

Communication 3530
Public Relations Writing

Final Exam—PR Writing Portfolio

James Matt Gardner

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All the writing samples included in this portfolio were submitted in partial fulfillment of the requirements for UVU Communication 3530, PR Writing course.

Issue Statement

Old Version: Utah Humane Society (UHS) wishes to curb the recent uptick of stray dogs in Utah County. UHS has the unique opportunity and challenge to increase its adoption rate by 3%. By law, UHS is given 10 days to allow pet owners to locate their missing animal. The success rate for owners locating their missing pets is 46%. However, Utah Valley Magazine has seen a growing trend among, “Utah County business owners who are encouraging and seeking for workplace dogs.” Even more, Forbes stated for three years in a row Utah County has, “the highest increase of new businesses in America.” This provides UHS a unique adoption method that hasn’t been explored before. Starting February 7, 2014 UHS will begin contacting Utah County hi-tech companies primarily through social media outlets to, “Adopt a New Friend.” This will keep costs low and can potentially meet their adoption rate increase goal of 3%, although social networking doesn’t guarantee that companies will respond back.

Comments: Less info, don’t use 46%

New Version: Utah Humane Society (UHS) wishes to curb the recent uptick of stray dogs in Utah County. UHS has the unique opportunity and challenge to increase its adoption rate by 3%. The Utah Valley Magazine has seen a growing trend among, “Utah County business owners who are encouraging and seeking for workplace dogs.” Even more, Forbes stated for three years in a row Utah County has, “the highest increase of new businesses in America.” This provides UHS a unique adoption method that hasn’t been explored before. Starting February 7, 2014 UHS will begin contacting Utah County hi-tech companies primarily through social media outlets to, “Adopt a New Friend.” This will keep costs low and can potentially meet their adoption rate. Although social networking doesn’t guarantee that companies will respond back.

Key Messages

Old Version: “The Baltimore Ravens are actively engaged and committed to supporting the U.S military.”

- Head coach John Harbaugh visits and greets Military troops in Afghanistan and Turkey on February 6, 2014.
- Head coach John Harbaugh has been selected to represent NFL’s, “Salute To Service beneficiary.” This role serves as spokesmen which motivates and boosts the morale of the U.S. military.
- Baltimore Ravens holds a yearly, “Military Appreciation Day,” that reserves 3,500 seats for military veterans to watch a home Baltimore Ravens football game.

“The Baltimore Ravens prides itself as being one of the toughest defenses in the NFL history.”

- A February 2014 ESPN poll asked: Best defense in NFL history? Answer: Baltimore Ravens' 2000. Seventy-Nine percent of all votes picked the Ravens.
- Former middle-linebacker and team captain Ray Lewis is a 13-time Pro Bowler, seven-time first-team all pro. Two-time NFL defensive player of the year, and a two-time Super Bowl winner including 2000 Super Bowl MVP.
- Baltimore Ravens Defense holds the NFL Record for allowing the least amount of points in a year – a total of 165 points. Chicago Bears held the record previous at 187.

“The Baltimore Ravens provides fans with exciting memorable gameday events.”

- The Ravens provide three locations for tailgating. Namley, AAA Ravens Walk, Miller Light Time Tavern and Verizon Studio.
- Before each game fans are welcomed to join the Baltimore's Marching Ravens. The concert begins 90 minutes before kickoff
- Parents can register their child to play in a youth football program during the a Ravens halftime show. The MVP will win two football Raven tickets and sideline passes.

Target audiences: Baltimore Raven Fans/ Baltimore Community

Comments: Overall, a good job. A couple of things... Use the past tense for the first piece of evidence under key message 1. Harbaugh already visited the troops. Also, no need to capitalize "Military." For the third piece of evidence under key message one, Insert "The" before "Baltimore Ravens." The second key message is a bit weak overall. (*You later told me it was ok because you gave me permission to write that in class*) The first piece of evidence under key message 2 is a bit convoluted. Try to be more concise. Why include Ray Lews? He has been retired for a year now. I would try to replace the second key message with something that does not necessarily reflect on the field activities as they can change (i.e., the defense can really suck one year). Good job with Key message 3, but you don't need two sentences for supporting evidence 1 and 2. Clean them up a bit!

New Version: “The Baltimore Ravens are actively engaged and committed to supporting the U.S military.”

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Target audiences: Baltimore Raven Fans/ Baltimore Community

Press Release

Old Version: **Baltimore Ravens' Front Office Responds to Running Back Ray Rice's Arrest**

Police arrest Ray Rice last week for allegedly hitting his fiancée at a hotel casino in Atlantic City, NJ.

Baltimore, Maryland, February 20, 2014 – Baltimore Ravens (www.baltimoreravens.com)

Ray Rice, Running Back for the Baltimore Ravens, was arrested in Atlantic City's Revel Casino after allegedly knocking out his fiancée Janay Palmer. Both Rice and Palmer were arrested and charged with assault after an argument. Rice is scheduled for a 9 a.m. February 25 court appearance.

"I personally do not know all the details of Rice's current situation," said Ozzie Newsome, General Manager of the Baltimore Ravens. "As an organization we want to get all the information before deciding Rice's long-term status as a member of this football team."

"Rice and his fiancée returned home after the altercation," said Newsome, "We hope that Rice and Janay are alright and we hope that their personal situation can improve." Back in July of 2012, Ray Rice signed a five year \$35 million contract which included a guarantee of \$22 million. Rice will earn \$8.75 million this coming 2014 season. If the Ravens decide to cut him Rice would earn \$14.25 million over the next two years.

View Ozzie Newsome's interview video at: www.baltimoreravens.com

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Comments: Word count!

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Back in 2013, Rice played a pivotal role in propelling the Ravens to the Super Bowl with scoring a last second touchdown against the San Diego Chargers in the AFC title game. Rice played at Rutgers University and was selected by the Baltimore Ravens in the Second Round back in the 2008 NFL Draft.

View Ozzie Newsome’s interview video at: www.baltimoreravens.com

Boiler plate

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Old Version: Utah Valley University is a state-run college established in 1941. UVU is the fastest growing university in the state with an enrollment of over 30,000 students under the direction of President Matthew Holland. UVU prides itself on preparing and engaging students with the needed tools and knowledge to succeed in a rapidly changing world. We are dedicated to creating an environment where students and faculty are able to freely exchange ideas, and foster creative and critical learning that prepares students with the needed practical and technical skills to thrive in the professional world.

Comments: word count

New Version:

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Utah Valley University is a state-run college established in 1941. UVU is the fastest growing university in the state with an enrollment of over 30,000 students under the direction of current president Matthew Holland. UVU prides itself on preparing and engaging students with the needed tools and knowledge to succeed in a rapidly changing world. We are dedicated to creating an environment where students and faculty are able to freely exchange ideas, and foster creative and critical learning that prepares students with the needed practical and technical skills to thrive in the professional world. Students here at UVU have the highest graduating percentage in the State of Utah including the highest amount of students that go on to graduate school.

Organizational Background

Old Version: Founded in 2012, TheBlaze is one of the world's fastest growing internet news, television and radio networks in the world. TheBlaze is created specifically to be an alternative news and entertainment network focused on values over politics. TheBlaze is committed to delivering the news truthfully and will occasionally get it wrong, but will correct it and even lead with corrections instead of burying them.

TheBlaze is owned by syndicated television and radio host Glenn Beck. Beck, a former host of CNN Headline News and the Fox News channel, is known for his witty and candid opinions regarding the day's news. Today Beck is committed to building TheBlaze as a destination that doesn't hold one party over another, but rather its focus is on values such as hard work, ingenuity, faith, truth, family and entrepreneurship.

TheBlaze is headquartered in New York and Dallas. TheBlaze News website has over 25 million unique visitors per month making it the second most viewed political news websites in the world. TheBlaze TV is distributed on over 50 television providers, putting it among the fastest growing news network in the world. TheBlaze has more customer subscriptions than CNN has viewers.

Comments: No Comments given in class or canvas

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Executive Bio

Old Version: Research and Mormon Studies (FARMS) at Brigham Young University. Later, in 2023, he was an editor and author for its beneficiary organization, the Neal A. Maxwell Institute. He has since been involved in several research projects involving LDS history, culture, scripture and thought. He is credited for many findings in religious comparative studies involving linguistic patterns known as Chiasmus writings found in both Hebraic and Mormon sacred texts. Dr. Gardner was hired as a Religious Studies professor at Harvard University in 2028 and later in 2032 was hired as the Director of Religious Studies at Harvard University. His administrative responsibilities encompass Faculty Development, Grants and Sponsored Programs, Academic Service Learning and Civic Engagement in religious diversity and comparative thought. Dr. Gardner still manages to find time to teach courses on Mormonism in American History and Thought and Religion, Politics and Public Policy.

Dr. Gardner is a distinguished guest lecturer on Religious Diversity and in 2033 released his latest book titled "The Awkwardness of Mormonism and its Place in Religious Studies." Dr. Gardner is committed to interfaith issues and in 2033 serves as an executive committee member of Interfaith Dialogue that meets annually to discuss various religious issues such as Theoretical foundations of religious diversity, Comparative Christian thought and Social dimensions of religious experience and thought.

Comments: Change second paragraph "finds time to still teach," and don't capitalize administrative responsibilities.

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Media Pitch

Glenn Beck set to promote *Miracles and Massacres*

Old Version:

Hi Mike,

It’s been really great to see the latest success at the Today Show thanks, in large part, to your ability in hand selecting such exciting guests, particularly political guests. My client Glenn Beck of TheBlaze (www.TheBlaze.com) is currently endorsing his new book *Miracles and Massacres* for this coming Fourth of July about many untold stories of the making of America.

Glenn is a seven time #1 New York Times best seller and Glenn’s latest book is nothing like anything he has written before. This is not your typical history book full of forgetful names and dates but instead focuses on bringing history to life. “By submerging you in the action, you’ll come away seeing people and events in a much more vivid and real way than you ever have before,” said Glenn Beck, author of *Miracles and Massacres*. If you are interested in the book, I have gone ahead and sent you a copy of the book that you can review and download at your own discretion at www.miracles&massacres.com

If you want to schedule Glenn to appear on the Today Show, please contact Matt Gardner at jamesmattgardner@1791.com or call me at (801) 717-9988. I appreciate your willingness to consider.

Comments: Change first sentence complimenting media strategist. Doesn’t have to be so over the top.

New Version:

Hi Mike,

Great job at Today Show, I really have enjoyed the various political guests. My client Glenn Beck of TheBlaze (www.TheBlaze.com) is currently endorsing his new book *Miracles and Massacres* for this coming Fourth of July about many untold stories of the making of America.

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Social Media Tweets

Old Version: Tweets

Re-Tweet: @Tracy Yes, TheBlaze will be holding an annual summer event soon. Glenn will be announcing more info on his radio program beginning next week. Stay tuned! #TheBlazeradio TheBlaze is happy to announce its annual summer event #RestoringPeace at the Dallas Cowboys Stadium starting July 24! To reserve tickets visit TheBlaze, www.TheBlaze.com/RestoringPeace.

Facebook

Check out *Operation Underground Railroad*. You will be blown away after watching this documentary on child trafficking at www.TheBlaze.com. Thankfully, we can now really begin to prevent this brutal form of slavery from happening to innocent children around the world. If you want to play a vital role in making a difference in the lives of others, get involved and become a modern day abolitionist by donating at www.MercuryOne.org, a non-profit organization created by Glenn Beck.

Violence is seldom, if ever, the answer to solve political injustices. You say you want a revolution, Nevada, regarding your land rights? Then use your greatest tool or weapon by your right to vote! Glenn Beck explains on www.TheBlazeradio why voting and non-violence is the most powerful way to change things here in America.

Blog

Ever wonder what it's like to be a part of a growing news media company? Well, here's a firsthand look into my day and life at TheBlaze. First, I scramble off from one subway to another, eventually arriving at TheBlaze headquarters at 6am in the heart of Times Square. Second, I read personal emails and research which stories to write about. Third, I write, write and re-write. Fourth, I edit, edit, and re-edit and then I post my articles on TheBlaze. Fifth, I tweet

while writing my main articles for TheBlaze. Sixth, I'm done by 5pm for the day only to do it again the next day. Love it!

I'm so excited to watch *FOR THE RECORD* – a news investigation series on TheBlaze beginning every Wednesday at 5pm. If you're like me and are want something more than just a bunch of political pundits around the table jeering at each other, then check out some real investigative pieces that really matter. It's about time Americans get some real investigative journalism. If it wasn't for this kind of reporting I don't think people would have a clue about such events as Agenda 21, Wisconsin's Jon Doe Raids, the Muslim Brotherhood, etc. It sounds cliché but this show isn't about pushing a certain agenda – they focus on truth.

Comments Put in pictures

New Version Tweets

The screenshot shows a Twitter profile header for 'TheBlaze'. At the top is a red banner with the text 'GetTheBlaze.com | Call 800-996-2529'. Below this is a navigation bar with the following statistics: TWEETS (33.5K), PHOTOS/VIDEOS (1,265), FOLLOWING (157), FOLLOWERS (318K), and FAVORITES (1). A 'More' dropdown menu is visible to the right. Underneath the navigation bar, there are two tabs: 'Tweets' (selected) and 'Tweets and replies'. The main content area displays a tweet from 'TheBlaze @theblaze' posted 1 hour ago. The tweet text reads: 'Re-Tweet: @Tracy Yes, TheBlaze will be holding an annual summer event soon. Glenn will be announcing more info on his radio program beginning next week. Stay tuned! #TheBlazeradio'.

TWEETS	PHOTOS/VIDEOS	FOLLOWING	FOLLOWERS	FAVORITES	More
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Tweets Tweets and replies

 **TheBlaze** @theblaze · 1h

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More ▾

Tweets

Tweets and replies



TheBlaze @theblaze · 1h

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Facebook



TheBlaze ✓

1,258,851 likes · 367,996 talking about this

News/Media Website

TheBlaze is a multi-platform news, information, entertainment, and e-commerce destination that offers high-quality programming and reporting.

[About](#) – [Suggest an Edit](#)

 **TheBlaze** shared a link.
40 minutes ago

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