

Bioethics Day Promotion

Group 1: Inviting Teachers and Classes

Your task is to compose an email inviting the following teachers and classes to our Bioethics Day:

- CS Brown – Ms. Lequin (jlequin@hertford.k12.nc.us)
- HCHS – Mrs. Wells (swells@hertford.k12.nc.us), Ms. Riddick (eriddick@hertford.k12.nc.us)

You must let Ms. Smyth proofread the email before you send it. Your email must cover the following information:

- Bioethics Day is Thursday, Nov. 8, from 8:45 to 12:00
- If we get the Guest Speaker, it will run from 12:00 to 1:00
- The schedule:
 - 8:45-9:30 Session 1
 - 9:35-10:20 Session 2
 - 10:25-11:10 Session 3
 - 11:10-12:00 Lunch
 - 12:00-1:00 Guest Speaker (tentative)
- Sessions will include:
 - Henrietta Lacks Centers
 - Bioethics Seminar Discussion
 - Cell Lab
- We have a limit of 75 participants
- CS Brown gets 15 spots; HCHS gets 60
- If they want us to hold their spots, they **must** RSVP by Monday, Oct. 8 at 1:30 PM
- After October 8, we will be extending invitations to Bertie STEM and Bertie ECHS to fill empty slots
- We will be asking participants to bring a contribution for lunch (hot dogs, buns, chips, sodas, plates, cups, etc.) – teachers will get sign-up sheets with a list of what we need at a later date
- Lunch will be a cookout
- We will be sending preparatory materials, including a 90-minute lesson plan that teachers can use to prepare their students for Bioethics Day. Teachers should expect these materials in their email by Monday, Oct. 15 at 3:00.

PLEASE REMEMBER! This is an invitation – we want people to want to join us, so make sure you are **clear** in presenting the information, and show that we're excited about it. You will also want to tell them:

- What we've been studying in English and Biology
- Why we're doing this
- What we are doing to prepare
- Why we want them to join us

Group 2: Inviting Dignitaries

Your task is to compose an email inviting the following dignitaries to our Bioethics Day:

- Board Members – David Shields (Chair), Sheila Porter, John Horton, Dennis Deloatch, J. Wendell Hall
- Superintendent – Dr. Michael Perry
- Assistant Superintendent – Dr. Valerie O’Kelley
- Director of Curriculum and Instruction – Dr. Catherine Allen
- Principal, CS Brown - Mrs. Keisha Peele
- Principal, HCHS – Mr. James Futrell

You must let Ms. Smyth proofread the email before you send it. Your email must cover the following information:

- Bioethics Day is the culmination of our Project-Based Learning Unit on *The Immortal Life of Henrietta Lacks*
- We’ve been working on this unit in both Biology and English II
- We would like them to serve as our Session Evaluators and judge our work on Bioethics Day
- Bioethics Day is Thursday, Nov. 8, from 8:45 to 12:00
- If we get the Guest Speaker, it will run from 12:00 to 1:00
- The schedule:
 - 8:00-8:30 Breakfast, Session Evaluator Training
 - 8:45-9:30 Session 1
 - 9:35-10:20 Session 2
 - 10:25-11:10 Session 3
 - 11:10-12:00 Lunch
 - 12:00-1:00 Guest Speaker (tentative)
- Sessions will include:
 - Henrietta Lacks Centers
 - Bioethics Seminar Discussion
 - Cell Lab
- We would like them to RSVP by Monday, Oct. 8 at 1:30 PM
- Lunch will be a cookout
- Students (that’s you all) will be planning and facilitating the sessions, with guidance and support from Ms. Smyth, Mrs. Ward, and the rest of the faculty and staff at ECHS.

PLEASE REMEMBER! This is an invitation – we want people to want to join us, so make sure you are clear in presenting the information, and show that we’re excited about it. You will also want to tell them:

- What we’ve been studying in English and Biology
- Why we’re doing this
- What we are doing to prepare
- Why we want them to join us

Group 3: Inviting the Guest Speaker

Your task is to compose an email inviting our guest speakers to our Bioethics Day. I can't tell you who they are yet. Sorry. But go ahead and write the email, and we'll send it when we hear back from them.

You must let Ms. Smyth proofread the email before you send it. Your email must cover the following information:

- Bioethics Day is the culmination of our Project-Based Learning Unit on *The Immortal Life of Henrietta Lacks*
- We've been working on this unit in both Biology and English II
- We would like them to speak to us because...
- Bioethics Day is Thursday, Nov. 8, from 8:45 to 12:00
- If we get the Guest Speaker, it will run from 12:00 to 1:00
- The schedule:
 - 8:00-8:30 Breakfast, Session Evaluator Training
 - 8:45-9:30 Session 1
 - 9:35-10:20 Session 2
 - 10:25-11:10 Session 3
 - 11:10-12:00 Lunch
 - 12:00-1:00 Guest Speaker (tentative)
- Sessions will include:
 - Henrietta Lacks Centers
 - Bioethics Seminar Discussion
 - Cell Lab
- We would like them to RSVP by Monday, Oct. 8 at 1:30 PM
- Lunch will be a cookout
- Students (that's you all) will be planning and facilitating the sessions, with guidance and support from Ms. Smyth, Mrs. Ward, and the rest of the faculty and staff at ECHS.

PLEASE REMEMBER! This is an invitation – we want people to want to join us, so make sure you are **clear** in presenting the information, and show that we're excited about it. You will also want to tell them:

- What we've been studying in English and Biology
- Why we're doing this
- What we are doing to prepare
- Why we want them to join us

Group 4: Inviting Families

Your task is to compose a letter inviting your families to our Bioethics Day. **You must let Ms. Smyth proofread the letter before you photocopy it.** Your letter must cover the following information:

- Bioethics Day is Thursday, Nov. 8, from 8:45 to 12:00
- If we get the Guest Speaker, it will run from 12:00 to 1:00
- The schedule:
 - 8:45-9:30 Session 1
 - 9:35-10:20 Session 2
 - 10:25-11:10 Session 3
 - 11:10-12:00 Lunch
 - 12:00-1:00 Guest Speaker (tentative)
- Sessions will include:
 - Henrietta Lacks Centers
 - Bioethics Seminar Discussion
 - Cell Lab
- We would like them to RSVP by Monday, Oct. 8 at 1:30 PM
- We may be asking you all to bring a contribution for lunch (hot dogs, buns, chips, sodas, plates, cups, etc.) – Ms. Smyth will have a sign-up sheets with a list of what we need at a later date
- Lunch will be a cookout
- We would love to have parents come as either observers or volunteers
- We especially need volunteers to help with lunch set-up and cooking
- Please let us know if you have a grill you'd be willing to bring and cook on
- We hope they'll bring cameras and help us document the day

PLEASE REMEMBER! This is an invitation – we want people to want to join us, so make sure you are clear in presenting the information, and show that we're excited about it. You will also want to tell them:

- What we've been studying in English and Biology
- Why we're doing this
- What we are doing to prepare
- Why we want them to join us

Group 5: Press Releases

Your task is to compose a press release about our Bioethics Day. You will email your press release to the following news outlets:

- Newspaper
 - The Roanoke-Chowan News Herald – Cal Bryant, Editor cal.bryant@r-cnews.com
- TV
 - WITN desk@witn.com
 - WNCT newsdesk@wnct.com
 - WCTI news@wcti12.com
 - PEG Channel – Mr. Duncan (fduncan@hertford.k12.nc.us)
- Radio
 - WUNC (NPR station) news@wunc.org
 - WQDK 99.3 Ahoskie ?
- Internet
 - HCPS website – Mr. Partlow (dpartlow@hertford.k12.nc.us)
- New Schools Project
 - Todd Silberman (tsilberman@newschoolsproject.org)

You must let Ms. Smyth proofread the press release and email before you send it. Your press release must cover the following information:

- Bioethics Day is the culmination of our Project-Based Learning Unit on *The Immortal Life of Henrietta Lacks*
- We've been working on this unit in both Biology and English II
- Bioethics Day is Thursday, Nov. 8, from 8:45 to 12:00
- If we get the Guest Speaker, it will run from 12:00 to 1:00
- Students (that's you all) will be planning and facilitating the sessions, with guidance and support from the faculty and staff at ECHS.

Make sure that your email includes an invitation – let them know we'd welcome them if they're interested in covering the event.

How to Write a Press Release

1. Write a Headline – this should describe the event and who is involved
2. Start with a dateline – this tells where the event is taking place and gives the date for publication
3. Write the body - several paragraphs informing your audience about the event. Basically, you're writing a news story. Make sure you include:
 - a. Who?
 - b. What?
 - c. When?
 - d. Where?
 - e. Why?
 - f. How?
4. Include Press Contacts at the end – use the school phone and address and Ms. Smyth's email address

Evaluation

Your work on this assignment will be graded using the following rubric:

Feature	Dateline	3	1
Focus	<input type="checkbox"/> You focus consistently on conveying information about Bioethics Day. <input type="checkbox"/> Your email/letter/press release does a great job promoting this event.	<input type="checkbox"/> You focus on conveying information about Bioethics Day. <input type="checkbox"/> Your email/letter/press release does a good job promoting this event.	<input type="checkbox"/> You're not really focused on conveying information about Bioethics Day. <input type="checkbox"/> Your email/letter/press release does not do a good job promoting this event.
Organization	<input type="checkbox"/> Your group spent time prewriting and planning your email/letter/press release. <input type="checkbox"/> Your email/letter/press release flows smoothly, with a clear beginning, middle, and end.	<input type="checkbox"/> Your group spent some time prewriting and planning your email/letter/press release. <input type="checkbox"/> Your email/letter/press release has a clear beginning, middle, and end, but you need to work on transitions between sentences.	<input type="checkbox"/> Your group spent no time prewriting and planning your email/letter/press release. <input type="checkbox"/> Your email/letter/press release lacks a clear beginning, middle, and end, and it's difficult to read – it feels very jumbled.
Support and Elaboration	<input type="checkbox"/> You included all of the required information in your email/letter/press release. <input type="checkbox"/> Your email/letter/press release covers the Who, What, When, Where, Why, and How of the event.	<input type="checkbox"/> You included most of the required information in your email/letter/press release. <input type="checkbox"/> Your email/letter/press release still needs to cover one of the following: the Who, What, When, Where, Why, and How of the event.	<input type="checkbox"/> You included little of the required information in your email/letter/press release. <input type="checkbox"/> Your email/letter/press release still needs to cover several of the following: the Who, What, When, Where, Why, and How of the event.
Style	<input type="checkbox"/> Your email/letter/press release is formatted appropriately, following all of the conventions of the format.	<input type="checkbox"/> Your email/letter/press release is formatted appropriately, following most of the conventions of the format. <input type="checkbox"/> Fix the things Ms. Smyth highlighted before sending it out.	<input type="checkbox"/> Your email/letter/press release is not formatted appropriately, following few of the conventions of the format. <input type="checkbox"/> Fix the things Ms. Smyth highlighted before sending it out.
Conventions	<input type="checkbox"/> Your email/letter/press release is free from errors of mechanics, punctuation,	<input type="checkbox"/> Your email/letter/press release has a few errors of mechanics, punctuation,	<input type="checkbox"/> Your email/letter/press release has a lot of errors of mechanics, punctuation,

Sample press release borrowed from <http://www.wikibow.com/Write-a-Press-Release>

	spelling, and capitalization.	<input type="checkbox"/> spelling, and capitalization. Fix the things Ms. Smyth highlighted before sending it out	<input type="checkbox"/> spelling, and capitalization. Fix the things Ms. Smyth highlighted before sending it out.
			Total ____ X 4 = ____