**COMM 280**

**Introduction to Public Relations**

**Dr. Stuart**

**Portfolio Assignment**

**Purpose**

The purpose of this assignment is to provide an overview of some of the fundamental activities performed by interns in public relations, and for the student to prepare an online portfolio that will assist in competing for internships.

**Method**

The student will create an online portfolio using VisualCV (or other online source if approved by the instructor). Students will research and write, as well as provide peer reviews of each other’s work.

**Components/Timeline**

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| Each student will begin by ***selecting a media market*** from the list provided in the BlackBoard folder for this assignment. First, check the Discussion Board to see which Media markets have already been claimed. Next. Go to the list and select your media market. Post your selection to the Discussion Board for Media Markets & Organizations.  Make sure you include your last name & name of the media market in the subject line of your post. If you do not do this, someone else can claim your market and you will have to re-select. Media markets are available to only one person, and are claimed on a first-come, first served basis. |  | ***Due by 11:59pm,***  ***Tuesday September 6th*** |

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| Each student will Google that media market to ***find a manufacturing facility*** that she/he will use as the subject for press releases and pitches. | The bigger the facility, the better, as this will increase the likelihood that there will be actual media coverage in the ***media scan***. | ***Due by 11:59pm,***  ***Thursday, September 8th*** |
| ***Perform a media scan*** in which you identify and summarize stories that reference your company, its industry, its competitors or the manufacturing sector of the economy. | In your scan summaries, include a 2 – 4 sentence summary in which you describe the subject/nature of the story, and why this is important to your organization. Include the hyperlink to the story. Google Alerts should provide you with the link and/or the reference information.  If you have multiple stories on any given day, cap the number of stories you report at three. If the same story is reported in multiple media outlets, report the story once, and include multiple references/links. If this happens, try to report on other stories as well.  If you have no stories in your scan, try other scanning techniques (consult with Dr. Stuart). | ***Begins Thursday, September 8th and concludes September 17th/18thh—check your scan results on Tuesdays, Thursdays, and Saturday/Sundays***  ***Submit at least one article link to BlackBoard Discussion Board by 11:59pm, Friday September 9th.*** |
| ***Create a media contact*** list for broadcast reporters and print/web journalists who cover business news and/or the economy in your media market. | You should have at least 7 media contacts on your list. Make sure that print/web media are represented, as well as local TV and radio.  You also will need at least 3 names from industry/trade publications (so you would have a total of 10 contacts) | ***Due by 11:59pm,***  ***Thursday, September 8th*** |

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| Write a ***press release for a local print media*** source in which you announce that your organization will be adding 20 jobs (or 10% more employees, whichever is greater—you will need an actual headcount). | ***Be sure to include pertinent details:***   * name & location of your plant, * specific number of jobs added, * what product(s) these new employees would be working on, * why you’re adding the new jobs, * quotes from CEO or Plant Manager, * quote from a new employee, * quotes from local officials about the impact on the local economy. | ***Bring hard copy draft to class on Tuesday, September 13th—we will workshop at the beginning of class***  ***Due by 11:59pm, Tuesday September 13th*** |
| Write a ***press release for local broadcast media*** in which you announce that you are expanding your manufacturing facility to increase production by 33% because of increased demand. | ***Be sure to include pertinent details:***   * name & location of your plant, * what the approximate increase in square footage will be, estimated cost of the plant expansion, * number of jobs created by the construction project, * number of new machines & cost (if any) * specific number of jobs added at the plant (if any), * what product(s) the expansion will allow you to produce (or produce more of), * why you’re adding the new space (new customers—if so, who? Overall increase in demand? Increase in demand from specific customers?), * quotes from CEO or Plant Manager, * quote from employee(s), * quotes from local officials about the impact on the local economy. | ***Bring hard copy draft to class on Tuesday, September 13th—we will workshop at the beginning of class***  ***Due by 11:59pm, Tuesday September 13th*** |
| Write an ***e-mail pitch*** that you would use to accompany the print media press release (20+ jobs story) when you send it out. | Explain in your pitch why this is news/why readers would be interested, interviews you can arrange and/or stock photos or video that you have. | ***Due by 11:59pm, Thursday September 15th*** |
| Write a ***script for a telephone pitch*** to a news editor that you would use to pitch the broadcast media (expand facility/increase production story). | Explain in your pitch why this is news/why viewers/listeners would be interested, interviews you can arrange and/or stock photos or video that you have. | ***Due by 11:59pm, Thursday September 15th*** |
| ***Create Visual CV online***. | ***Must include***:   * Professional-looking photo, * résumé, * press releases, * media pitches, * media scan summaries * media contact list | We will workshop our Visual CVs in class on Tuesday, September 27th in class—all documents must be uploaded to Visual CV—also bring electronic copies of all documents  ***Due by 10:00am September 29th—Post link to Visual CV via BlackBoard Discussion Board***  Make sure your Visual CV is accessible by the link you’ve submitted (HINT: try the link from a computer other than your own when you’re not logged into your Visual CV account |