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| **Artifact Name** | Conference 2008 Press Release |
| **Course Subject** | Verify and Maintain Records |
| **Last Update** | April 2008 |
| **Rationale** | I included this press release because I helped one of the second-year students develop it last year. It took some time to get it all in order, but it was worth it. |
| **Knowledge** | I learned what you must include in a press release and how important they are. It also helped me because when I interned last summer I wrote many press releases. |
| **Skills** | I learned the formatting for a press release. I also learned how time consuming it can be. |
| **Growth and Improvement** | I wouldn’t do anything different if I had to do it over again.  |