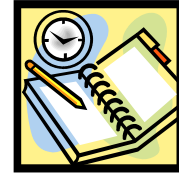


Public Relations Writing/Final Portfolio Project/Spring 2012



End-of-Semester Portfolio Items-- Due Monday, April 23

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 binder or notebook

1. Student Profile Piece I (Jan. 27)
2. Adopt-A-Street News Release (Jan. 30)
3. Larissa Allison “camera-ready” article (Feb. 16)
4. Student Profile Piece II- “Cougar Close-Up” Q&A or 10 Questions Format (Feb. 27)
5. Melissa Whetzel “camera-ready” article (April 6)
6. Chapter 2 Homework—No. 3, p. 59, Expert and celebrity endorsers (Jan. 18)
7. Chapter 2 Homework- No. 5, p. 59-60, TARES ethical test (Jan. 18)
8. Chapter 3 Homework—Rosanna’s Coffee Shop Legal Concerns Memo (No. 1, p. 89-90, Jan. 30)
9. Chapter 3 In Class- “Citizen of the Year” letter (No. 3, p. 90, Feb. 1)
10. Chapter 3 Homework- Questionable product news release (No. 2, p. 90, Feb. 6)
11. Chapter 4 Homework- choice of Nos. 1-5, Media coverage generating proposals (Feb. 13)
12. Chapter 4 Homework- CofC Sand Volleyball promotion (Feb. 17)
13. Chapter 5 Homework- CofC Guest Speaker News Release (No. 4, p. 140, Feb, 20)
- 14, 15, 16. Chapter 6 Zoo Bug Exhibit Pitch Letter, News Release and Media Alert (p. 161, Feb. 22)
17. Chapter 8 Homework- Creative Photography Choices (p. 206-7, March 2)
- 18, 19, 20. Midterm Exam Three Communication Pieces: News Release, Media Alert, Pitch Letter (March 12) See Midterm Study Guide for the three pieces
21. Chapter 9 Homework- Binge Drinking Awareness Campaign SMT (No. 4, p. 248, March 21)
22. Chapter 9 Homework International Programs 60 second ANR (No. 2, p. 248, March 23)
23. Ch. 10 Sun Screen Magazine List & Email Subject Line Memo (No. 1, p. 271, March 28)
24. Chapter 11 Target New Stores News Conference Planning Memo (No. 2, p. 303, March 30)
25. Chapter 12 OPTIONAL/EXTRA- Nos. 1, 2 or 3, p. 349, April 4
26. Chapter 13 Homework- CofC Communication Material Audit (No. 1, p. 384, April 11)
27. Chapter 14 Homework- Letter to Complaining Customer (No. 3, p. 402, April 16)
28. Your printed Constant Contact newsletter (April 20)

Grading Criteria

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.

(Note: Final Exam is Wednesday, May 2, noon- exam covers Chapters 9-14, 18-19)

