

Business/PR Addendum

Name:

Net id:

If you are considering applying to the **Business Team or PR Team**, please answer the following questions and submit your solutions before **5 pm on September 8th** to the red folder on the door of Phillips 116. Please send any questions to Tracy at tmc57@cornell.edu.

1. List the graphic/video design programs (i.e. Photoshop, Publisher, etc.) that you are familiar with.

Please answer **one** of the following:

- a. Suppose you are asked to call up businesses to ask for their corporate sponsorship. Write a script that you would use for these “cold calls.”
- b. Create and plan a CUAUV event. Include what the event is, what steps you would take to make the event happen, and its relevance to the team.
- c. CUAUV has discovered a shipwreck in the bottom of Cayuga Lake! Write a press release for this hypothetical event.