Milestones and Inventions in Ag Press Release

# Objective:

Write a press release statement on a milestone or an invention in agriculture history that has impacted humans and how we live.

# Instructions:

* Choose a significant milestone or an invention in agriculture history to research.
* You will then research your milestone or invention and follow the guidelines below.
* Write as if this just happened or was just invented. However, put the correct historical date that it occurred in your statement.
* Be creative and instructive.

# Press Release Guidelines:

1. This assignment must be typed using 12 pt font, 1” margins, and double spaced.
2. A separate “Works Cited” page must be included in MLA format.
3. You may include a photo with your press release, but it may not be more than 2-3” in size.
4. Your press release must include these elements in this order:
   1. The words “FOR IMMEDIATE RELEASE” at the top
   2. A title that is informative, but brief
   3. The location (city, state) it occurred and date to begin the article
   4. Press releases always end with ### on a separate line at the bottom of the page to signify the end of article.

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| **Student:** | | |
| --- | --- | --- |
| Milestones and Inventions in Ag Press Release | | |
| Item | Possible | Earned |
| All elements of a press release are included and in proper order | 15 pts |  |
| Headline is informative but not sensational | 5 pts |  |
| Intro summarizes the main point | 15 pts |  |
| Body paragraph answers the who, what, why, when, where | 35 pts |  |
| Works Cited page included and is in MLA format | 10 pts |  |
| Typed using 12 pt font, 1” margins, and double spaced. 1 page in length | 20 pts |  |
| PRESS RELEASE TOTAL | 100 pts |  |
| Press Release Presentation | | |
| Item | Possible | Earned |
| Presentation was informative. Student was knowledgeable about topic. | 40 pts |  |
| Presentation was 2-4 minutes in length. | 10 pts |  |
| PRESENTATION TOTAL | 50 pts |  |
| PROJECT TOTAL | 150 pts |  |

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| Body paragraph answers the who, what, why, when, where | 35 pts |  |
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1. **Cotton Gin**
2. **Pasteurization**
3. **Grain Thresher**
4. **Gasoline Tractor**
5. **Steel Plow**
6. **Commercial Fertilizer**
7. **Commercial Pesticide**
8. **Mechanical Tomato Harvester**
9. **No-Till Agriculture**
10. **Insect-Resistant Crops**
11. **Weed-Resistant Crops**
12. **Drought-Resistant Crops**
13. **Greenhouse**
14. **Hydroponics Systems**
15. **GPS Navigated Tractor**
16. **Automatic Milking Machine**
17. **GMOs**
18. **Irrigation Systems**