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

**News Releases Assignment**

Directions: You will explore the different types of news releases that companies have currently published. Go to the websites listed below and answer the following questions for each section by reading the titles of the news releases and the news release info.

**McDonald’s**

Google the phrase “Mcdonalds’ press release”. Click on the first hit (it should be this website: <http://news.mcdonalds.com/Corporate/Press-Releases>).

Answer the following questions using the New Releases listed:

1. Just by reading the title, what was McDonald’s big announcement April 1, 2015?
2. Click on the news release for April 1, 2105. As of July 1, 2015 what will wages by at for McDonald’s employees (not managers) in the U.S. (this is NOT a specific amount).
3. Minimum wage in Michigan is $8.15, so if you work at McDonald’s what would your starting pay be?

On the right hand side of click on “Media Statements”.

1. About 10 topics down, click on “McDonald’s NFL Statement” and read the statement. What are your thoughts? Why do you think they have this as a media statement? Do you think it’s necessary?

**Wal-Mart**

Go to: <http://news.walmart.com/>

1. Look at the titles of Wal-Marts news releases. What are most of the news releases about (what topics)?
2. Why do you think most of the press releases are on the topic listed in #5?

**Ford**

Go to: [https://media.**ford**.com/](https://media.ford.com/)

1. Read any of the news releases and answer the 5 questions that every news release should have:

Who?

What?

When?

Where?

Why?