

Communication 318 (WI): Public Relations Writing

Fall 2017

Course Syllabus

Tues. and Thurs. 2:30-3:45 p.m.
CLC 201

Instructor

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Office Hours: Tues. 1-2 p.m. and 4-5 p.m., Thurs. 1-2 p.m. or by appointment

Becoming a clear, versatile and persuasive writer not only prepares students for successful careers in public relations, it will also help them get ahead in whatever they do in their professional lives.

Course Description

Writing is a baseline skill in public relations. Strong writing skills definitely give a student an edge in getting a great post-graduation job and continuing to advance in his or her career. In contrast, lack of strong writing skills is a definite career handicap. This is an advanced, writing-intensive course designed to expose students to professional-level public relations strategy and writing by focusing on communication objectives, techniques, styles and mechanics. Building on students' knowledge of the fundamentals of public relations, the course provides practical, real-world writing experience in diverse formats for a wide range of audiences. Students' writing and critical thinking skills are expected to improve over the semester.

Course Objectives

- Engage students in the strategic process of public relations writing.
- Understand the importance of planning, pre-writing, editing and rewriting.
- Develop a strong working knowledge of writing mechanics and Associated Press style.
- Provide practical, hands-on experience in public relations writing that students can include in their portfolios.

Prerequisite

COMM 210 Public Relations

Required Texts

1. Wilcox, D. L., and Reber, B. H. *Public Relations Writing and Media Techniques* (7th ed.). Pearson. ISBN: 0-205-21167-4.
2. *Associated Press Stylebook*, 2017 edition, 978-0-917360-66-4; print edition available at LUC bookstore or through <https://www.apstylebook.com/>

Additional Assigned Readings

Additional required course readings will be available on Sakai and/or handed out in class.

Course Website

Slide lectures and case studies will be posted in advance on Sakai. This is designed to enable students to avoid having to take extensive notes in class and as an aid for studying for exams; it is not meant as a substitute for class attendance.

Expectations

Students are expected to be prepared for, attend, and participate actively in all class sessions. Class will begin promptly at 2:30 p.m. and students who arrive after attendance has been taken will be marked absent. Please inform me in advance if you believe you have a legitimate reason for an absence.

Assignments

The university requires that courses designated as Writing Intensive must: 1) have a special emphasis on writing, and 2) include a variety of writing assignments integrated closely with the learning objectives of the course. In addition, the percentage of a student's grade based on individual writing assignments must be at least 30 percent.

There will be 16 assignments of various lengths and complexities. Following are the points for each assignment:

1. Ch. 1 assignment	10 points
2. Ch. 2 assignment	20 points
3. Ch. 3 assignment	20 points
4. Ch. 4 assignment	20 points
5. Social media pitch	30 points
6. News release	50 points
7. Fact sheet	50 points
8. Media advisory	40 points
9. Feature news release	50 points
10. Op-ed	60 points
11. Audio news release	40 points
12. PSA	30 points
13. Blog post	40 points
14. Newsletter article	40 points
15. Memo	40 points
16. Speech	60 points

Total possible: 600 points

There will be in-class writing and editing time for assignments 5-16. You may use the classroom computers (saving your work on a flash drive or emailing it to yourself at the end of class) or bring your own laptop.

Students will have the opportunity to edit and rewrite five assignments – 6, 7, 8, 9 and 10 – after receiving written feedback from the instructor; only the final drafts of these assignments will be graded.

Public relations practitioners write for professional audiences. Students should aim to produce professional-quality work: accuracy, quality, format, and neatness all count. Papers should be carefully proofread. Papers with typos or errors in spelling, grammar, punctuation, fact, or style will be graded down. Students are advised to use the required *Associated Press Stylebook* and a reference book on English grammar for guidance on writing style.

Please note that incorrectly spelling the name of an organization or person, or using an incorrect address or date, are considered “fatal errors” and will result in the loss of a full grade for each occurrence – no exceptions.

All assignments are to be typed double spaced in a 12-point font with one-inch margins with the student’s name, date, and whether it is a first or final draft (if applicable) on the top of the first page. Papers should be stapled.

A hard copy of the assignment is due at the beginning of class on the specified date. E-mail copies cannot be accepted without advance permission from the instructor. Since public relations professionals are held to deadlines, late assignments will be graded down one full grade per day. For example, an assignment that would have received an A if it been turned in on time would receive a B+ if it was received between the class meeting time and midnight on the date due, a B if it was turned in anytime on the following day, a C if it was turned in two days late, etc. No make-up assignments will be available.

Grading Scale for Writing Assignments

A	93-100 (565-600 points)
A-	90-92 (550-560 points)
B+	87-89 (535-545 points)
B	83-86 (515-530 points)
B-	80-82 (500-510 points)
C+	77-79 (485-495 points)
C	73-76 (465-480 points)
C-	69-72 (445-460 points)
D+	65-68 (425-440 points)
D	61-64 (405-420 points)
F	60 or below (400 points or fewer)

Exams

There will be four quizzes throughout the semester, which will cover pre-determined topics in the *AP Stylebook*. They cannot be made up on another date. There will be no midterm or final.

Course Grading

Assignments	70 percent of grade
<i>AP Stylebook</i> quizzes (4)	20 percent of grade
Class participation	10 percent of grade

Academic Integrity

Each student is expected to do his or her own work in the course. Allegations of academic misconduct will be forwarded immediately to the office of the Dean of the School of Communication for possible disciplinary action. Loyola regards academic dishonesty as an extremely serious matter with consequences ranging from failure of the course to probation to expulsion.

Academic misconduct includes:

- Cheating on exams or aiding other students to cheat. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.
- Stealing the intellectual property of others and passing it off as your own work (this includes material found on the Internet). Software will be used to identify plagiarism.
- Failing to quote directly if you use someone else's words, and cite that particular work and author. If you paraphrase the ideas of another, credit the source with your citation. Please ask me if you have questions about what constitutes plagiarism and/or how to cite sources.
- For quizzes, academic misconduct includes conferring with other class members, copying or reading someone else's test, and using notes and materials without prior permission of the instructor.
- Turning in the same work for two classes.

Classroom Behavior

To help create a positive learning community, turn off all phones and keep them in your bag, backpack, or pocket. Laptops or tablets should be used only for taking notes or for in-class writing and editing time. Be respectful of fellow students and be in your seat when class begins.

Accommodations

Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Services for Students with Disabilities to the instructor during the first week of class; this information will be treated in complete confidence. The instructor will accommodate students' needs in the best way possible, given the constraints of course content and processes. It is the responsibility of each student to plan in advance to meet their own needs and assignment due dates.

Students are excused for recognized religious holidays. Please let me know in advance.

Course Schedule

(Reading assignments are to be completed before class on the date shown)

Week 1

Aug. 29

Introductions and Course Overview

Aug. 31

Getting Organized for Writing

Reading: Wilcox & Reber, Ch. 1

Assignment 1: Find a piece of public relations writing. Bring it to class on Tues. Sept. 5 and be prepared to discuss its objectives and audiences and why you think it is persuasive or not.

Week 2

Sept. 5

Becoming a Persuasive Writer

Reading: Wilcox & Reber, Ch. 2

Dillon, "What Corporate America Cannot Build: A Sentence"

Holland, "Why Johnny Can't Write and Why Employers are Mad"

Assignment 2: Ch. 2, p. 57: problem 1, 2, 3 or 4 (due Tues. Sept. 12)

Sept. 7

Finding and Making News

Reading: Wilcox & Reber, Ch. 3

Assignment 3: Ch. 3, p. 85: problem 1, 2, 4 or 5 (due Thurs. Sept. 14)

Week 3

Sept. 12

Working with Journalists and Bloggers

Reading: Wilcox & Reber, Ch. 4

Assignment 2 due

Assignment 4: Ch. 4, p. 115: problem 1, 2, 3 or 5 (due Tues. Sept. 19)

Sept. 14

Pitches and Pitching

Reading: Wilcox & Reber, Ch. 6, pp. 154-163

Strong, "Five Creative PR Pitches That Caught Reporters' Attention"

AP Stylebook Quiz #1: A-F, with emphasis on abbreviations and acronyms, addresses, affect/effect, among/between, anybody/anyone, average, bad/badly, capitalization, cents, century, citizen, company names, compared to/with, composition titles, convince/persuade, corporation, dangling modifiers, datelines, decades, dimensions, directions and regions, dollars, e-mail, fewer/less, and fractions.

Assignment 3 due

Assignment 5: Social media pitch (due Thurs. Sept. 21)

Week 4

Sept. 19

Writing News Releases and Media Statements

Reading: Wilcox & Reber, Ch. 5

Brockaway, "Four Ways to Improve Quotes in Press Releases"

Kennedy, "Six AP Style Rules for News Releases"

Assignment 4 due

Assignment 6: News release (first draft due Tues. Sept. 26; final draft due Tues. Oct. 3)

Sept. 21

In-class writing and editing on news release

Assignment 5 due

Week 5

Sept. 26

Fact Sheets, Media Advisories and Media Kits

Reading: Wilcox & Reber, Ch. 6 (except pp. 154-163)

Assignment 6 first draft due

Assignment 7: Fact sheet (first draft due Thurs. Oct. 3; final draft due Thurs. Oct. 12)

Sept. 28

In-class writing and editing on fact sheet

AP Stylebook Quiz #2: G-L, with emphasis on geographic names, governmental bodies, good/well, historical periods, half, in, incorporated, lay/lie, legislative titles.

Week 6

Oct. 3

In-class writing and editing on media advisory

Assignment 6 final draft due

Assignment 8: Media advisory (first draft due Thurs. Oct. 12; final draft due Tues. Oct. 24)

Oct. 5

News Features and Op-Eds

Reading: Wilcox & Reber, Ch. 7

Assignment 7 first draft due

Assignment 9: Feature news release (first draft due Tues. Oct. 15; final draft due Thurs. Oct. 24)

Week 7Oct. 10

No class, fall break

Oct. 12

In-class writing and editing on feature news release

AP Stylebook Quiz #3: M-R, with emphasis on military titles, months, none, numerals, on, organizations and institutions, over, people/persons, percent, plurals, possessives, re-

Assignment 8 first draft due

Assignment 10: Op-ed (first draft due Tues. Oct. 24; final draft due Thurs. Nov. 2)

Week 8Oct. 17

In-class writing and editing on op-ed

Assignment 7 final draft due

Assignment 9 first draft due

Oct. 19

Radio, Television and Online Video

Reading: Wilcox & Reber, Ch. 9

Assignment 11: Audio news release (due Tues. Oct. 31)

Week 9Oct. 24

In-class writing and editing on audio news release

Assignment 8 final draft due

Assignment 10 first draft due

Oct. 26

Satellite Media Tours and Radio Media Tours

Assignment 9 final draft due

Assignment 12: 30-second PSA (due Tues. Nov. 7)

Week 10Oct. 31

In-class writing and editing on PSA

Assignment 11 due

Nov. 2

Avoiding Legal Hassles

Reading: Wilcox & Reber, Ch. 11

Assignment 10 final draft due

Week 11Nov. 7*Tapping the Web and Digital Media*

Reading: Wilcox & Reber, Ch. 12

Luke, "Nine Writing Tips to Supercharge Your Blog"

Schaefer, "Ten Outstanding Corporate Blogs"

Wynne, "Five Ways the Internet Has and Has Not Changed Public Relations"

Assignment 12 due

Assignment 13: Blog post (due Thurs. Nov. 16)Nov. 9

In-class writing and editing on blog post

AP Stylebook Quiz #4: S-Z, with emphasis on state, state names, television program titles, that, time, titles, who/whom, World Wide Web, years.

Week 12Nov. 14*Newsletters, Brochures and Intranets*

Reading: Wilcox & Reber, Ch. 13

Assignment 14: Newsletter article (due Tues. Nov. 21)Nov. 16

In-class writing and editing on newsletter item

Assignment 13 due

Week 13Nov. 21*Writing Email, Memos and Proposals*

Reading: Wilcox & Reber, Ch. 14

Assignment 14 due

Assignment 15: Memo (due Thurs. Nov. 30)Nov. 23

No class, Thanksgiving break

Week 14Nov. 28

In-class writing and editing on memo

Nov. 30

Speeches and Presentations

Reading: Wilcox & Reber, Ch. 15

Wilson, "Five Types of Evidence Essential for Persuasive Speeches"

Assignment 15 due

Assignment 16: Speech (due Thurs. Dec. 7)

Week 15

Dec. 5

In-class writing and editing on speech

Dec. 7

In-class writing and editing on speech

Assignment 16 to be emailed to instructor at mkruvand@luc.edu by 9 p.m. on Fri. Dec. 8 – no exceptions. Send the assignment as a .doc, .docx or PDF file attached to an email. Do not assume that I have received the email and can open the file until you receive a confirmation email from me.