

Activity 8. Press Release Number 1

Smith-Basil, a major pharmaceutical company, has launched a new drug that is very effective at treating the symptoms of migraine attacks. Its active ingredient (the structural details of which are not revealed) has been found in clinical trials to produce much faster relief from the classic migraine symptoms. ‘Migraine-Buster’ is more expensive than the other leading brands including the earlier version of this drug ‘Migraine-Beater’ which was also produced by Smith-Basil. The contraindications are to exclude people who suffer from high blood pressure, strokes and acid indigestion. ‘Migraine-Buster’ was shown to be twice as fast as its leading competitor at relieving nausea and headaches although the length of time it took to relieve visual disturbances was slightly longer.

Prepare a statement that will be used in the local evening newspaper to highlight the effectiveness of this drug.

Activity 8. Press Release Number 2

A cargo of phenolamide is being carried by road tanker to its destination at the local oil refinery. Unfortunately, on its journey to the refinery the tanker crashes, the integrity of the tank is breached and the contents contaminate a nearby stream. Phenolamide (in high concentrations) is toxic to aquatic life. Fortunately, due to the quick response of the environmental agency, the chemical was confined to only a very small area of the waterway. Staff from the oil refinery also responded to the situation and were able to help with the clean-up operation.

As an employee of the refinery you are quickly made aware of the situation and are asked to give a statement to the local press and radio stations. You are reminded by your employers that there is a great deal of hostility towards the refinery from local residents. They have expressed concern about the site and the possible health and environmental implications of the substances it uses.

Prepare a statement that will be used in the local media to explain how this problem has been dealt with.

Activity 8. Press Release Number 3

A prosthetics company has developed a prosthetic arm with improved mobility compared to models currently in general use. In addition to the improved movement the arm also offers a more comfortable fit due to revolutionary oil filled patches. The oil is a natural product that has been refined by Smith-Basil pharmaceuticals in collaboration with the prosthetics company. In trials it was shown that the oil filled gels allowed people, who had previously been unable to tolerate the wearing of prosthetic limbs, to comfortably cope with wearing the new design. Initially the product will only be available privately but it is hoped that the product will be more freely available later in the year.

Prepare a statement that will be used in a press release to describe this new development.

Activity 8. Press Release Number 4

A solar powered anti bacterial reverse osmosis water filter, particularly suitable for use in third world countries, has been developed. The new filter uses cartridges that last for a year without needing to be cleaned or replaced, an advantage over the traditional ones that needed replacing every month. The use of solar power offers access to previously unreachable water sources. The anti bacterial filter offers widescreen protection against a range of common water borne bacteria found in the tropical climates of many of the third world countries.

You played an important role in the development of this product and have been asked to prepare a brief statement to give to a government official who is considering financing the implementation of the filter for a trial period.

Prepare a statement that will be used to promote the benefits of this product.

Meta data

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Author (s)	Della Grice, UK Physical Sciences Centre
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Title	Press release exercise
Classification	F900 X220
Keywords	ukoer, sfsoer, employability, quiz, career progression
Description	This resource is student activity 8 as part of a broader resource called the Employability Resource Pack. There is a brief tutor guide to accompany this resource.
Creative Commons license (url)	http://creativecommons.org/licenses/by-nc-sa/2.0/uk/
Language	English
File size	84Kb
File format	Word 2007



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