

PR Writing – MEJO 332 FINAL EXAM

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Fact: Mayor Smith announced that Healthcare Informatix is moving its global headquarters to Anytown on Jan. 15, 2026. They will fully occupy the Industrial Park next to Big Pharma Co.

Feeling/Framing: Anytown is strong, progressive, and has delivered on its promise to grow the economy. The city is officially the "Healthcare Capital of the Nation" due to the combined strength of the two major companies.

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Headline

- ANYTOWN BECOMES THE "HEALTHCARE CAPITAL OF THE NATION" AS HEALTHCARE INFORMATIX ANNOUNCES GLOBAL HEADQUARTERS RELOCATION

Lead

- Anytown Mayor John Smith today announced that Healthcare Informatix, the world's leading provider of electronic medical records, will move its global headquarters to Anytown next month, establishing the city as the "Healthcare Capital of the Nation."

Quote 1

- Mayor Smith (Focus: Vision & Catchphrase): "When you combine the innovation of Big Pharma Co. with the data security expertise of Healthcare Informatix, you get the Healthcare Capital of the Nation. This is a game-changer for Anytown, proving we can attract and support world-class companies."

Body

- Jobs will cover tech, administration, and compliance. Confirmation that the company will occupy the previously vacant 456 Industrial Ave. building, completing the Industrial Park revitalization.

Quote 2

- Janice Datalover, CEO, Healthcare Informatix: "We chose Anytown for its deep talent pool, its supportive city leadership, and the opportunity to build synergistic partnerships with the healthcare research community already here. This city is clearly the right environment for secure, ethical innovation."

Body

- Boilerplates for Mayor Smith and Healthcare Informatix.

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Office of Mayor John Smith

555 Political St.
Anytown, NC 12345

FOR IMMEDIATE RELEASE:

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CONTACT:

Polly Talksalot
Communications Director
polly.talks@anytown.gov
919-555-5555

**ANYTOWN, N.C. BECOMES THE “HEALTHCARE CAPITAL OF THE NATION” AS HEALTHCARE INFORMATIX
ANNOUNCES GLOBAL HEADQUARTERS RELOCATION.**

ANYTOWN, N.C. — Anytown Mayor John Smith today announced that Healthcare Informatix, the world’s leading provider of electronic medical records, will move its global headquarters to Anytown on Jan. 15, 2026, establishing the city as the “Healthcare Capital of the Nation.”

The two company relocations are part of Mayor Smith’s “Anytown 2030” plan to recruit a dozen high-tech companies over the next five years. Healthcare Informatix plans to hire 250 people right away and transfer in another 50 existing employees from its current global headquarters location in Memphis, Tennessee.

“When you combine the pharmaceutical innovation of Big Pharma Co. with the cutting-edge data security expertise of Healthcare Informatix, you get the Healthcare Capital of the Nation,” Mayor Smith said. “This is a game-changer for Anytown, proving we can attract and support world-class companies that define the future of medicine.”

Healthcare Informatix will move into the previously vacant building located at 456 Industrial Ave., right beside Big Pharma Co.’s facility. The move will ensure the full occupation of the Anytown Industrial Park, which had seen multiple vacant buildings for several years.

“We chose Anytown for its deep talent pool, its supportive city leadership, and the opportunity to build synergistic partnerships with the healthcare research community already here,” said Janice Datalover, CEO of Healthcare Informatix. “This city is clearly the right environment for secure, ethical innovation, and we look forward to becoming an active member of the community.”

About Mayor John Smith

Anytown Mayor John Smith was elected in 2023. His key priorities are natural resources, education and transit.

About Healthcare Informatix

Healthcare Informatix is the world’s leading provider of electronic medical records — serving clients in 15 countries. Its mission is to provide the most secure, efficient and reliable medical records systems on the planet.

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Crisis Key Messages

Intro

- Good morning. I am Jessica Pillpopper, CEO of Big Pharma Co. Thank you for coming.

Head

- Santrisan, our recently released weekly heart-disease drug, is being recalled from shelves effective immediately.
- Earlier this morning, an elderly woman in New Jersey died after taking the drug
- Five other patients, two in Wisconsin and three in Tennessee, have been hospitalized.
- Police are investigating whether the drugs may have been tampered with, and perhaps laced with some kind of poison. Please note this is a police hunch, and that nothing is certain at this point. The cause is still unknown.
- This could be anything from poison intentionally injected by an outsider, an internal employee, to faulty manufacturing procedures.

Heart

- Our team at Big Pharma Co. is devastated. Our hearts are with the victims and their families.
- We understand the fear and uncertainty this situation has created for our customers and communities across multiple states.
- We take full responsibility for identifying what went wrong, communicating openly, and doing everything in our power to restore trust.

Hands

- We have ordered a massive investigation at all of the company's plants nationwide to determine which batch numbers at which plant locations produced the pills that are killing people or making them sick.
- We are cooperating with police as they investigate whether there is criminal activity of some kind involved.
- We have created a hotline (1-800-123-PILL) for any members of the public who have taken the pill and have questions.
- If you are feeling sick, your first call should be to your doctors or to 911.