|  |
| --- |
| Liz Ries |
| Public Relations |
| Mini-Portfolio |

|  |
| --- |
| Dr. Bill Stuart  Fall 2009 |

Table of Contents

Resume Page 2

Agency Profile Explanation Page 3

Agency Profile Page 4

Press Release Explanation Page 5

Press Release Page 6

Media Pitch Explanation Page 7

Media Pitch Page 8

Media Scan Explanation Page 9

Individual Media Scan Results Page 10 - 11

Client Project Explanation Page 12

Client Project Power Point Page 13-23

Agency Profile

# Explanation

In order to begin our work as a consulting firm, we first had to come up with an Agency Profile sheet to show what our consulting firm was all about. This profile shows our Identity, Tagline, and Mission Statement. It also shows our Agency Values and Client Experience. Lastly, it describes the traits each associate brings to !mpact PR Consultants.

Press Release

# Explanation

As a way to obtain certain things within the Public Relations field, we were to individually come up with a press release. The purpose of the press release is to announce my new hire to !mpact PR Consultants. This press release is a special to the *Loudoun County Times Mirror* because some of the readers of the newspaper are people in my community that would recognize my name and be interested to read the release.

Media Pitch

# Explanation

The purpose of a media pitch is to catch the attention of the audience you are pitching to. In this case, my media pitch is to the *Loudoun County Times Mirror* trying to get them interested in my recent hire to !mpact PR Consultants. My tactic for this media pitch was to provide the audience with the importance of the recent hire, to give them back up information about myself that they would be interested in, and a final call to action to find out how the audience would prefer a follow up.

Individual Media Scan

# Explanation

The purpose of the media scan was to give !mpact a research phase for our semester long project. We wanted to find ways for our client, the Cook-Cole College of Arts and Science at Longwood University, to reach out to prospective parents. Our research consisted of Google Alerts, scanning blogs, parent organization websites, and trade publications.

Client Project

# Explanation

This client project is the plan and proposal that !mpact presented to the Assistant Dean of the Cook-Cole College of Arts and Sciences at Longwood University. This project was a semester long client based project. !mpact was responsible for reaching out to prospective parents of the college. The report that follows summarizes our process and recommendations.