



The University of Texas at Austin
**Stan Richards School of
Advertising & Public Relations**
Moody College of Communication

CREATIVE BRIEF

Mary Caroline Nelson

Project Background: Austin ISD has created a new program titled “Futures Initiative”, in which they hope to prepare students for successful careers by implementing technology and innovation into curriculum.

Theme: We want to explain the program goals and specific components of the program.

Target Audience: News reporters, Austin community members, current and prospective AISD students, AISD staff

Objective(s): We want people to see this news release and be drawn to look into the “Future Initiative” program, whether for themselves or their child.

Tone: Professional, inspiring, informative

Medium/Channel: This news release will be posted on various news outlets.

Mandatory Elements: The AISD website needs to be hyperlinked and their needs to be contact information.

Sources Used? <https://www.austinisd.org/>