Public Relations Writing
Final Portfolio Project
Due: Monday, April 26

See our class website for the 22 communication pieces required to be in your final portfolio. Here is a direct link to the Portfolio List: http://www.harwoodp.people.cofc.edu/PRWritingPortfolioItemsSpring2010.html

My suggestion is that it be in a small three-ring binder. But if you can find a way to present it without having to punch holes, please do so. The key is that the pages are easy to turn.

The pages should be in the order (chronological) shown on the Portfolio List. Do not include original versions turned in that I would have marked with a grade, corrections, comments, etc.

You will receive a number and letter grade for this assignment which is worth 10 percent of your final grade.

The number will be determined by the following:

- Missing pieces -5 points each
- Associated Press Writing Style Errors (when applicable) -2 points each
- Misspellings, Typos and Grammar Errors -2 points each
- Format errors (letterhead, news releases, etc) -3 per piece

On the cover of your binder you should have your name, phone number and email address, the name of this class, and the date. You are also welcome to add any design elements, images, clip art, etc.

I will return your portfolio to you on the Final Exam date. I will print the Portfolio List and write by each piece how many points you lost (if any). These numbers will be added and your grade written on this page and put in your portfolio.

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