TERM PROJECT
Instructions
COM 355

This project allows you to apply course principles to real-world applications.

- Teams are comprised of **three** students each. (Graduate students work individually.)
- You will select one of the issues found in the *U.N. Global Compact*’s ten principles and “17 Goals to Transform Our World,” both linked on ReggieNet.
- Your team must agree on the issue AND the specific region of the world where this issue is being addressed by an MNC or NGO.
- Submit to me your top three ideas of:
  - a specific organization to represent
  - a location in which it is currently involved (or logically might expand to)
  - the issue
- **You must have your organization, topic and location approved not later than Tuesday, Sept. 11.**

Each team will develop material and communication strategies needed for a press conference during which you’ll announce a new or extended hypothetical initiative for your organization. For instructions regarding the assignments below, see the separate instructions for each.

*The project features multiple components:*

- **Press Kit**, comprised of a(n)
  - organizational backgrounder
  - white paper
  - news release (which provides reporters with the “big news,” ready to print and post)
  - frequently asked questions sheet (FAQ)
  - and other materials appropriate to rounding out the press kit (e.g., photographs, article reprints)
- **Press Conference**
  - 4-6 minutes to share the “big news” and details of your organization’s next steps
  - From the end of your white paper, your team should derive talking points
  - 3-5 minutes Q&A
  - (A) visiting reporter(s) evaluate(s) your presentation and will ask questions at the end of each press conference.
  - Don’t worry: You’ll be ready!
- **Self- and Peer Evaluations**
  - see the instructions and dates for the two times you’ll provide these to me
  - be honest from the beginning so that together we can head off any problems
  - guaranteed confidentiality, with only summary comments available upon request