



Telemark University College

Faculty of Arts and Sciences

## FINAL EXAM

<b>Course code:</b>	6068
<b>Course name:</b>	Public Relations
<b>Studypoints for course:</b>	7.5
Percentage of total grade:	60%
Exam date:	6. December, 09:00-12:00
Exam place:	New York
Language:	English
Number of pages incl. coverpage:	2
Special remarks:	<b>Students can use both english/english dictionary and english/norwegian dictionary</b>
Number of attachments:	Attachment 1: Quote sheets Attachment 2: InReach Attachment 3: DoorBot Attachment 4: Brookstone

Eksamensresultat finn du etter sensurfall ved å logge deg inn med brukarnamn og passord på StudentWeb (hit.no)



Choose one of the three products below. Based on the fact sheets provided, write the following:

**1) A pitch letter addressed to the editor or reporter identified**

- Letter should be no more than four paragraphs long (it may also include up to three bullet points)
- Should be lively, and not overly technical.
- It must be relevant to the mission of the publication
- Must have a tie (a news peg in American press slang) to the upcoming event or situation that gives press a reason to do a story NOW (identified below)
- It must describe your product sufficiently and accurately

**2) Press release**

- Must contain a: lede, headline, deck, dateline, and contact info of your PR firm  
Your writing should be persuasive, and lively, but should not contain jargon  
It may contain up to four bullet points (single brief sentences or phrases)  
You must mention the reason for writing the press release: that the product is newly released, or newly on the market, or first of its kind.

A sheet with quotes is attached in case you want to include any quotes in either the press release or the pitch.

**PRODUCTS:**

**1) Brookstone's Perfect Drink App**

Pitch letter should be addressed to: Rosie Schaap, author of the "Drink" column for *The New York Times Magazine*.

Upcoming event: Christmas is in three months. The magazine has a gift issue prior to Christmas, in which writers from different sections of the magazine write gift suggestions based on the topics they cover.

**2) Doorbot**

Pitch letter should be addressed to: Roberto Baldwin, staff writer for the section Gadget Lab of *Wired* magazine.

Situation: The magazine is expanding its coverage of devices that provide protection of personal property.

**3) InReach**

Pitch letter should be addressed to: Abe Strep, senior editor of *Outside* magazine (adventure travel magazine).

Upcoming event: The adventure travel season picks up over the summer, which is three months away.

## Quote Sheet for PR Final

### Perfect Drink App by Brookstone

1. Steve Schwartz, Brookstone Vice President of Merchandising & Product Development:

"Perfect Drink is magic! It instantly turns you into an expert bartender, and makes parties even more fun. You'll be amazed how the virtual glass on your phone or tablet screen fills up as you pour each ingredient," said Steve Schwartz, Brookstone Vice President of Merchandising & Product Development. Schwartz added, "Perfect Drink is a must have, perfect gift for the entertainer in your life."

2. Event Planner Iris Murdoch of Miami, Florida:

"You can use it to mix exotic drinks even after you've had a bit too much yourself," says event planner Iris Murdoch of Miami, Florida.

3. Bistro owner, Stephen Miller of Troy, New York:

"Perfect Drink comes just as my guests want less wine and more mixed drinks. That's perfect timing," said Stephen Miller of Troy, New York. Miller owns a small bistro without a full-time barkeep.

### inReach by Delorme

1. Eric Larsen, Polar explorer

"One gift I suggest for fathers who are explorers is Delorme's new inReach SE two-way tracking device. It's like Spot [the dog] on steroids," said polar explorer Eric Larsen.

"I can use the new inReach to write messages to my fiancé Maria Hennessey and 8-month-old son Merritt from anywhere—allowing me to stay in constant contact. When I am gone for two months on a trip I can be like, 'hey, how was breakfast?' instead of having to set up a satellite phone for a conversation, which is often impossible when trudging through the arctic."

2. Ivan Groder, Colorado tour guide with Wild River Adventures

"The inReach is cheaper than a regular satellite phone and more reliable than cellular," says Ivan Groder, Colorado tour guide with Wild River Adventures.

## Doorbot

1. Dean Takahashi, reporter for *VentureBeat*

“DoorBot brings your doorbell into the smartphone age, says Dean Takahashi, reporter for *VentureBeat*. The DoorBot is a doorbell with a WiFi-connected video camera that shows you a live video who is at your front door. When someone visits, the doorbell activates your smartphone and you can see a visual image of who is at your doorstep,” says Takahashi.

2. Dan Farber, tech editor for *CNET*:

“Now you can really confirm whether the UPS guy tried to make a delivery!” says *CNET*’s tech editor Dan Farber.

3. Susan Arrick of Cold Water Spring, Arkansas:

“My old DoorBot survived the Red River flood last month,” says Susan Arrick of Cold Water Spring, Arkansas. “The new one looks even better made. I’ll be adding it to my doorbell system as soon as the house is habitable again.”

### **Test Preparation:**

1. Students have had practice writing ledes and press releases. This will be reviewed again.
2. Students practice writing “pitch” (letters of solicitation for media coverage), drawing from Think PR textbook and other pitch letter examples.
3. Students will practice writing product descriptions in class.
4. Students will watch videos (below) of the three products on the final (as well as others).
5. Students will not be told which products will be on the final, but they will be familiar with the product videos.

### **Videos**

#### **Perfect Drink App**

<http://video.brookstone.com/?v=1936967590>

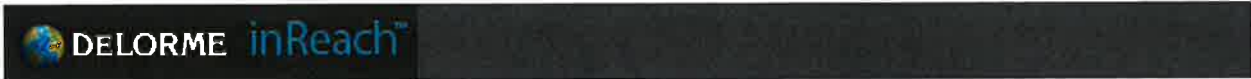
#### **inReach**

<http://www.youtube.com/watch?v=Ogq70nL0ipM>

[http://www.youtube.com/watch?v=LqQukvj\\_diI](http://www.youtube.com/watch?v=LqQukvj_diI)

#### **DoorBot**

<http://www.youtube.com/watch?v=ouOrfvqUGbI>



# The inReach Series of Satellite Communicators



Both inReach satellite communicators enable you to send and receive text messages, trigger an SOS for help, and track your GPS coordinates, wherever your trip takes you. It keeps you connected when off the grid and outside of cell phone range.

## Who should own an inReach?

Almost everyone. Whether it's by land, sea or air, if you love getting away from it all, then chances are you need an inReach.

With inReach, you can send and receive messages at the ends of the earth and everywhere in between. From outdoor enthusiasts and boaters to hunters and recreational pilots, having an inReach offers much more than remote connectivity and SOS capabilities -- it allows you to share your journey and experiences with those you love and gives them peace of mind knowing they can contact you no matter where your adventure takes you.



Trigger an SOS and communicate back and forth with our 24/7 search and rescue monitoring center.



Adjustable tracking intervals from 10 minute to 4 hours allow you to track your trip and share your location, including GPS coordinates, elevation and speed.



Send and receive 160-character text messages with GPS coordinates to cell numbers or email addresses worldwide and post updates to social media all from one device.\*



Pair it with your mobile device to access downloadable topographic maps and NOAA charts and make communication with family and friends even easier.



Delivery confirmation for all text messages and SOS signals.



Provides 100% global coverage through the Iridium satellite network.

## Follow-Me/Find-Me Tracking and Location.

**“This way to the middle of nowhere.”**

Bring family and friends with you, using Follow-Me/Find-Me Tracking and Location’s automatic location feature. Turn it on or off at a whim, and ensure that your route is known. Use it to aid rescuers, to make maps, to keep you connected to the world, or just to provide a measure of authenticity to your travel stories or adventures. People can even ping your inReach to find your latest location.

## Two-way Messaging.

**If you're going off the grid, stay in touch with inReach.**

Two-way communication becomes two-way texting when your inReach is paired with a smartphone or the PN-60w GPS. Now you can *both send and receive messages* — that means interactive SOS messages, text messages, emails, social network updates, etc., and full GPS navigation. In short, an affordable remote satellite connection that is no less than revolutionary.

# doorbot

## FACT SHEET

### Overview

DoorBot is a sleek, simple and powerful wireless doorbell that streams live video of a home's front doorstep directly to a smartphone or tablet. The device is perfect whether home or away, enabling residents to see and speak with visitors at their doorstep.

DoorBot is installed in a matter of minutes and can be accessed through the free DoorBot app. It is also fully compatible with Lockitron, enabling users to let family and trusted friends into their home remotely.

With its perforated brushed aluminum faceplate, DoorBot's internal and external components are designed to endure the elements. Its camera captures quality video day and night and adjusts to the viewer's exact preference. Equipped with efficient Wi-Fi technology, DoorBot can be wired through the home's existing doorbell wiring and will run for over a year before needing to be recharged.

### Product Specifications

- Low voltage Wi-Fi PCB that operates on internal rechargeable lithium polymer battery that lasts for over a year
- Night vision camera provides clear visuals around the clock
- Compatible with iPhone, iPad and Android devices
- Can sync with multiple smartphones and tablets
- ABS plastic housing
- Brushed aluminum faceplate
- Dimensions 5.68”h x 2.39”w x 1.30”d
- Blue LED lit ring illuminates exterior button
- Speaker and microphone
- Weather resistant outdoor camera
- Proprietary key for secure mounting
- Attaches to existing doorbell wiring for both charging and ringing of the bell
- \$199 including shipping





# doorbot

## ORIGINAL VS. NEW

**33%** Smaller



### Original DoorBot Design

Operated on 4AA batteries for one year

Dimensions 7.15”h x 2.90”w x 2”d

Battery only/No integration to legacy doorbells



### New DoorBot Design

Operates on internal rechargeable lithium polymer battery that lasts for over a year

Dimensions 5.68”h x 2.39”w x 1.30”d

Can attach to existing doorbell wiring for both charging and ringing of the bell

# doorbot

## FACT SHEET

### DoorBot

\$199.00

- Built in Wi-Fi allows you to monitor your front door from anywhere
- Compatible with iPhone, iPad and Android devices
- Can sync with multiple smartphones and tablets
- Brushed aluminum faceplate
- Weather resistant
- LED lighted ring illuminates exterior button
- Night vision camera provides clear video around the clock
- Internal rechargeable lithium polymer battery that lasts for over a year



### DoorBot with Lockitron

\$349.00

- See who is at your front door and grant them access through the DoorBot app
- Lock your door from anywhere in the world using your smartphone
- Share access with trusted family and friends
- Simple and quick installation
- Fits over your current deadbolt







# Classic Margarita



Appletini



Aviation



Bloody Mary



Campari and Soda



Classic Margarita



Classic Martini



Gimlet



Jalapeno Margarita



Manhattan



MENU

-V



Shake & Strain

Lime Juice

Cointreau

Silver/ Blanco Tequila



Build!



# Perfect Drink

## APP-CONTROLLED SMART BARTENDING



Choose from hundreds of drink recipes.



Virtual glass fills on your screen as you pour.



Create and save your own variations.

### Choose your drink. Be a bartending superhero.

- Perfect Drink's Smart Scale connects to your smartphone or tablet
- Free app for iOS and Android™ guides you through making the perfect drink
- Place any size glass or pitcher on the scale and Perfect Drink will let you know how much to pour
- Compensates for over-pouring by readjusting ingredient ratios
- Choose from hundreds of drink recipes or create your own—the app will even tell you what you can make with on-hand ingredients
- New drink recipes are added regularly
- Save drink variations to recreate your own unique concoctions
- Includes 750ml stainless steel shaker, 2 drink pouring spouts, 3.5mm cable and phone/tablet stand
- Uses 3 AAA batteries (not included)



#### PRODUCT SPECS

SKU: 855317

Price: \$69.99

Available: 10/2013

**Brookstone**

One Innovation Way, Merrimack, NH USA 03054 | 800-846-3000 | Brookstone.com

Follow us on: [f](#) Brookstone [t](#) @Brookstone [p](#) myBrookstone

Brookstone Public Relations

media@brookstone.com  
603.577.8166