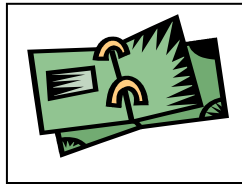


**Public Relations Writing
Final Portfolio Project
Spring 2011**



End-of-Semester Portfolio Items-- Due Monday, April 25

The following communication pieces need to be turned in as part of your Class Portfolio. Do not turn in original versions that are marked by me. Make necessary revisions to each original and turn in a “clean” and improved version. Grading criteria follows.

Portfolio Items-- Should be in this order in your notebook

1. Student Profile Piece I (Original due date: Jan. 19- rewrite due Jan. 24))
2. SGA Adopt-A-Street News Release (Jan. 21- revised release turned in Jan. 26)
3. Chapter 2 Homework-- Official memo design--depending on which one you did (Jan. 24)
4. Chapter 3 Homework—Legal Issues Memo/Proposal (Jan. 31)
5. Cougar Volunteer Spirit "Pitch" Letter to Campus Community (Feb. 2)
6. Cougar Volunteer Spirit Facebook Pitch (Feb. 7)
7. Cougar Volunteer Spirit Flyer (soliciting nominations) (Feb. 11)
8. Cougar Volunteer Spirit News Release (soliciting nominations) (Feb. 14)
9. Chapter 4 Homework--Generating News Coverage (Feb. 4)
10. Chapter 5 CofC Guest Speaker News Release (Feb. 9)
11. Chapter 6 Zoo Media Alert and Two Pitch Letters (Feb. 16)
12. Student Profile Piece II (Q&A format) (Feb. 21)
13. Chapter 8 Homework- Creative Photography Choices (Feb. 23)
14. Midterm Exam Three Communication Pieces: News Release, Media Alert, Pitch Letter (March 2) See Midterm Study Guide for the three pieces
15. Chapter 9 International Programs 60 second Audio News Release (ANR) (March 18)
16. Chapter 9 Binge Drinking Awareness Campaign Satellite Media Tour (SMT) (3/18)
17. Chapter 10 Sun Screen Feature Magazine List and Email Subject Line Memo (3/25)
18. Chapter 11 Target New Stores News Conference Planning Memo (March 28)
19. OPTIONAL Chapter 12 Yogurt New Media Plan (3/30) you didn't have to do this one
20. Chapter 13 CofC Communication Material Audit (April 6)
21. Chapter 14 Letter to Complaining Customer (April 8)
22. Chapter 18 StarGate PR Plan Proposal (April 18)
23. Your Cougar Volunteer Spirit article printed from the blog (posted due date 4/4)
24. Your printed Constant Contact newsletter (April 22)

Present your portfolio in a professional manner. Do not just staple everything together. 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 –Lose 5 points each
- Associated Press Writing Style Errors (when applicable) -2 points per piece
- Misspellings, Typos and Grammar Errors -2 points per piece
- Format/Design Errors (letterhead, news releases, etc) -2 points per piece

On the cover of your binder 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. to this cover page. 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.

###