

## **Modern Cyber Forensic Tools Press Release**

In this activity, you will develop a compelling and informative press release to raise awareness about the significance of emerging cyber forensic tools in combating cybercrimes. A press release is an official statement delivered to members of the news media for the purpose of providing information, creating an official statement, or making an announcement directed for public release.

Choose one of the following modern cyber forensic tools/methods to create a public service announcement about:

- Digital Triage
- Live Forensics
- Memory Analysis
- Machine Learning and AI
- Cloud Forensics

Your press release should consist of the following elements:

- **Headline:** A clear and attention-grabbing headline.
- **Subheadline:** A brief summary of the key message.
- **Three paragraphs explaining:**
  - What your modern cyber forensic tool/method is
  - How that tool contributes to/impacts the world of cyber forensics
  - How that tool helps to combat cybercrime

Your press release should also be free of typographical and grammatical errors.

An example press release has been included on the next page. Note that the method discussed in the press release is NOT on the list of tools/methods that you can create a press release over.

On the final page of this document, you will find a rubric for this activity.

## **Example Press Release:**

### **Headline:**

Automated Artifact Analysis: A Game-Changer in the Fight Against Cybercrime

### **Subheadline:**

Cutting-edge technology revolutionizes cybercrime investigations

**[City, State]** - In an era where cyber threats are constantly evolving and becoming more sophisticated, the need for advanced cybersecurity solutions has never been more pressing. Today, cyber forensic technicians are proud to announce a breakthrough in the battle against cybercrime - Automated Artifact Analysis (AAA).

AAA is a groundbreaking technology that harnesses the power of automation and artificial intelligence to revolutionize the way cybercrimes are investigated and mitigated.

Key benefits of Automated Artifact Analysis include speed and efficiency, comprehensive threat detection, advanced pattern recognition, and data-driven insights. AAA accelerates the investigation process by automating the analysis of digital artifacts, reducing the time required to identify and respond to cyber threats. This technology can analyze a wide range of digital artifacts, including files, logs, and network traffic, to uncover hidden threats and vulnerabilities. AAA also employs advanced machine learning algorithms to detect patterns and anomalies in digital artifacts that might evade traditional methods. By leveraging big data analytics, AAA provides actionable insights and threat intelligence that empower cybersecurity professionals to make informed decisions.

**Modern Cyber Forensic Tool  
Press Release Rubric**

Criteria	Excellent (4)	Proficient (3)	Basic (2)	Limited (1)	Score (Out of 4)
<b>Content &amp; Message Clarity</b>	The press release is exceptionally clear, concise, and effectively conveys the message. It presents a compelling and newsworthy angle.	The press release is clear and concise, effectively conveying the message. It presents a newsworthy angle.	The press release is somewhat clear but may include minor issues in clarity or conciseness. The angle is somewhat newsworthy.	The press release lacks clarity and conciseness, making it difficult to understand the message. The angle is not newsworthy.	
<b>Language &amp; Style</b>	The press release uses clear and concise language, free from errors. The style is engaging and appropriate for the audience.	The press release uses clear language with minimal errors. The style is generally engaging and appropriate.	The press release may contain some language errors but remains understandable. The style is somewhat engaging and mostly appropriate.	The press release contains numerous language errors, making it difficult to understand. The style is not engaging or appropriate.	
<b>Key Messages</b>	The press release effectively presents key messages clearly and concisely.	The press release presents key messages clearly.	The press release presents key messages, but messages are somewhat unclear or confusing.	The press release lacks clarity in presenting key messages.	
<b>Accuracy of Information</b>	The press release demonstrates in-depth knowledge of the topic.	The press release includes some knowledge of the topic.	The press release includes limited knowledge of the topic.	The press release lacks support or accurate information, demonstrating a lack of knowledge of the topic.	
<b>Overall Impact</b>	The press release has a significant impact and effectively engages the audience. It successfully achieves its intended purpose.	The press release has a positive impact and engages the audience. It generally achieves its intended purpose.	The press release has a limited impact and may not fully engage the audience. It partially achieves its intended purpose.	The press release has little to no impact and does not engage the audience effectively. It does not achieve its intended purpose.	