

Public Relations/Technical Writing Assignment

Developed by staff of the Center for Southwest Research, UNM University Libraries

Appropriate for all grade levels

The pictures below link to six different travel brochures for the state of New Mexico. Using these brochures as a guide, create a pamphlet emphasizing the advantages of visiting your own home town or some other attraction that you know about. Integrate maps, images, and text describing the area to entice people to visit.

These projects can range from pencil and paper drawings (suitable for all age groups and the appropriate starting point for more complex tasks), to collages using magazine images and written text (suitable for middle school and high school students in traditional classrooms), to sophisticated documents using graphics and layout software (suitable for high school students in computer-assisted classrooms).

Visit the Jemez Country



Take the Skyline Drive



See Acoma, Laguna, Enchanted Mesa



Drive the Park to Park Highway



Pause in Albuquerque



Hot Springs NM: Health Capital of the Southwest

