



To: Josh Kinchen
From: Josh Feldhousen
Subject: COMM 391 Six-week Client Project
Date: October 20, 2019

Hi Josh,

I'm currently taking COMM 391, Writing for Public Relations, where students work with real clients to generate visibility and earned media that generate traffic and volunteers. This is not marketing. Some examples of helpful public relations tactics include a social-media campaign, creating new website content, writing news stories and press releases for your business future, or crafting media leading to an event.

The primary audiences for your office is the LGBTQ+ community, as well as potential allies on campus. While outreach to the LGBTQ+ student population is good, another target group to reach could be new LGBTQ+ students and allies, as well as more faculty outreach in general. Although you have already had articles posted in IVth Estate, other resources exist to spread the message of LGBTQ+ Resources. In addition, improvements to social-media and the website will improve communication with others.

As we discussed previously, the project will consist of two press releases, profiles for LGBTQ+ Resources employees, and a template letter for partnering with other organizations. Most of the preliminary work should be completed before Thanksgiving. The tactics created for your team will be presented in class in Innovation Hall on Dec. 11, from 1:30 - 4:15 p.m. As a client, you're welcome to attend. In addition, a hard-copy portfolio will be provided on that day, consisting of background research, social-media campaign elements, and a schedule.

Thank you, and have a great rest of your week.

Josh Feldhousen
Class of 2020
Communication major, concentrations in Public Relations and Journalism.