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## Public Relations Group Project Assignment

Working in a team of 4-5 individuals, design a non-profit organization with a mission to solve a particular social issue of interest to the group. The group should produce a 5-page paper that describes the mission of the organization, articulates the particular social issue addressed in detail and provides background research that reveals the nature of the social issue involved. The team will then design 3 public relations strategies/events to address the issue and describe them in a 5-page paper.

Each team will prepare a 30-minute presentation designed to introduce a general audience to their non-profit and highlight the strategies and events that the non-profit would undertake. All members of the team must speak during the presentation. A question and answer session will follow each presentation.

The purpose of this assignment is for your team to demonstrate the ability to integrate the various public relations and communication concepts studied throughout the course. You must work collaboratively to successfully complete this project. The hallmark of a Communication major is the ability to present a well-structured, dynamic and compelling presentation, hence this assignment provides your team the opportunity to demonstrate that ability. SXU's mission is based in the Sisters of Mercy tradition of social justice work; hence this assignment provides your team the opportunity to demonstrate an understanding of that mission and a commitment to using your communication knowledge to contribute to civic life.