Exercise

# 1. Welcome to *Press Releases*

Read the statements below about what you will learn on this course and decide if each is true or false.

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| True | False | Statement | |
|  |  | 1. | We will write press releases for you for free. |
|  |  | 2. | You will learn how to connect with journalists and editors. |
|  |  | 3. | Press releases are very easy to write. |
|  |  | 4. | Only one person is involved in the process of writing a press release. |
|  |  | 5. | Press releases will help your business become popular. |
|  |  | 6. | Timing the publication of a press release can be tricky. |
|  |  | 7. | You will learn the do’s and don’ts of press releases. |
|  |  | 8. | A good press release has the potential of increasing sales. |