Public Relations

Groups of 2 with one group of 3 – pick your own. Once selected, come to me and a coin will be flipped – Heads you are for the project below, Tails you are against the project.

Issue : Massey Tunnel Replacement

Research what the arguments/contentious issues are and present both sides’ views in written form. Due Date: Friday October 4, 2019 emailed.

To create a public relations strategy/campaign (all three elements cohesive) that sways people to your side’s views but without resorting to underhanded tactics.

Produce an ad for a newspaper to inform public of your side’s arguments use editing software to make it look like a newspaper article (use Word prepackaged software options) –

Monday October 7, 2019

Produce a radio ad of thirty seconds to inform public of your side’s

arguments – use garage band of your choice – Wednesday October 9, 2019

Produce a 30 video PSA as per above – Tuesday October 15, 2019