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Dr. Chad Perry
Mass Communication Department
University of Central Oklahoma
100 N University Drive
Edmond, OK 73034

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Dear Dr. Perry

Thank you for taking time out of your busy schedule to read this letter regarding the topic of Public Information Methods. Classes for the 2015 fall semester have now started, and I have attended the first six classes.

It is my understanding the class will cover the following topics:

- The development of appropriate strategic communication messages. I will create a better understanding and ability to recognize and reach target audiences through appropriate research.
- The development of writing and media relations skills. I expect to write press releases, public service announcements, pitch letters backgrounders, features, web and social media releases, advertising copy and fact sheets. I am expected to write each assignment with accuracy, and will be graded with professional standards.
- A portfolio will be developed of public relations and advertising materials. Over the course of the semester, I will rewrite all assignments and turn them in at the end of the semester. The portfolio will be used for interviews to secure a job in strategic communication.
- A media kit and news conference will be developed within my team. My peers and I will have the opportunity to evaluate each other, and are expected to make equal contributions.

I am excited to be a part of your course this semester. I will contribute to your class that meets Monday, Wednesday, and Friday at 9am for the fall 2015 semester.

I look forward to the opportunity of getting to know you throughout the semester.

Sincerely,

Beth Bolding
Strategic Communication Student