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Public Service Announcement
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In a ‘Writing for Public Relations’ class I was assigned to fictionally represent a Procter and Gamble company. This is a 30 second public service announcement I created regarding a new product I imagined.
For Immediate Release  
Date: April 21, 2008  
Time: 30 seconds

PROCTER & GAMBLE TO RELEASE NEW PRINGLES DIPPERS IN ORIGINAL & LIGHT VERSION

PINGLES DIPPERS ARE IN STORES NOW. PRINGLES HAS CREATED A DOUBLE SERVE SIZE TUB OF PRINGLES CHIPS WITH A FLAVORED DIP TUB ATTACHED. DIP FLAVORS COME IN FRENCH ONION OR RANCH WITH ORIGINAL FLAVOR PRINGLES CHIPS. PRINGLES PARENT COMPANY, PROCTER AND GAMBLE, REALIZES THE IMPORTANCE FOR CONSUMERS TO MAKE SMART EATING CHOICES. PRINGLES DIPPERS OFFER A LIGHT VERSION AS WELL. EACH TUB COMES WITH A RESEALABLE LID FOR CHILDREN AND ADULTS SNACKING ON THE GO. PRINGLES DIPPERS CAN BE FOUND IN ALL MAJOR GROCERY OUTLETS AND CONVENIENCE SHOPS ACROSS THE UNITED STATES.

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For further information, contact Joanna Lavenberg (513) 899-0123  
fax: (513) 899-3453, e-mail: jlavenberg@pg.com
In a “Writing for Public Relations” class, I was assigned to fictionally represent Procter and Gamble. This news release is for the College is Possible public school outreach program.
PROCTOR AND GAMBLE INSPIRE AT RISK STUDENTS THAT COLLEGE IS POSSIBLE

CINCINNATI—Procter and Gamble is inspiring Cincinnati public high school students to stay in school and strive for higher education through the program, “College is Possible.”

P&G employee volunteers will team up with student volunteers from the Center for Community Engagement at the University of Cincinnati to teach and inspire at risk students in their freshman and sophomore years how to make college a part of their future. This program in its inaugural school year of 2009 will be at Aiken High School, Cincinnati City High School, Western Hills Traditional High School, and Withrow Traditional High School, as these schools have the severest drop out rates.

The program is made up of five different events to teach students about the benefits of education beyond high school. These events are: an introduction session, a discussion on financing and budgeting, a hands-on nutrition activity, a discussion on higher education alternatives and a field trip to the UC campus.

“A lot of time, effort and heart went into planning this program. These events have been crafted to be fun, entertaining, convincing and beneficial to the students,” said, A. G. Lafley, CEO of P&G.
In the United States, one in every three high school students leaves school before completion. With the budget cuts public schools are facing, students are provided fewer and fewer incentives to stay in school. This program is designed to improve these conditions.

“At Procter and Gamble we truly believe in uplifting community members beginning at a young age and we know our children deserve every opportunity to achieve success in their future endeavors,” Lafley said.

Employees as well as UC student volunteers are optimistic about this program.

“I think this program sounds so fun and inspiring I can’t wait to get to know these students and make an impression on them,” said Lisa Su, a CCE student volunteer.

Cincinnati based Procter and Gamble is the worlds number one maker of household products. P&G contributes to the economic and social well being of our employees, our shareholders and the local communities in which we operate. P&G employs over 138,000 working in over 80 countries worldwide. P&G has over 85 different global brand names in health, beauty and well-being. More information can be found at www.pg.com.

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For further information, press only: Joanna Lavenberg (513) 899-0123
Fax: (513) 899-3453, email: jlavenberg@pg.com
In a “Writing for Public Relations” class, I was assigned to fictionally represent Procter and Gamble. This internal memo to P&G employees is for the College is Possible public school outreach program.
Memorandum

March 18, 2008

TO: P&G employees in Cincinnati

FROM: Joanna Lavenberg, Public Relations Director

SUBJECT: College is Possible Program

The Cincinnati School District needs Procter and Gamble's help with inspiring youth to go on to higher education through a new program called “College is Possible”.

The program will be comprised of five different events for students. These will be an introduction session, a discussion on financing and budgeting, a hands-on nutrition activity, a discussion on higher education alternatives and a field trip to the University of Cincinnati campus.

Employees, especially those with children, will see that P&G recognizes the potential of America’s youth and the necessity to develop new leaders and business professionals.

This program will confirm for the citizens of Cincinnati that we care about continued quality education for our future leaders, many of whom will come to be valuable members of the Procter and Gamble organization.

P&G employees complete 20 hours of community service a year. Our greatest resource is our employees, who devote their time and talents to community services every year. Through volunteerism, P&G provides ongoing support, sponsorship and leadership for many education related activities.

These students are the future of our company and we must inspire them to develop their minds to the fullest potential. For further information or to become a “College is Possible” volunteer go to www.pg.com.
This is a donation request letter I created for the Wild ‘n Out wildlife charity golf tournament. It was handed out to local business owners in Chico, California.
Joanna Lavenberg  
Communication Studies, CSU, Chico  
Contact number  
wildlifegolf@yahoo.com

Business Address

April 16, 2008

To Whom It May Concern:

We are hosting a wildlife charity golf tournament on May 4th, 2008 at Tuscan Ridge Golf Club for The Kirshner Wildlife Foundation. 100% of the proceeds will go to the foundation. Teams of four will enter the tournament for a green fee. There will be tee prizes for each team, a silent auction, on-course games and the winners of the tournament will be recognized.

This letter is a request for a donation to be given. Participants would love to receive a prize from your business and such a gift would mean a lot to the foundation. Would you be willing to donate a prize (i.e.: gift certificate, etc.) to our tournament? Would your organization like to sponsor a hole for a Kirshner rescue animal for $70? Your company advertisement will be placed at a hole along with a photo and information about a Kirshner rescue animal. All sponsorships and donations are tax deductible (tax ID #).

We are four Communication Studies students at CSU, Chico. Our task for our capstone class, Leadership and Decision Making, is to select an organization in need and implement a project to help them. We hope to not only learn and practice what it takes to be great leaders and better our community, but also to help a great nonprofit organization that sets an example for the community.

The Barry R. Kirshner Wildlife Foundation is a nonprofit organization founded in 1994. The Foundation is home to a remarkable variety of non-releasable, endangered and exotic live animals. Their mission is to educate the public about the care and preservation of all wildlife and its habitats, both locally and globally.

We know that you receive many requests from organizations for your support. This charitable event is only possible with support from local businesses such as yours. Thank you so much for your contribution.

Sincerely,

Joanna Lavenberg  
Tournament Public Relations Coordinator
In a ‘Writing for Mass Media’ class I was assigned to write a review for a local restaurant. All class work could be placed in The Orion, the CSU, Chico student-run newspaper and was written with the paper’s audience in mind.
The Golden Waffle  
February, 27, 2006

It is a Sunday morning and most breakfast diners in Chico are filled to maximum capacity and a rumbling noise can be heard before you even open the door. To avoid this stress and commotion, grab a meal at The Golden Waffle. It is great if you’re nursing a hangover or if you just want to chow down without the wait.

The Golden Waffle is located at the end of downtown on Main Street. It shares a parking lot with the Thunderbird Lodge. The restaurant exudes a relaxed feel, with a cupid decoration still up form Valentine’s Day and St. Patrick’s Day decorations above every booth. It is well lit, with lamps shedding light over the counter seats as well as over each worn-in brown booth created perfectly for two. As I sat down I gave my side of the booth a quick bounce check. It was still comfy despite the cracks in the vinyl.

The array of people found at the Golden Waffle is just what you would expect in Chico. The tables and counter seats are filled with small groups of college students in their pajamas, elderly couples and families.

The owners, Nina and Mike Shabbar, opened The Golden Waffle 15 years ago. The Shabbars opened another restaurant nine months ago in Chico called Original Pete’s, which serves pizza and pasta.

The waitress was genuinely friendly, but she got down to business right away. She offered and served us coffee as soon as we were seated. We drained our first cup of hot, fresh coffee before our meal arrived. We longed for another refill, which did not come until our food was placed in front of us. However, after that our coffee mugs were replenished every few minutes.

My breakfast companion ordered the enchilada omelet meal ($8.95), which was incredibly flavorful. Inside were thick slices of beef, bell peppers and onions, topped with enchilada sauce and sour cream. It tasted like a burrito wrapped in scrambled eggs rather than a tortilla. The hash browns were golden brown on the outside, but white on the inside, to the disappointment of my companion. However, when I stole a bite I was pleasantly surprised that the hash browns did not have the freezer taste they so often do at diners.

As if the one plate of food was not enough to eat, a smaller plate sat to the side with his order of biscuits and gravy, instead of toast. The gravy covering the moist biscuits was so thick and creamy it tasted like it was made from scratch.

I placed a less ambitious order: the Belgium-style waffle with raisins baked into it and apple compote topping ($5.95). As the waitress brought my plate, I saw the contents of an entire can of whipped cream sitting atop my waffle, which I had asked for her to hold. A few minutes later I was brought another waffle, whipped-cream free. It was a little bland at first but with the addition of syrup it was light and sweet to the taste.
The Golden Waffle’s menu is simple with many different options beginning with various waffles, pancakes, French toast, omelets, burgers, sandwiches and salads.

Rightfully named, The Golden Waffle offers a long list of different waffles to choose from. There is a choice of almost any kind of fruit topping one could desire, such as strawberries, apples or blueberries. Whipped cream is offered on most of the waffles. If you are looking for breakfast and dessert in one, you can order a waffle with not only whipped cream, but ice cream as well. For a heartier waffle, order the pecan bacon waffle or the waffle breakfast sandwich. And, yes, each waffle is a light golden-brown.

Considering that every meal on the menu is under $8, the prices are wonderful for the quality of the food. And with these portion sizes, it is impossible for anyone to walk out hungry-hung-over or not.

The Golden Waffle
Address: 701 Main St.  
Amenities: banquet facilities available
Payment: Visa, MasterCard  
Wheelchair access: Yes
Telephone: 891-1940  
Hours: Open everyday 6 a.m.-2 p.m.
Fax: 891-4515
High point: little to no wait
Low point: waitress brought incorrect order
In a ‘Writing for Mass Media’ class I was assigned to write a human interest story. All class work could be placed in The Orion, the CSU, Chico student-run newspaper and was written with the paper’s audience in mind.
Dreams of Kustom Jeans

Jennifer Kuropat, 22, is on the six-year college plan, like many Chico State students. The six-year college plan is usually to live out your glory days as long as possible. However, Kuropat’s plan is all business-and fashion.

Kuropat plans on starting her own small business, creating and selling custom jeans for women. The company will be called Kustom Jeans, Kuropat says.

Kuropat is graduating this spring after studying business with the option in marketing for five years at Chico State.

Upon graduation most students move back in with their parents, or start an entry-level job. Not Kuropat; she is packing up her most prized positions such as her many Seven brand jeans, her floor-length red silk coat, and her various trinkets from Thailand, and moving down to San Francisco to further pursue her dream and education at the Fashion Institute of Design.

Kuropat, a petite, bubbly, redhead, grew up in Folsom, with her mother, father and younger brother. Even as a young girl it was apparent Kuropat had a passion for clothes, more then the average child, says Dale Kuropat, Kuropat’s mother.

“Jen was not a bit interested in dolls, but her thing was dress up,” Dale Kuropat says.

Playing dress up with different pieces of clothes was her favorite activity says Jennifer Kuropat. Now, as an adult, Kuropat can turn her childhood fantasies into a lucrative reality.

Kuropat first got the idea of designing custom jeans her junior year of high school. Daydreaming while bored in class Kuropat would draw jeans in her notebook, Kuropat says. Like many young, fashion conscious women, Kuropat still loves the first pair of designer jeans she bought but hates how expensive they are.

After reading an article about how designer jeans are good quality but do not fit most women right, the desire to create custom jeans for women became even stronger, Kuropat says.

Kuropat knew a four-year degree was important but business classes in college are too focused toward big business and management, Kuropat says.

Her focus is on small business. The extra year of education at FIDM will allow her to focus everything she has learned toward something she loves, Kuropat says.

At FIDM Kuropat will study product merchandise development. This year-long program teaches students how to take an idea or brand from the drawing board to the manufacturing plant, and back to the United States to market and sale, Kuropat says. At
FIDM Kuropat will learn how to make a garment and know how every step of the process works.

The first semester of Kuropat’s fifth year in college she spent studying in Thailand. There, Kuropat gained a better understanding of self as well as how to make her business into everything she wants it to be, Kuropat says.

In Thailand Kuropat realized how different individual fashion is. There are tons of young designers in Thailand and textiles are huge there, Kuropat says.

“I was really inspired by their style,” Kuropat says.

Kuropat wants to be involved in every aspect of her business. She wants to build a manufacturing plant that will make the fabric for Kustom Jeans. Kuropat believes in having a highly ethical company, which requires being highly involved in all parts of the process, Kuropat says.

She will, “most likely be taking the plant to Asia,” specifically Thailand, Kuropat says. The business classes at Chico State and the FIDM program, together, will teach Kuropat all she needs to know to build this business.

Kuropat is not just a concerned with fashion, she is a people person. She will bend over backwards for you, says Teresa Diehl, her roommate of four years. Creating custom jeans for women is the perfect business for her. Kuropat is very motivated and wants people to find jeans that fit them right, Diehl says.

Kuropat’s dream is big, but with each step understood and well planned, it will be reached. Kuropat’s plan shows that graduating college in four years is not the key to creating a great, attainable plan for the future of your dreams.
Advertising Work

Executive Summary
SWOT Analysis
In an “Advertising” class at CSU, Chico I created an executive summary for the then, unreleased iPhone. This course requires students to become a team at an advertising agency and create a multimedia campaign based on research and creativity. My team’s name was iNod.
As Simple as Apple Pie.

The core message of the iPhone’s advertising strategy is the consolidation of all Apple products and services into one compact unit. The products and services Apple offers are the ingredients for the iPhone “THE Apple Pie.” The apple pie strategy will appeal to our target market by communicating the different features of the iPhone using an American icon.

By using play on words we will draw an emotional connection with our target market age group of 35-54. Taking them back to something recognizably American, emphasizing the innovation of the iPhone and the unmatchable revolutionary design and ease of use. Using many media vehicles to communicate this message in an integrated marketing communications plan, keeping synergy all throughout, the message of Apple’s vertical integration will be hard to miss. The Perfect Apple Pie will include the features of the iPhone, the iMac, the iPod, and AT&T (formerly known as Cingular), a ‘SMART’ combination of the necessary ingredients.

Competition on the smart phone industry front is intense, and the iPhone needs a strong campaign to set in apart as not only a new and innovative idea, but also as a reliable, high quality phone. The components we have included as shown in depth in the creative section of this campaign will not only support that image, but reinforce it through repetition and spectacular, memorable media vehicles.

The first year on the market is very important to us here at iNod. We understand the needs of the innovative company that Apple is. We chose to think outside the box, staying in line with the ideals that make Apple such a differentiated and successful company. The following sections are a strong backing to what we know will be a successful and profit returning campaign.
In a “Sport Marketing” class at Griffith University in Australia I created a SWOT Analysis for the Gold Coast Titans (Australian National Rugby League team). This information was used to devise a complete marketing plan for the organization.
Strengths:

- Purpose built stadium for 2008 (large influence on design)
- Multitude of unique sponsors
- Strong economic growth within market area
- Strong population growth within market area
- High profile players
- Respectable standing, post 2007 season
- Strong feeder teams/system
- Strong community outreach programs
- Queensland and New South Whales boast 90% of attendance at NRL games

Weaknesses:

- New team/brand; low loyalty among supporters
- History of failure at Gold Coast due to political and financial reasons
- Lack of sporting culture on the Gold Coast
  - Demographics: Older generation and people from other countries that are not a part of the rugby culture (e.g.: Asia, Europe, etc.)

Opportunities:

- Few spectator sport competitors on the Gold Coast; The Titans can establish themselves as the number one sports team on the Gold Coast
- Attractive place to live, which can help attract players
- Many potential investors based in the area
  - Demographics: high income on the Gold Coast
- New Stadium

Threats:

- Rival sports (soccer, Australian Football League, basketball)
- Large range of other leisure activities (e.g.: surfing, golf, casino and nightclubs)
Design Work

Multimedia Campaign Presentation Excerpts
Sales promotion strategy, big idea, billboard & non-traditional advertising
Golf Tournament Entry Form
These slides are excerpts from team iNods professional presentation for the unreleased iPhone multimedia advertising campaign, created in an Advertising class at CSU, Chico. I created the artwork using Adobe Photoshop.
Our big idea is as simple as apple pie. The core message of the iPhone’s advertising strategy is the consolidation of all Apple products and services into one compact unit. The products and services Apple offers are the ingredients for the iPhone “THE Apple Pie.” The apple pie strategy will appeal to our target market by communicating the different features of the iPhone using an American icon.

The BIG Idea

Ingredients for the Perfect Apple Pie:

*1 Part iMac
*1 Part iPod
*Mix until Perfect
*iPhone
*SMART
iNods non-traditional media will make the iPhone stand out from any competition it may face. It will create a buzz for our product and generate word-of-mouth promotion.
iPhone Street Team

- Promote iPhone at various places
- Show off iPhone capabilities
- Take surveys of Consumers
- Advertise around the country

As Simple as Apple Pie.

Innovation
Quality
SMART

For Extra Flavor, Add iNod to create the irresistible Perfect Apple Pie…
A design student I recruited at CSU, Chico, created this entry form. These forms were placed in businesses and venues around the town of Chico, CA before the event along with posters with the same design.
CSU, Chico College of Communication presents:

**Wild ‘n Out**

**BARRY R. KIRSHNER WILDLIFE FOUNDATION GOLF TOURNAMENT**

**4 Person Scramble Golf Tournament**

**Where:**
TUSCAN RIDGE GOLF CLUB

**When:**
MAY 4TH, 2008
SHOTGUN STARTS AT 12PM, ARRIVE EARLY.

PROCEEDS GO TO THE BARRY R. KIRSHNER WILDLIFE FOUNDATION.

FOR MORE INFORMATION CONTACT:

JULIA HOOD AT (530) 345-3397
OR VISIT OUR WEBSITE AT [www.wildlifetournament.com](http://www.wildlifetournament.com)

THERE WILL BE LIVE ANIMALS, PRIZES AND A SILENT AUCTION

**ENTRY IS $100.00 PER PERSON**
MAKE CHECKS PAYABLE TO KIRSHNER WILDLIFE FOUNDATION

SEND CHECK WITH ENTRY FORM TO 3100 SKYWAY BLVD., PARADISE, CA 95969

Name: ___________________________ Name: ___________________________
Phone #: _________________________ Phone #: _________________________
Name: ___________________________ Name: ___________________________
Phone #: _________________________ Phone #: _________________________