



**University of Florida**  
**Department of Public Relations**  
**College of Journalism and Communications**  
**Public Relations Writing**  
**Summer A 2019**  
**PUR 4100, Section 001H**  
**M, Period 5-6 (2 p.m. – 4:45 p.m.)**  
**T-F, Period 5 (2 p.m. – 3:15 p.m.)**  
**Weimer Hall 3028**  
**Instructor: Lawrence M. Clark, MBA**  
**Office hours: After class or by appointment**  
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**305-450-1744**

### **Course Description**

In this course, you will develop the writing and editing skills necessary to succeed in a public relations career. You will also learn to think critically about current events and how they relate to public relations practice.

According to public relations professionals, two of the most desired traits in new hires are a good business sense (including critical thinking) and excellent writing skills. Thus, practitioners must be polished and capable writers, skilled in diverse forms and styles of writing, and capable of working quickly to meet deadlines. This course is an intensive workshop in *persuasive* public relations writing, which combines lectures as well as in-class and out-of-class writing assignments that will simulate the realities of the professional writing environment for a public relations professional.

### **College of Journalism and Mass Communications Objectives**

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the U.S.
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;

- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

### Course Goals

The purpose of this class is to teach you effective public relations writing principles and techniques. You will also gain experience in writing for a variety of public relations communication tactics, including news releases, fact sheets, backgrounders, brochures, media pitches and social media. In this course, you will learn writing for public relations requires effective planning, strategic thinking, and good writing.

The goals for this course are:

- 1) To introduce you to **issues management**, so that you begin thinking and behaving like a public relations professional.
- 2) To **explore your writing potential**, building upon principles discussed in class.
- 3) To acclimate you to the **different facets of public relations practice**, giving you a sense of what working in each area is like. <sup>[[L]]</sup><sub>[[SEP]]</sub>
- 4) To help you develop content across **multiple channels and audiences**, and work effectively in this age of media convergence. <sup>[[L]]</sup><sub>[[SEP]]</sub>
- 5) To foster **skills and confidence** that will differentiate you from other applicants when you pursue internships and employment. <sup>[[L]]</sup><sub>[[SEP]]</sub>

### Learning Objectives

You will gain valuable experience in writing and editing, as well as monitoring current events, identifying issues, filtering information, making decisions and developing strategy.

Specifically, you will learn to:

- Analyze news, trends and emerging issues with an eye toward possible public relations implications. <sup>[[L]]</sup><sub>[[SEP]]</sub>
- Use research to find reliable sources of information. <sup>[[L]]</sup><sub>[[SEP]]</sub>
- Develop key messages and tailor them to specific audiences to the achievement of <sup>[[L]]</sup><sub>[[SEP]]</sub>strategic public relations objectives. <sup>[[L]]</sup><sub>[[SEP]]</sub>
- Quickly produce clear, concise, well-organized and accurate content, building upon strong <sup>[[L]]</sup><sub>[[SEP]]</sub>key message development. <sup>[[L]]</sup><sub>[[SEP]]</sub>
- Effectively tailor content for multi media platforms and communication methods. <sup>[[L]]</sup><sub>[[SEP]]</sub>

- Apply reasoning, critical thinking, persuasion and creativity as you move through the writing and editing process.
- Use AP Style, as well as correct grammar, spelling and punctuation.
- Provide constructive feedback to your peers, and embrace such feedback in return.
- Develop a final portfolio suitable for a professional job interview. but most of our time will be spent on the daily assignments -writing, re-writing, discussing, etc.

**You will need a Twitter account.**

### **Readings**

It's impossible to learn about writing and improve your writing skills without reading topical news and feature writing and watching quality news broadcasts. It's also important to be aware of news, government, history and media. Expect to be a regular reader of newspapers, magazines, specialized publications and websites as well as a listener of radio and television news. ***Assigned readings should be read prior to class.***

### **Reference Materials**

There is no text for this class. However, you should either subscribe to AP Stylebook online, or have a hard copy. You will need to use a dictionary often. A good grammar reference is helpful, such as “The Only Grammar Book You'll Ever Need: A One-Stop Source for Every Writing Assignment,” by Susan Thurman. There are also many good online grammar sites. I use Grammar Untied: <http://www.grammaruntied.com/intro.html>

### **Assignments: Writing**

Your writing must align with organizational objectives and public relations strategy: maintain appropriate style, tone and voice; adhere to AP Style and proper grammar and spelling; and demonstrate the core principles of reasoning, critical thinking, persuasion and creativity.

In the most general sense, this is how assignments will be assessed: **A = Excellent.**

Professional quality. Could be printed/published as is. **B = Good.** Strong work but needs a few minor revisions. **C = Average.** Minimum effort. Errors. Lack of creativity. Needs revisions. **D = Poor.** Serious deficiencies (e.g. strategy). Needs a complete overhaul. **F= Unacceptable.** Not worth assessing. Missed deadline.

**Writing well takes practice. Few students, if any, will start this course writing at an “A” level. Skills will improve as the semester progresses.**

Grades are earned, not awarded. In this class, that means you must actively participate, put in the necessary time and effort (both in and outside of class), pay attention to details, and prove that you are committed to delivering quality work. **Remember: spellcheck only checks for misspelling not appropriate word choice.**

Students who have writing skills problems will be referred to the Reading & Writing Center.

### **Graded Course Components**

#### **Participation 20%**

Listen actively to the instructor and your fellow students, and make meaningful contributions to class discussion. Be thoughtful and instructive when editing the work of fellow classmates.

#### **Assignments and Quizzes 30%**

Each week, you will complete an individual writing assignment related to the week’s topic(s).

Each writing assignment may go through several rounds of review before being graded. You must be in class and provide thoughtful edits in order to receive participation credit. Quizzes will be given to assess mastery of key principles. Most quizzes will draw from the assigned readings and class discussions. In addition, a few AP Style questions will be included. This provides a great opportunity to use the AP Stylebook and increase your confidence in editing copy.

### **Final Portfolio (Communications Plan & Media Kit) 50%**

This will involve finalizing several individual assignments from the semester, compiling all of this work into a professional portfolio. (Further guidance will be provided later in the semester.)

The final project will include:

#### ZOOM

#### Final Portfolio

Title page  
Table of contents  
For the client  
Transmittal letter  
Executive summary  
Campaign Outline  
Campaign statement  
Desired outcome/goal  
Target audience  
Objective  
Strategies  
Tactics  
Timeline  
Budget  
Evaluation process  
SWOT/Situation Analysis

Internal newsletter article  
Letter from CEO to organization  
Speech by CEO  
Podcast  
Social Media posts  
Boilerplate  
Media list  
For the media  
Professional bio  
Backgrounder  
News releases  
Pitches  
CEO letter  
CEO speech  
Feature article  
Op-ed

#### Remember to consider useful PR tools

Some useful PR tools:  
Press releases  
Pitching media  
Social media  
Media tours (radio, TV, Book, Town Halls)  
Spokespeople (celebrity, corporate)  
Collateral material  
Newsletters  
Speaking engagements

#### ZOOM

Special Events  
Press conferences  
Data analytics  
Community relations  
Government /NGOs  
Partnerships/sponsorships  
Satellite tours (Paid product promotions)  
Employee relations  
Networking

**Final letter grades will be assigned based on your final point total at the end of the semester: 20% participation, 30% homework, 50% portfolio.**

Letter Grade

100 Scale (100%)

A

92-100

A-

90-91.9

B+

87-89.9

B

82-86.9

B-

80-81.9

C+

76-79.9

C

72-75.9

C-

70-71.9

D+

66-69.9

D

## **General Course Policies**

### **Absences**

Each student is allowed two excused absences for the semester without penalty to the final attendance point total. Absences beyond TWO—for any reason—will result in a reduction of the course grade by 1/3 of a letter grade (for each additional class absence) or failure of the class. Students are responsible for any information missed during an absence.

If you have a valid and unavoidable reason for missing class, you will need to provide me with proper documentation (e.g., a doctor's note or hospitalization record) for your absence on your first day back.

Excused absences include:

Religious holidays (only the holiday).

Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription). The Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days.

University competitive events (that means athletes).

Situations that are NOT considered excused absences include: social events, meetings, entertaining out-of-town guests, holiday/travel plans, weddings, etc.

### **Assignments**

**All assignments are to be typed.** Assignments are due by the beginning of class on the due date. If you have a conflict with the deadline, alert me and turn it in early.

### **Late work policy:**

Public relations is a deadline business. All due dates for assignments, once set, are final. If an assignment or activity is not received prior to the deadline, a grade of ZERO will be assigned unless PRIOR arrangements are approved by me. If prior arrangements are not possible due to the circumstances of the absence, an excused absence must be requested in writing and documentation provided for verification. If an excused absence is granted, late work may be accepted with penalties assessed for late submission.

### **Professional Courtesy**

As a courtesy to your instructor and to your classmates, please make sure at the beginning of each class period that your cell phones are turned OFF. In-class laptop usage is restricted to taking notes about this particular class. Inappropriate use of a laptop—using the internet for reasons not related to this class—will NOT be accepted.

### **Policy on Scholastic Dishonesty**

The University defines academic dishonesty as cheating, plagiarism, unauthorized collaboration, falsifying academic records, and any act designed to avoid participating honestly in the learning process. Scholastic dishonesty also includes, but is not limited to, providing false or misleading information to receive a postponement or an extension on a test or other assignment, and submission of essentially the same written assignment for two courses without the prior permission of the instructor. By accepting this syllabus, you have agreed to these guidelines and must adhere to them. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Please read more information on academic dishonesty at <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

### **Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to me when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

### **Religious Holy Days**

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

### Online Course Evaluation

Feedback is a gift. Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last 2-3 weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at: <https://evaluations.ufl.edu/results>.

### Tentative Nature of the Syllabus

I reserve the right to change and/or add readings throughout the semester. Furthermore, I reserve the right to change and or move around scheduled lectures in order to facilitate for potential unplanned events (cancellations or guest speakers). If changes in the schedule are necessary, students will be held responsible for such changes, which **will be announced in class** ahead of time.

### Tentative Course Schedule

#### **Week 1**

5/13 Introduction to course and each other; syllabus review. PR is not journalism, BUT... Reporting vs Writing for PR.<sup>[L]</sup><sub>[SEP]</sub> Introduction to AP style. Assignment: Resume and personal Bio:

Comma Rules, importance of accurate grammar, spelling, facts. Grammar review. Planning, SWOT (strengths, weaknesses, opportunities, threats) SMART (specific, measurable, achievable, relevant, time-bound).

You will choose a company and act as a public relations specialist for this company for the duration of class. Assignments will be geared toward your chosen company. You will end the semester with a portfolio of work, including a communications plan and media kit **introducing a new product or service for your organization.**

#### **Week 2**

5/20

Ethics discussion. Internal Communication Assignment: Company profile (Not a rehash of your company's current profile). SWOT analysis of your company (**3-4 pages**).

Research, planning, programs, campaigns and measurement. Use the SWOT analysis of your company to identify a challenge facing your organization. Draft a brief plan on how you would recommend facing the challenge. This will be the basis for the new product or service you create for your communications plan and media kit.

#### **Week 3 Monday, 5/27 Memorial Day Holiday**

5/28 Persuasive writing, POV, advocacy.

Internal Communication Assignment: Draft a newsletter article for your company's employee magazine introducing the challenge and solution you identified last week:

External communications: finding and exploiting news opportunities. Identify 10

topics and a key message for each topic. Identify the target audience for each message. What tactic would you use for each?  
Create boilerplate for your company.

#### **Week 4**

6/3 News releases: write two, using different angles, identifying target audiences. Research publications so you target the correct one. Identify key messages. Identify media contacts for each of the following: magazines, newspapers, broadcast TV, broadcast radio, blogs/influencers. You will need the reporter name and contact data (phone, email, etc.)  
Pitching: write three different pitches aimed at three different media targets. Research the intended reporters and bloggers. Pitches can be by phone, email, tweet or YouTube.  
Media kits: content, purpose. Write a feature article introducing your new product or service.

#### **Week 5**

6/10 Writing for external social and other digital media. Write: Digital Media Release, Facebook Post, Tweet, LinkedIn, Instagram.  
Writing for internal social and other digital media. Write e-newsletter and intranet article.  
Putting it all together: Communications Plan — Objectives, Target Audiences, Strategies, Tactics, Timeline, Budget, Evaluation.  
In class project work: the campaign plan

#### **Week 6**

6/17 Campaign portfolio due

**Required of all students**

Print this page, sign and return with information required below:

STUDENT ACKNOWLEDGEMENT:

I HAVE RECEIVED AND READ THE SYLLABUS FOR PUR 4100.

SIGNED: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

DATE: \_\_\_\_\_