

Student Name: _____

Period: _____

Date: _____

WHAT PUBLICATION AM I?

Directions: Read each scenario and determine the type of publication that is the most appropriate means of communication. Place the letter of the publication in the blank provided.

- A. Brochure
- B. Newsletter
- C. Letterhead
- D. Business card
- E. Flyer

1. Susan wants her neighborhood babysitting clients to remember her and have quick access to her phone number whenever they are in need of a babysitter.

2. Jane wants to advertise the upcoming blood drive at her school.

3. Mark wants to send a professionally prepared communication to potential clients to introduce himself, provide contact information, and describe his web development services.

4. Sam is trying to drum up new FBLA members and wants to describe the purpose of FBLA and some of the different activities in which the club participated in previous years. He also wants to include a few pictures of students at different FBLA regional competitive events and community service projects.

5. Jay is the communications specialist for his Boy Scout troop. He wants to send monthly updates to the members of his troop and their parents about recent activities, make announcements about honors some of the members have received, and provide information about upcoming events.
