



Spori Publications is an in-class organization that provides writers freelance opportunities to demonstrate work experience in a classroom environment. Professional writing students learn and apply principles of effective communication through multiple projects meeting needs of mock clients. Accompanying each major project are academic instructions and professional models exemplifying effective genres and applications.

Business Writing. Create a business plan for a freelance writing partnership. The business plan will include an executive summary, general business section, marketing and operations section, and management section (the plan will not include the financial section).

Promotional Writing. Create a promotional portfolio to accommodate the business plan that includes a press release, a promotional brochure, a sales letter, and a print advertisement.

Speech Writing. Write a 15-minute speech for Kim B. Clark, President of Brigham Young University-Idaho to address new students in the role of writing in their academic career.

Script Writing. Create three 3-minute scripts for Brigham Young University videos based on President Clark's talk on the role of writing in an academic career.

Create a script for an audio tour of the BYU-Idaho Center Carl Bloch art exhibit.

News Writing. Write ten articles on English-related or campus-centered topics for the university's newspaper *The Scroll*.

Technical Writing. Create a set of instructions adhering to principles of effective technical communication.

Blog Writing. Post articles to three blog sites: personal, professional, and LDS.

Magazine Writing. Participate in an in-class editorial board to generate an electronic start-up magazine, issue call for articles, layout and design of a magazine, and editing final documents. Also submit a cover story for one's own magazine and submit an article to two other magazines.

Grant Writing. Work with a client to submit a grant proposal.

Storytelling. Create three 3-minute stories that may function within a job interview, elevator pitch, or presentation.