

ASSIGNMENT #5
CUSTER'S LAST STAND
NEWS RELEASE
Point Value: 60 Points Total
Due: NOVEMBER 30, 2020

ASSIGNMENT:

Assume you are a news reporter for the Philadelphia Tribune and the Sioux Journal. It is June 28, 1876 and you have just received word about the battle at the Little Big Horn. Write two news releases for your paper informing the people of the battle. Obviously, each release will be from different perspectives: one from the U.S. and the other Native American. Each news release needs to have a headline designed to attract the interest of the reader. Each release can only use information and facts from the film and not from any other source. Below is a contemporary example of a news release dealing with the Presidential campaign that one could use as a guide for format.

EXAMPLE:

Bush Team Orchestrates Larger Ad Campaign

WASHINGTON (Sept. 22) - President Bush's political team is orchestrating a vastly larger advertising campaign than thought possible under federal law, taking control of millions in Republican Party funds simply by inserting the phrase "our leaders in Congress" in selected commercials.

The GOP strategy had gone unnoticed for weeks by Sen. John Kerry and the Democrats, who now may abandon their own less-cost-efficient approach to advertising.

Ken Mehlman, Bush's campaign manager, said in an interview that federal election law allows the campaign access to party money "provided that your message is broader than the individual candidate and includes a discussion of the overall agenda and the message of the party." The Republican National Committee has \$93 million on hand.

This month the Republicans began airing television and radio commercials paid for jointly by the president's re-election campaign and the RNC and including the words "our leaders in Congress."

REQUIREMENTS (FOR EACH):

- A Headline Of At Least 4 Words But Not More Than 10
- A Release Of Information Of Not Less Than 200 Words But Not More Than 250
- Spelling & Grammar Must Be Correct
- Information Obtained During Film To Be Used/Applied In Some Manner
- Headline Needs To Be Creative

MAKE SURE YOU ONLY BASE YOUR WORK ON EVENTS FROM THE ACTUAL BATTLE AND BEFORE. NOT ON FILM FACTS TAKING PLACE AFTER THE BATTLE!

NAME: _____

GRADING RUBRIC: U.S. PERSPECTIVE

ASPECT	WT.	TOTAL
Did the headline demonstrate creative original aspects?	5	
Did the release effectively and accurately portray course/historical concepts?	5	
Did the release effectively and creatively show the viewpoint of the U.S. perspective?	5	
Writing Rubric Evaluation (See Other Side For Details)	10	
Spelling & Grammar (1 point per error)	Number	
Deduction For Content or Historical Inaccuracies (2 Points Each)	Number	
Total	25	

GRADING RUBRIC: NATIVE AMERICAN PERSPECTIVE

ASPECT	WT.	TOTAL
Did the headline demonstrate creative original aspects?	5	
Did the release effectively and accurately portray course/historical concepts?	5	
Did the release effectively and creatively show the viewpoint of the Native American perspective?	5	
Writing Rubric Evaluation (See Other Side For Details)	10	
Spelling & Grammar (1 point per error)	Number	
Deduction For Content or Historical Inaccuracies (2 Points Each)	Number	
Total	25	

NOTE: PAPERS NOT FULFILLING THE LENGTH REQUIREMENT WILL HAVE AT LEAST 30% DEDUCTED.

WRITING EVALUATION: U.S. Perspective

	FOCUS	CONTENT	ORGANIZATION	STYLE
5 4	Perfect, logical sense	Descriptive and specific response to prompt with a variety of examples	Flows smoothly from one point to another; very strong connecting words and phrases	Excellent choice of words/sentences; tone of paper follows informative prompt
3	A decent point and discussion	Pretty good support for the prompt. Some examples with description.	Makes sense – pretty easy to follow the writer's thoughts	Good vocabulary; varied sentence length; tone of paper is informative
2 1	What is the overall point? Did not remain focused with prompt	Few ideas to support the prompt; ideas lack detail and description	Confused; ideas lack order	Tend to repeat ideas; similar words; brief sentences; tone is confusing
0	No topic No point	No support or explanation to support the prompt	Ideas unorganized; no order; ideas may not even exist	Simple words; repetitive; lack of real sentences; no tone

Score: _____ x .5 = Converted Score _____ (10)

WRITING EVALUATION: Native American Perspective

	FOCUS	CONTENT	ORGANIZATION	STYLE
5 4	Perfect, logical sense	Descriptive and specific response to prompt with a variety of examples	Flows smoothly from one point to another; very strong connecting words and phrases	Excellent choice of words/sentences; tone of paper follows informative prompt
3	A decent point and discussion	Pretty good support for the prompt. Some examples with description.	Makes sense – pretty easy to follow the writer's thoughts	Good vocabulary; varied sentence length; tone of paper is informative
2 1	What is the overall point? Did not remain focused with prompt	Few ideas to support the prompt; ideas lack detail and description	Confused; ideas lack order	Tend to repeat ideas; similar words; brief sentences; tone is confusing
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Score: _____ x .5 = Converted Score _____ (10)

TALLY SHEET:

U.S. Perspective: _____ (25)

Native American Perspective: _____ (25)

Facts From Film: _____ (10)

Total: _____ (60)