

**<Insert Semester and Year>**

**<Insert Pledge Class >**

**Business Journalism Project**

<Insert Pledge Class >,

For your next project, your writing skills, knowledge of business and creativity will be put to the test in a magazine that you must create for the <Insert Pledge Class>. This project is engineered to introduce you to the field of business journalism – an industry that is quickly growing in the professional world. This form of journalism covers news and features articles about people, places and issues related to the field of business.

Imagine that the <Insert Pledge Class> is a publishing company (such as Forbes, Time Magazine, etc.). You are asked to create a magazine that must feature the following:

* Three articles on three different industries (e.g. television, car, art, pharmaceuticals, finance). The content of these articles should include a brief summary of the industry and its current trends, followed by a detailed explanation of how one can develop a career in each of these industries. The articles must be written in third person.
* A special cover story of your choice. The story must be something relevant to your pledging experience, but written in the style of a business article. Again, the story must be written in third person.
* Create profiles of (at the most) 3 pledges.
  + An interview with a brother/adviser/professor/business professional of your choice.

Besides the above required articles, you are free to add in other editorials, articles and material such as a Gossip Column, photographs, business-fashion spread, advertisements, etc. As with any other magazine, you must make sure that the magazine looks visually appealing, and has a consistent format.

Here are some additional specifications you must remember:

* The magazine must be at least 10 pages long (double sided)
* Each pledge must have contributed to at least 1 article
* It must be in color, printed on glossy paper and bound together (not stapled)
* There are no specific lengths for the required articles
* Come up with a name for the magazine
* Have an appropriate magazine cover that corresponds to your main cover story
  + Refer to magazines such as Forbes, BusinessWeek, and People to inspire your content

Deliverables and Deadlines

* 2 copies of your magazine

<Insert Date and Time>

If you have any questions, please direct them to <Insert Pledge Master’s Name>.

Sincerely,

<Insert VPM’s Name>

Vice President of Membership

Alpha Kappa Psi – Beta Iota Chapter