

Professor O'Connor
WRTC 486: Writing in the Community
James Madison University

Dear Professor O'Connor,

I am writing to you to discuss the project that I recently completed for The Reading Road Show's Gus Bus. In this letter, I will discuss the product's quality and my personal contribution.

Assessment of Product Quality

The promotional packet that Sarah and I created most definitely meets the needs of the organization. We created a visually appealing yet easy-to-read brochure for potential students and parents, and we created a poster and flyer to disperse around the community to promote the organization. I believe Sarah and I did a wonderful job working together to complete this project for Haley Springer, the coordinator of The Reading Road Show. We also guaranteed that our documents were editable for Haley so she could update them in the future, if need be.

When Sarah and I turned in the packet to Haley, she had nothing to say but great comments. She specifically loved the brochure because she was looking to improve the quality of the original brochure. Haley did not provide any specific wants or needs for the project, but Sarah and I both agreed that we exceeded any expectations for the Gus Bus.

If we were given more time to complete this project for the Gus Bus, we would have liked to revamp the website too. Originally, Sarah and I chose between the two projects, but if given more time, we could have done both. I believe both would have promoted the Gus Bus even more to the public and targeted all audiences. Thankfully are products that we created can be printed or used on the web.

Contributions

Sarah and I divided the work evenly for this project. I took the reigns on the brochure and the poster, but Sarah was a great help with editing copy for both documents. Sarah designed the flyer and I provided her with icons that I used on my products. Sarah is experienced with advertising and marketing copy, so she was able to write a lot while I designed. We collaborated well on editing. We also kept our entire project on a Google Drive so we could access it from anywhere. We also decided to use Google Drive in case Haley needed to view our progress. For the written documents, Sarah wrote the Genre Analysis and the Letter of Transmittal while I edited after she finished the copy. In addition, I wrote the Letter of Agreement and Sarah edited after I finished writing. Sarah mainly corresponded with Haley throughout production of the project, and I made sure to correspond occasionally so she understood that it was a collaborative effort too. Overall, Sarah and I worked extremely well together. We had the same vision for the project and were able to accomplish tasks easily. Lastly, I am going to miss working on this project because I really enjoyed creating promotional material for such an outstanding non-profit organization. The Reading Road Show's Gus Bus

provides so much to the children of the local communities, and I was so honored to be a part of this organization for my last semester. If this promotional packet can truly help this organization thrive for years to come, I will be more than pleased.

Thank you for taking the time to read this letter.

Best regards,
Paige Lobuts