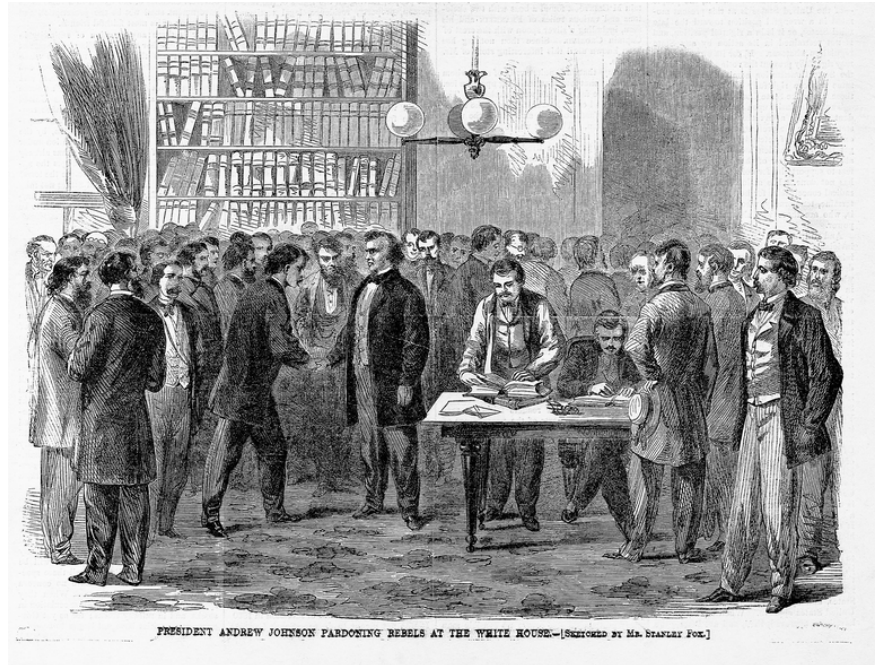


<https://americanhistory.si.edu/brown/history/1-segregated/detail/1st-blacks-of-congress.html>

# Sources on Reconstruction

## Source L

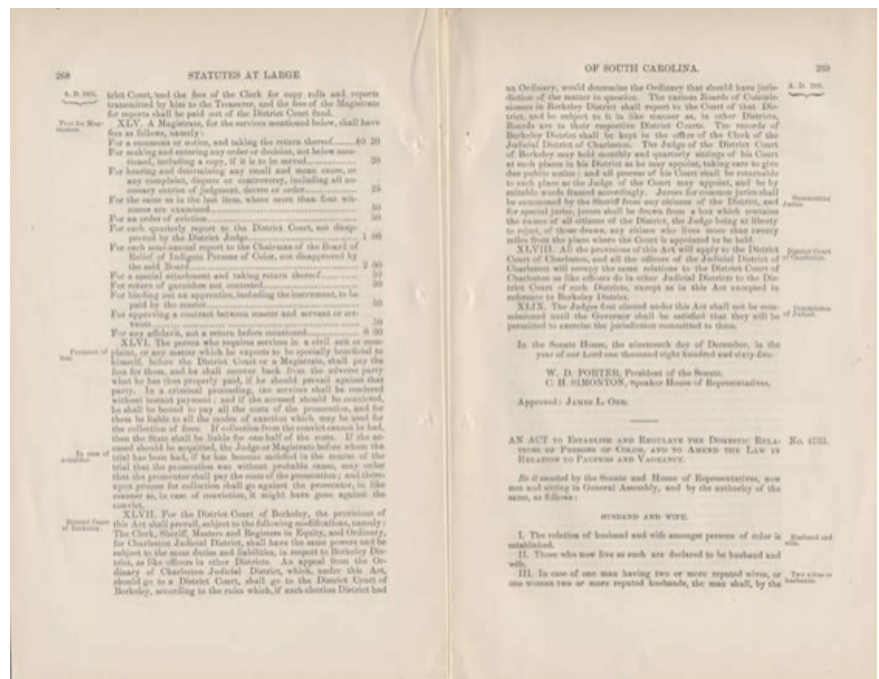
Description: This illustration shows a White House ceremony where President Johnson is shown formally pardoning soldiers of Confederacy. To pardon someone, is to forgive them. Many Northerners believed that those who fought for the Confederacy should be punished by stripping away their rights to vote. President Johnson who was a Southerner disagreed. He wanted the South to be rejoined to the Union as quickly as possible so the nation could get on with its business.



[https://commons.wikimedia.org/wiki/Category:Pardons\\_for\\_ex-Confederates#/media/File:President\\_Andrew\\_Johnson\\_Pardoning\\_Rebels\\_at\\_the\\_White\\_House.jpg](https://commons.wikimedia.org/wiki/Category:Pardons_for_ex-Confederates#/media/File:President_Andrew_Johnson_Pardoning_Rebels_at_the_White_House.jpg)

## Source M

This image shows a section of a new constitution and the Black Codes created by the South Carolina legislature right after the war. Many white Southerners were angry that African Americans now had the same rights as they did. So many southern state constitutions began including sections called the Black Codes. These were laws that tried to regulate what freed African Americans could and could not do. For example, the codes stated where African Americans could travel, what jobs they could hold, and if they could own property. In many ways, the Black Codes tried to strip away the new freedoms of African Americans and treat them like slaves all over again.



<https://digital.scetv.org/teachingAmerhistory/images/HouseJournal2.jpg>



# Examples of Negative Press

## Nike

Nike experienced a PR nightmare during summer of 2019. Zion Williamson, a Duke basketball player, was wearing Nike shoes on the court when his shoe literally fell apart. Many news articles called it a “shoe blowout.” There are also photos and videos of Williamson falling and hurting his ankle due to the broken shoe. Take a look at some of the articles and social media posts that PR directors had to respond to.

PR

### Nike's stock price and brand image falter after NCAA star's shoe blowout

Video of Duke basketball phenom Zion Williamson's shoe ripping apart have made a big splash online. Here's how the footwear company is defending its brand.

Gotta get me a pair of those #Nike #ZionWilliamson sneaker / sandals!



source: <https://www.prdaily.com/nikes-stock-price-and-brand-image-falter-after-ncaa-stars-shoe-blowout/>

# Examples of Negative Press

## NASA

In spring 2019, NASA planned the first all-female spacewalk. However, the walk was cancelled because the spacesuits didn't correctly fit the female astronauts. Take a look at some of the articles and social media posts that PR directors had to respond to.



## SPACE

### Here's why NASA really canceled its first all-women spacewalk

The reasons are understandable, but they also reinforce concerns about gender bias.

By Neel V. Patel | March 26, 2019



### NASA canceled its first all-female spacewalk. Why? It didn't have anything that fit

By **Alex Stuckey** Updated 10:38 am CDT, Thursday, March 28, 2019



source: <https://www.chron.com/news/space/article/There-aren-t-enough-space-suits-small-enough-to-13717431.php>

Name: \_\_\_\_\_

# Responding to Negative Press

Imagine that people posted negative comments about the upcoming museum exhibit on social media. Read through the list of social media and news posts. Choose one to respond to. Write your response on the next page.

## A Tweet:



## A Viral Meme:



## A Television News Story:





Name: \_\_\_\_\_

# Responding to Negative Press

Identify the piece of negative press you are choosing to respond to and write your response below.

The negative press I am choosing to respond to is: \_\_\_\_\_

Write your response below:

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