

PR WRITING SAMPLES

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- 5. MEMO**
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1. NEWS RELEASE

[Insert Kreative Krusts Logo]

For more information, contact:
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FOR IMMEDIATE RELEASE

Baked Products Company Launches Nationwide Frozen Pizza Line – Kreative Krusts’ new pizza line offers convenience and gourmet flavors –

MIAMI, FL., February 27, 2019—Kreative Krusts, a bakery products manufacturing company, announced today that it will be releasing a frozen pizza line, Kreative Krusts Pizza, which will be available in Safeway and Kroger retail stores nationwide beginning March 1, 2019.

Consumers will be able to choose from three gourmet crusts and various topping combinations. The pizzas were created by renowned Italian bakery chef, Tony Bianchi, and come in either deep golden crust infused with a buttery blend of garlic and spices, authentic pesto, or Italian Pecorino Romano cheese.

“As our first consumer product line, our goal is to bring affordable gourmet flavors into family homes for maximal enjoyment at a minimal effort” said CEO Juan de la Cruz.

The line’s development was led by Tony Bianchi, the company’s chief idea officer and chef, popularly regarded for his recurring on the Food Network’s television baking show,

“Martha Bakes.” Bianchi’s culinary expertise and Italian heritage has contributed to the

company’s efforts for a pizza line, with flavors inspired by Bianchi’s own nonna’s cooking.

“Each pizza was inspired by the culinary wonders of Italy and carefully curated for all to enjoy,” said Bianchi.

-- more --

Kreative Krusts / ad one

About Kreative Krusts

Kreative Krusts is a bakery products manufacturing company with products including, pizza crusts, pizza pies, and pastry dough for nationwide industrial or institutional use. Founded in 1962 by Cuban immigrant, Harvey de la Cruz, Kreative Krusts has since maintained its roots, with the founder's grandson, Juan de la Cruz as the company's current CEO. Headquartered in Miami, Kreative Krusts distributes its products nationwide with production plants in Hendricksburg, South Carolina, Dublin, Wisconsin, and Ogden, Utah. Kreative Krusts Pizza marks the company's entry into the consumer retail market. For more information, refer to the company's website: www.kreativekrusts.com.

2. MEDIA PITCH

Subject line: Goleta Animal Shelter Weeklong Adoption Event

Dear {____},

The nonprofit Treehouse Animal Shelter in Goleta is hosting a Mother's Day Pet Adoption event on May 4th to May 12th. The purpose of the event is to increase adoptions by visitors of all ages.

The event will take place at the shelter, 1417 Green Ave. The shelter's furry friends will be dressed in special outfits and be available for donations at a reduced fee of \$10 per animal. Complimentary refreshments will be provided for all attendees and women will be gifted a rose

upon entry. Operating hours are 10 a.m. to 6.p.m. on weekdays and 11 a.m. to 5.p.m. on Saturday and Sundays. The shelter's website is www.treehouse_shelter.org and contact number is 805-667-2412. Staff and volunteers will readily assist visitors regarding the adoption process, pet-proofing, and related concerns.

Please consider announcing the event beforehand to encourage readers to welcome a pet in need into their household. For additional information, you can contact me.

Regards,

Catalina Fernandez

Catalina Fernandez
PR Intern; Treehouse Animal Shelter
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714-793-3237

3. MEDIA ADVISORY

[Insert Hasbro Inc. logo]

For more information, contact:
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MEDIA ADVISORY

Hasbro Inc.'s 2019 EASY-BAKE Baker of the Year Upcoming Finals in Santa Barbara

-- Eight finalists will present their culinary creations to win an all-expense paid trip to Paris --

The final round of Hasbro's annual EASY-BAKE Baker of the Year Contest will be hosted at Stearns Wharf on June 1. This event is the final competition of the contest, with eight finalists, aged 12 and under, selected for their original, EASY-BAKE Oven recipes including cakes,

cupcakes, cookies, and whoopee pies. Audience members will have the opportunity to witness the bakers recreate tasty treats that celebrate the toy's 56th year anniversary. The snacks will be judged by invited local celebrities and one lucky baker will win an all-expense paid trip for a pastry class at Le Cordon Bleu culinary school in Paris.

What: Hasbro's annual EASY-BAKE Baker of the Year Finals

When: 3 p.m. Sat. June 1

Who: Expected local celebrity judges include:

- Celine D'Arco, former contestant on Food Network's television baking show, "Cupcake Wars"
- John Palminteri, senior reporter at KEYT-TV
- Renaud Gonthier, founder of Renaud's Patisserie in Santa Barbara and Montecito

Where: Stearns Wharf, State Street.

You are invited to send a reporter, photographer and/or camera crew to cover this celebratory event.

4. FACT SHEET

[Insert PETA logo]

PETA Protest for the Reopening of the San Francisco Zoo's Big Cat Country: Fact Sheet

The San Francisco chapter of People for the Ethical Treatment of Animals (PETA) is protesting today outside the San Francisco Zoo to demand that the zoo free all its big cats unless the Big Cat Country exhibit is expanded. The demonstration today is in response to the lack of space afforded to the zoo's big cats.

Need for the Demand

On Christmas Eve, 2017, two young boys were injured and one killed due to the escape of Han the Siberian tiger. The animal, agitated by its treatment and lack of space, jumped over the exhibit's fence and attacked the young boys. The fence, two feet shorter than standard safety protocol, and lack of space for the tiger, marks the zoo's lack of accountability in the protection of animals and zoo patrons alike. Following the incident, the zoo closed for a week and Big Cat Country remained inaccessible to the public during and after the course of the investigation. The zoo has corrected its fence height and plans to station employees near the exhibit during peak visiting hours. However, the zoo's response does not resolve the issue of insufficient living space for the cats, which would decrease agitation levels in the cats and offer a better quality of life.

Cage-Free Cats

According to the nonprofit organization, Big Cat Rescue, big cats in zoos, like the ones at Big Cat Country, spend most of their walking hours confined in small spaces. Sara Gupta, a PETA veterinarian informed of Big Cat Country's conditions by the San Francisco PETA chapter, explains that the exhibits such as this one are "really prisons for the animals," as big cats are biologically in need of space to run and hunt and small enclosed spaces present "an unhealthy, unnatural lifestyle" that can lead to high stress levels for the animals.

How to Support

To advocate for a better quality of life for the big cats, we ask that you support our demands and not enter the zoo. While zoos can be a source of entertainment for families and children, we hope that you will consider the ramifications of supporting a zoo that does not abide to the necessary standards for safety. Your choice to not enter the zoo and support our demonstration today, can

truly make a difference in the lives of big cats for a brighter and safer future. If you do choose to enter the zoo, we ask that you place this fact sheet in a popular area of the zoo, tell your friends and family about our efforts, or contact our chapter to learn more about our efforts in the San Francisco area.

About PETA

As the world's largest nonprofit animal rights organization, PETA is committed to providing the resources and educational tools to advocate for animal suffering in laboratories, the food industry, the clothing trade, and the entertainment industry. With more than 6.5 million members and supporters, PETA works to ensure that humans are respecting other living beings for a safer, friendlier planet. The San Francisco PETA chapter is committed to abiding by PETA's mission in addressing and resolving local concerns.

For additional information, please visit our Web site at <https://www.peta.org> or call 757-622-PETA (7382).

5. MEMO

May 22, 2019

To: Abby Green, executive director

From: Catalina Fernandez, public relations manager

Re: Proposed Public Relations Tactics

Given the lack of women in STEM fields and the pivotal role of our organization in combating this disparity, I am writing to propose three public relations tactics to increase awareness of our mission and engage our two key audiences.

The following tactics I have developed to increase awareness of our organization, raise national concern about under-representation of women in STEM, and engage girls aged 6 to 9 in U.S. schools and their parents, are described in detail below:

- Implement the use of the social media platform, Instagram, to provide more visibility on social media. Instagram would be an efficient way to educate users about our mission and encourage website visits given that it is the most common social media platform amongst girls and parents alike, according to BBC research. In creating an account, we could publish infographics and informational videos with statistics about women in STEM, interviews with our spokespersons, girls aged 6-9 who have participated in our programs, and social media female influencers that would appeal to young girls. In creating the content for our feed, we would use nonlinear, succinct, and informal writing to coincide with public relations writing of social media. Our website would be linked on our profile page and we could have our official email listed as well. The platform's nonprofit profile feature could also benefit us in providing free-of-charge metrics about our content reach and user engagement. Granted, regularly updating an account would require staff time and resources to be effect. However, an account would encourage greater presence in an increasingly social media-dominated environment.
- Create a radio public service announcement (PSA) directed at girls and their parents, voiced by our spokesperson, Sylvia Earle. The PSA text would be typed in uppercase, at about 45 seconds long and recorded in-house. To engage both parents and girls, the PSA would be constructed in a narrative form with Earle's describing the statistics of the disparity of women in STEM but mostly, her path and current role as a marine biologist.,

Though less than 1% of total airtime is dedicated to PSAs, we could engage stay-at-home parents and children as they drive to school.

- Provide a one-page fact sheet detailing the need for women in STEM and our work as an organization, to be linked on the homepage of our website, and for distribution to parenting blogs. A fact sheet would be directed at the parents of girls to encourage them to enroll their daughters in STEM programs and after-school activities. To distribute the fact sheet to parenting blogs, we would send out mass emails and calls to established blogs that emphasize education and empowerment of children and especially, girls.

Though publishing the fact sheet on parenting blogs would require extensive staff efforts to contact the bloggers and editors, it could increase our credibility and visibility for parents.

As these tactics require extensive implementation efforts, I would appreciate any feedback now.

5. PSA

[U.S. Consumer Product Safety Commission Logo]

Contact: Catalina Fernandez
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U.S. Consumer Product Safety Commission
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Wear a helmet. Save Your Life. (:45 PSA)

THIS IS TOM BAKER ON BEHALF OF THE U.S. CONSUMER PRODUCT SAFETY COMMISSION. TWO MONTHS BEFORE COLLEGE GRADUATION I LOST MY ROOMMATE BECAUSE HE RODE HIS BIKE WITHOUT A HELMET. EVEN THOUGH IT WAS A SHORT RIDE TO CLASS, RESEARCH SHOWS THAT 90 PERCENT OF BIKE

DEATHS HAPPEN WHEN YOU DON'T WEAR A HELMET. CHOOSING TO WEAR A HELMET REDUCES THE RISK OF BICYCLE DEATHS AND INJURIES BY AS MUCH AS 85 PERCENT. MY BEST FRIEND HAD A BRIGHT FUTURE AHEAD OF HIM BUT ONE WRONG CHOICE TOOK THAT ALL AWAY. MAKE THE RIGHT CHOICE AND CHOOSE SAFETY. WEAR A HELMET. SAVE YOUR LIFE. VISIT [CPSC DOT GOV](http://CPSC.DOT.GOV) TO LEARN MORE. THAT'S [CPSC DOT GOV](http://CPSC.DOT.GOV).