

Project Media Proposals

1. As a group, write a 150-200 word description of your project. Make sure to state what is the concept, why do you think this is necessary or relevant, and does it serve a specific community? Who is your target demographic? Be specific yet concise. As a team, it is your collective task to ensure there are no major grammar errors.
2. Your group leader must email me the proposal in a separate email (do not reply to this one) and CC the rest of the group by adding their email addresses in the CC line above. This is everything you must think about as you prepare the message to me:
 1. **Add an appropriate subject in the subject line.** I shouldn't see any emails with no subject or an insufficient subject. Bad subject headings are those that have misspellings, don't title the subject, or don't describe the purpose of the email.
 - These are examples of good subject headings: BARS Group Business Proposal; Blessing Bags for the Homeless Proposal; The Writers Workshop LLC: Proposal and Questions; etc.
 - These are examples of bad subject headings: I THINK THIS IS THE PROPOSAL YOU MADE US DO; In the hOuse proposta; proposal =); hey Marcello, etc.
 2. **Include a salutation:** Dear Professor Marcelo or Hello Susana are both professional options. Do not state "hey" or leave out a salutation.
 3. **State the purpose of the email in the first line.** Example: Here is the business proposal for BARS group. Or, We have worked on the proposal, and we hope you will approve our idea. Etc.
 4. **Include the proposal your group worked on.**
 5. **Finish off with a general statement about the project or state any questions.** Example: Thank you for your time. We will take your feedback into consideration.
 6. **Write a signature phrase and state your name:**

Example:

Sincerely,

(student name)

This is what the body of your email should look like. Yes, you should add a space between paragraphs:

Dear Professor Marcelo,

Our group, BARS Inc., has worked on the proposal. We are including it here for your approval.

[Insert 150-word proposal here]

Thank you for your time. We are looking forward to your feedback.

Warm Regards,

Jane Roma Wells

After you submit your proposal, I will "reply all" with feedback. If you do not follow directions, such as a missing subject or inappropriate content, I will request that you please resubmit until it's done professionally.