
Company profile:
Individual grade: 15%

Before you approach an organization to help them solve a communications challenge, it is useful to learn something about that company, non-profit, or student group. For this assignment, you will work individually to write a 3-4 page single-spaced company profile plus 1-2-page appendix.

Your profile should include the following information:

1. **Company overview**, including services or products delivered, date founded, and rationale for founding.
What does this organization do?
2. **Audience/customers**, such as number of patrons each year and demographics of patrons.
Whom do they serve?
3. **Important statistics**, such as number of pets adopted each year or number of volunteers.
What's their scope?
4. **Financial information**, if available. Consider locating the Form 990 if you are profiling a non-profit organization.
How profitable are they?
5. **Competition**. At our library visit, you can find information about the competition or more about that market segment for your chosen organization.
Who else offers this service or makes this product? What does this group do better/worse than the others in this area?
6. **Potential communication needs**, such as updated pet profiles, financial plan, interactive demo, case studies.
Where do you see room for improvement?
7. **1-2 page appendix**. Identify and analyze at least 3 types of communication used by this group or about this group. Consider the case study of **Centre County PAWS**. These examples were found with a quick Google search. By going to the animal shelter and talking to employees/volunteers, we could have easily identified another 10-15 communication genres, including signage, pet profiles on cages, employee instructions, lost/found signs, logbooks, official/legal notifications, grants, donation forms, tax forms, and so on. Any organization produces at least 100 different types of writing!
8. **References**. You will need to cite at least 3 sources to complete this assignment. Sources may include websites, Form 990, interview, archival information, or Hoover's business information.

Genre (subgenres)	Author	Audience	Purpose
Website <ul style="list-style-type: none"> - Mission, bylaws, board - wishlist - pet profiles - volunteer information - foster care information - business memberships - fact sheet - contact information, hours, and location 	PAWS	<i>Primary:</i> Potential adopters, volunteers, and business donors. Also individuals who want to surrender a pet. Found via websearch. <i>Secondary:</i> Media General interest--national audience. Maybe one-time only audience.	Provide information about services available; point of contact information
Facebook page <ul style="list-style-type: none"> - recent events - happy endings - friends - recent pictures - found pets - hours updates 	PAWS	Local community – occasional PAWS audience and/or possible volunteers.	Connect local community audience to events at the shelter and businesses that sponsor PAWS. Provides time-sensitive information.
Blog <ul style="list-style-type: none"> - current events - gift ideas – advertising - links to website - pet updates – news articles - urgent case profiles 	PAWS	PAWS audience/volunteers – readers who want detailed information.	In-depth coverage of events at the shelter. Provides time-sensitive information.
News article	<i>Centre Daily Times</i>	CDT readers. Read in print and online forms.	Spay/neuter clinic information; blessing of the pets. Provides information about specific events and a bit of background about the shelter.
Yelp review	Adopter and general reviewer	Individuals who do Google search on PAWS and are interested in knowing more about the shelter from customers.	“objective” reviews of services offered at PAWS.