

# *Public Relations Publications Portfolio*

*Bibiana Velazquez*  
*Decemeber 2008*







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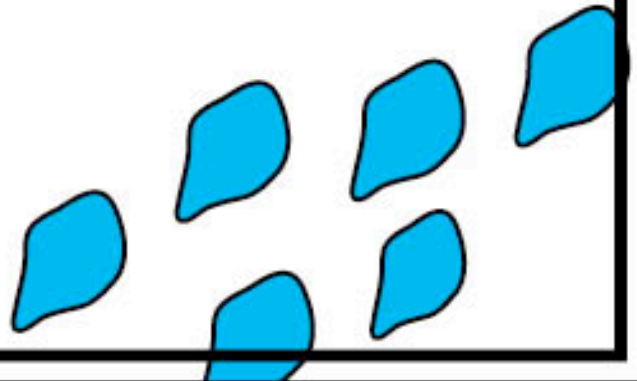


*“Public Relations Publications” is a course offered through the department of journalism of California Statue University, Chico. This course gives students a chance to learn the basic fundamentals of electronic design using professional programs such as InDesign, Photoshop and Dreamweaver. This class is an upper division course that is offered to students interested in completing a degree in public relations or news editorial.*

*Throughout this portfolio you will be able to see the various concepts and skills of design that are taught in this course. There will also be marking and message statements for each assignment that clearly defines the purpose of each design project. All the pieces are arranged in which they were assigned for the class. This is great way to see the progression and variety of my design skills as they built.*

*Thank you for taking the time to look at my portfolio.*

*Regards,  
Bibiana Velazquez*







# *Advertisement*



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## **Marketing & Message Statement**

### **Strategic Planning**

According to Nellie Mae, a student loan company, 83 percent of college students have at least one credit card and the average debt for a student is \$2,327. Students double their average credit card debt and triple the number of credit cards in their wallets from the time they arrive on campus until graduation, according to nelliemae.com. The problem here is that students need help to come out of debt once they graduate and to be aware early on that debt can become a problem. This ad is addressing the problem by showcasing a student who has gone into debt and is paying for it in an unpleasant manner.

Debt Consolidation Care is an accredited business that is the Internet's first getout-of-debt community. The community members and debt consultants offer advice to people in debt to help them get out of a stressful situation. There are many different options that Debt Consolidation Car offers to debt sufferers to help them through this stressful time. College students are less likely to know about how to handle their debt problems so Debt Consolidation Care is there to help.

The primary audience for this ad is college students who may currently have debt or are thinking about signing up for a credit card. The secondary audience is parents of college students who cannot help their children out of debt but can offer outside help.

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This ad will be distributed through magazines normally read by college students, ages 18-25, like Maxim or Cosmopolitan. Also, having the ad published in various college campus newspapers will expose the message to a large number of our primary audience.

The main message of this is ad is that debt is always stressful and hard and Debt Consolidation Care can make it easier to get out of debt faster.

Two measurable objectives that we have made are increasing the number of people interested in debt consolidation and increasing our membership to include college student or recent graduates. The way these two objective will be measured is by our website.

### **The Final Product**

The ad was created to catch the attention of young people ages 18-25 so we used a young woman as our model. She is dressed as a server with the blue shoes explained in the headline of the ad and with a facial expression to demonstrate that she is not very happy with what she is doing at the moment. The emotional tone of the ad is to almost poke fun of people who use their credit card irresponsibly but to realize that it happens to everyone. The ad should catch the readers' attention and make them think about what the situation in their own life is concerning credit card debt. Chances are if they are a college student, they are in some sort of debt.

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The photo used in this ad was to provoke visual interest and relativity because lots of college students serve at restaurants during their school years and it is not the greatest job in the world. Bibiana Velazquez took the photograph. The colors used for the ad were pulled from the photograph itself. The background color was taken from the shoes to make the shoes stand out a little more in the ad. The font color is the same as the wall just to add repetition and flow.

The strengths of this ad are the visual element that adds interest and relativity, the data used shows in dollar amounts how much students get into debt, which can be a good scare tactic. A weakness that this ad has is it seems to point the finger to women as the only ones being in debt when in fact men are in just as much, even more in debt than women.



*Those  
\$400 blue  
pumps that  
matched  
the  
designer  
dress you're  
wearing  
out Friday  
night...*



*seemed like  
a good idea  
at the time.*

**The average college student has \$2,327 in credit card debt. \***  
**We can help.**

\*Numbers taken from a Nellie Mae Survey



[www.DebtCareConsolidation.com](http://www.DebtCareConsolidation.com)

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# *Brochure*



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# Chico Natural Foods



818 Main Street Chico, California 95928  
Phone: 530-891-1713 Fax: 530-891-6066  
[www.chiconatural.net](http://www.chiconatural.net)

## Marketing and Message Statement

### Strategic Planning

The topic of this brochure is Chico Natural Foods Store. Chico Natural Foods is a co-operative store, which means shareholders, or member-owners, that are usually its own customers, own it. When a customer becomes a shareholder he or she can attend or even become part of the board of directors for the store. Member-owners also get various discounts. The overall goal of this brochure is to attract new shoppers and have present shoppers to both become member-owners.

The most important point we are trying to send to our readers for this brochure is that there are so many reasons why they need to become member-owners of our store. If customers and readers find community and keeping food products local important, then our store and becoming member-owners will be important to them.

The primary audience for this brochure is current shoppers of Chico Natural Food but people who aren't necessarily member-owners yet. The people who would shop there are usually from the ages of 20-50 years old. These people are aware of what great and different products our store offers and we'd like to show what more they can do to help

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their community. The secondary audience would be people between those same ages who live in the Chico community, most likely in the downtown area where they have the easiest access to the store and who do not shop there yet. Our goal is to get them in the store and then have them become member-owners.

The way we will be distributing our brochures is by placing them in various places around Chico. First, there will be a number of brochures located at the cash registers of our store. Next, we will have brochures at our table that we sometimes have in the Free Speech Area at Chico State. Lastly, we will have a booth at both the Thursday Night Market and Saturday morning farmer's market, where our brochures will be available for distribution.

Two measurable objectives will be increasing the number of member-owners and increasing the amount of shoppers. The way to measure these objectives is to count the increase in new member-owners and measure the amount of sales increase over a period of time after distribution of brochures has taken place.

### **The Final Product**

This brochure is very colorful on the outside so it can be eye-catching from a distance. It also displays a lot of fruit and vegetables because we want to readers to think fresh and organic when they think of Chico Natural Foods. The pictures of those fruits and vegetable provoke those thoughts. The inside of the brochure continues the theme of fruits and vegetables but has a more natural color background. It creates a more serious feel and of course, an earthy and natural feel. The typography of the brochure is not your

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typical business font; we wanted to use a fun and natural looking font.

The strengths of this brochure would be the flow of content, colors and theme. The weakness would be wording of the content, it's very straightforward without much zest.

## **References**

All the pictures came from veer.com

My resource for content was Jane Lloyd, a manager at Chico Natural Foods



# The History of Chico Natural Foods

In 1972 Chico Natural Foods was a 15-family buying club and its founders wanted to focus on primarily selling food without pesticides, herbicides and artificial additives. Chico Natural Foods became a nonprofit in 1975 and in 2001 the members decided to convert into a legal cooperative to benefit from the advantages that it would offer to members and the store itself.



Finally to complete its goal of benefiting shoppers in the greatest way possible, in 2004 Chico Natural Foods became a cooperative with the state of California and launched the sale of member-owner equity sales.

818 Main Street  
Chico, California 95928  
Phone: 530-891-1713  
Fax: 530-891-6066

[www.chiconatural.net](http://www.chiconatural.net)

Open daily with the exception of  
major holidays.



The grocery store  
growing in your backyard.



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## What makes Chico Natural Foods different?

A cooperative store or Co-Op is completely owned by its stockholders so everything that happens in the store is decided by the people who shop there.

The food sold in the store is free of chemical additives, refined sugar and genetic engineering.

The products sold in the store are healthy and environmentally responsible.

None of the store's household or beauty products have been tested on animals.

Chico Natural educates the community about the natural alternatives in food and home products available.



## The Benefits of Shopping and Becoming a Member-Owner

As a shopper:

- You support the local economy and local farms.

- You will have a chance to meet people of similar interests.

- You will improve the environment by purchasing low-impact agricultural and manufactured goods.

- You add sales growth to the Natural Foods and Organic industries, which adds to the growth of health foods and natural supplements in the American diet.

As a member:

- You own the store! You are continually investing in the store and locally supporting the availability of sustainable products and services.

- You help the price of our products lower as your investment helps the store buy items at wholesale value.

- You can vote in board elections and various decisions about the store and run for the Board of Directors.

- You receive exclusive discounts, a year-end patronage and receive even more discounts and incentives if you volunteer as a working-member.

## How to become a Member-Owner



It's easy to join and anyone can do it. Just fill out an application and provide the payment for the purchase of Equity Shares. The initial amount of investment can range from \$10 to \$300. Each additional year of membership requires an annual \$25 purchase of Equity Shares. You are capable of receiving a refund of your Equity Shares whenever you decline to renew or move out of the area.

Pick up your application at a cash register and return it to a cashier.

Visit our website for more information!  
[www.chiconatural.net](http://www.chiconatural.net)



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# *Midterm Stuffer*



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## Explanational Memo

This design piece was made to create awareness of a helpful event being put on by MetLife. In this tough economic time, there are many people worried about the security of their future. MetLife has decided to focus on the elderly and help them plan for retirement.

MetLife will be holding an informational retirement planning workshop for people on their way to retirement. This will be a great opportunity for people in the Chico community to learn what the proper steps are to a secure retirement in an unpredictable economy.





Veer

# Feeling lost when it comes to retirement planning?

Let MetLife help you find your way.

*Join Us for a Retirement Planning Workshop  
Tuesday, November 11th, 2008  
BMU Auditorium, CSU Chico  
Chico, CA 95928*

*Registration available on site for \$15*



MetLife®





# *Newsletter*



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## Marketing and Message Statement

### Strategic Planning

The ¡Ahora! Newsletter is targeted to Latinos in the Butte County area. The newsletter is mainly targeted to second generation Latino Americans ages 18-45 who aren't aware that being Latino automatically puts you at risk for Diabetes.

The topics covered in the newsletter are meant to be easy to understand and motivate readers to get involved assessing their lifestyle and alter so it is healthy. The cover article explains why Latinos are more at risk for Diabetes than other groups because most readers will not know why and this article gives sufficient information for the questions they may have. Another article is about eating healthy, which will encourage readers to avoid unhealthy eating habits by relating those habits to their own culture. The recipe is connected to healthy eating article to get readers an idea of what delicious healthy eating can be. There is an article about an event that will happen in Chico to promote a healthy lifestyle and awareness of the Diabetes risk. This is a great chance for readers to get a myriad information about Diabetes and become involved in becoming a healthier person and preventing Diabetes at the same time. On the last page, there is a list of symptoms to look out for because it's important to contact a doctor when experiencing



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any of those symptoms, especially for Latinos who are at such a high risk.

The American Diabetes Association is a non profit organization aimed to create awareness and prevention of Diabetes. The ADA pays a special attention to the Latino community by providing lots of information specialized for Latinos. The information the ADA provides is in English and in Spanish. The ADA sponsors events targeted to Latinos and provides print information package free to anyone interested.

The most important message that we want to convey with this newsletter is after creating awareness; people need to begin the process of prevention through healthy living.

Two measurable objectives that we have after we send out our newsletter is to measure the amount of attendees to our community event and our goal is to have a growth of number of attendees from last year. Another objective we have is to measure the amount of readers take interest in looking for information by measuring the amount of increase in hits on the ADA website.

### **The Final Product**

When creating this newsletter, we wanted it to be eye catching and appealing to Latinos as they go through their mail. The color scheme is fun and non-threatening, Diabetes is a serious illness but we don't want to scare our readers. Our articles are very conversational and easy to understand so readers aren't bombarded with a lot of jargon



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that will disinterest them quickly.

The strengths of the newsletter are the great information included that our readers may not have been aware of before and the color scheme is great for catching the attention of the reader. The weakness may be the flow of the stories. The articles are written with our readers in mind and that is why the Spanish language is used throughout.

### **List of References**

All images are from veer.com except for the food picture, that is from <http://www.becook.com/uploads/recipes/3/big.jpg>.

I used the ADA website for the recipe and other information and facts used in the newsletter.

I also interviewed Michelle Knight P.A.-C to get more information about how Diabetes directly affects Latinos.

Michelle Knight P.A.-C

CEO of Willows Family Practice, Inc.

460 W Sycamore St

Willows, CA 95988

(530) 934-3385

[mknightpac@peoplepc.com](mailto:mknightpac@peoplepc.com)



## LOCAL EVENT: EL FESTIVAL DE LA SALUD

November is Diabetes Awareness Month and to celebrate we're having our annual informational health festival for the Butte County community. Held in the Downtown Plaza in Chico on Saturday, November 15 starting at 1 p.m., there will be lots of informational booths, food, drinks, games and entertainment. This is a great chance to learn about how you, as a Latino, are greatly affected by diabetes. Take a moment to assess your risk for diabetes and discover the numerous sources of help for people with diabetes. Bring the familia for there will be games, healthy snacks and a mariachi playing on the plaza stage. Para celebrar a healthy lifestyle come join us!



**CELEBRATE GOOD  
HEALTH!**

**American  
Diabetes  
Association.**  
1701 North Beauregard Street  
Alexandria, VA 22311

Non-Profit  
U.S. Postage  
PAID  
Alexandria, VA  
Permit. No. 333

VOL. 5 ISSUE 10

OCTOBER 2008

# ¡AHORA!

AN INFORMATIONAL NEWSLETTER FOR LATINOS ABOUT DIABETES.

## ¿PORQUE?

### WHY IS IT THAT LATINOS HAVE A HIGHER RISK OF GETTING DIABETES?

You may have heard that Latinos have a higher risk of getting diabetes but you may be wondering, "¿Porque yo?"

According to Michelle Knight, P.A.-C, there are many reasons why this is, starting with the fact that mama doesn't even like to go to the doctor in the first place. You know it's true, most Latinos have this sort of negative attitude about going to the doctor and because the lack of health care available, it just adds on to the problem.

Another reason diabetes is something to be aware of is the way Latinos eat. Grandma is always making you stay for seconds because *estas flaco* but those seconds are catching up to you. There is a high percentage of obesity found in today's Latino Americans, which directly affects your risk for diabetes. But it's not all your fault; there are genetics in Latinos' that make them more susceptible to Diabetes.

It's about becoming aware of how you are treating your body and being smart about the choices you make. If you're questioning anything about what your body is trying to tell you, go see you local doctor immediately.



"Grandma is always making you stay for seconds because *estas flaco* but those seconds are catching up to you."

## ¡ATENCIÓN!

Symptoms to look out for:

- \* Frequent urination
- \* Excessive thirst
- \* Extreme hunger
- \* Unusual weight loss
- \* Increased fatigue
- \* Irritability
- \* Blurry vision

If you are experiencing any of these symptoms you should see a doctor right away!

Take our online risk test to figure out your chances of getting diabetes.

<http://www.diabetes.org/risk-test.jsp>

**American  
Diabetes  
Association.**

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CUIDADO MAMA  
TAKING CARE OF YOUR KIDS  
BEFORE IT'S TOO LATE.

A study done by the University of Southern California shows that nine out of every 10 pre-teens are at risk for type-2 diabetes. It's important that mamas begin to watch what their kids eat and how much time they're spending inside in front of the TV. The fact is that obesity has risen significantly in the past few years among Latino children and obesity plays a significant role of why children are diagnosed with diabetes. It's time to hold off on the dulces!

To being the prevention of diabetes early, it's important to get your kids in the habit of eating healthy. Starting with fruits and vegetables rather than chips and cookies as snacks and moving on to well-portioned meals. It's important that kids aren't overeating. Then it's time to get the kids outside and moving! Getting the children involved in a after-school activities or setting up play dates with neighbors is great way to keep your kids active. Kids need plenty of exercise and these days it seems so easy to put them in front of the TV, where they can be for hours but it's not healthy at all. Pues arriba with your kids! Healthy living is also taught through example, so eating healthy and getting active along side with your kids with ever more influence them to continue their habits as they get older.



DIABETES CAN AFFECT YOU AND  
YOUR FAMILY. AWARENESS IS THE  
FIRST STEP TO PREVENTION.

STAYING WARM THIS WINTER  
BY STAYING ACTIVE

As the winter months approach, it can get harder for your kids to become active since it's cold outside. Here are some great indoor activities you can try with your kids to help them work off all pumpkin empanadas!



TIME TO PLAY!

Scoop Ball

- This activity improves:
- Hand-eye coordination
  - Creativity
  - Athleticism

For this exercise, you will need a few empty plastic containers with handles, a soft medium-sized ball, and masking tape. Cut the bottoms off of the containers and tape over the edges so no one gets cut. Hold the containers by the handles with the open end up, so it resembles a scooper. You and the child should each hold a scoop. Throw the ball to him, instructing him to catch it with his scoop. Once he gets the hang of that, have him throw the ball to you in return so you can catch it with your scoop. After several tries, you may lengthen the distance between you and the child. This exercise will help develop skills for him to play many different sports. For the artistic child, it also provides an opportunity for creativity. The two of you can decorate the cartons together before playing the game.

Another Great Idea!

Assign a couple chores for each child and turn their cleaning time into a relay race. Whoever finishes their chores first, and the most thoroughly, will win a prize. This will encourage them to work hard, while burning calories. And, this type of kids indoor exercise will keep your house clean.

¡BUEN PROVECHO!  
HOW TO EAT HEALTHY

We all know it's hard to stay away from abuela's chorizo con huevos on a Sunday morning but next time you pick up that tortilla, you should think twice about your food choices. It's very easy to be tempted by all the delicious foods the Latino culture has to offer but so many foods increase your chances of being diagnosed with diabetes or make your diabetes worse. Comidas con mucha grasa are the worst for you and can be the hardest to give up. So it's time to put down those chile rellenos and begin eating healthy. A healthy diet includes eating all kinds of foods including vegetables, fruits, non-fat dairy, beans and lean meats, fishes and poultry. It all starts by choosing the right foods in the grocery aisle and ends by making the right choice of meals especially when eating out. You can still eat delicious filling meals like you're used to and be healthy at the same time; it's all about the ingredients. Check out our recipe for Chuletas en Salsa de Tomate for a healthy alternative that's still filled with un sabor ricísimo!



¡MUY DELICIOSO!

RECIPE OF THE MONTH:  
CHULETAS EN SALSA DE TOMATE

Porciones: 6 Tamaño de una Porción: 1 chuleta

- Mojo
- 1/2cebolla mediana
  - 5-6dientes de ajo, grandes, machacados
  - 1/4taza aceite de oliva
  - 1/4taza vinagre
  - 1/4cdta orégano
  - 1/4cdta sal
  - 1/3taza salsa de tomate

- Chuletas
- 6chuletas de cerdo de 4-oz , deshuesadas
  - 4cdtas aceite canola, dividida
  - 2cdtas sofrito (véase la receta en la página 30)
  - 1taza salsa de tomate
  - 3hojas de laurel

1. Mezcle todos lo ingredientes para el adobo en una bolsa plástica con cierre. Ponga las chuletas en el adobo, y refrigere por lo menos 1 hora.
2. Remueva las chuletas y escurra en papel toalla absorbente. Caliente 2 cdtas de aceite en un sartén mediano a fuego mediano. Dore las chuletas por 2-3 minutos en cada lado.
3. Remueva las chuletas del sartén y ponga a un lado. Agregue 2 cdtas de aceite sofrito por 2-3 minutos. Añada la salsa de tomate y las hojas de laurel. Añada las chuletas y deje hervir. Tape, baje a fuego lento, y deje hervir suavemente por 10-15 minutos o hasta que las chuletas esten cocidas.

Intercambios

3 Carne con Bajo Contenido  
de Grasa

Calorías . . . . .	191
Calorías de la Grasa ..	77
Grasa Total . . . . .	9 g
Grasa Saturada . . . . .	2 g
Colesterol . . . . .	65 mg
Sodio . . . . .	339 mg
Carbohidrato . . . . .	4 g
Fibra Dietética . . . . .	1 g
Azúcares . . . . .	3 g
Proteína . . . . .	24 g