

COURSE SYLLABUS
PUR4100: Public Relations Writing
Section 13EG – Class 17677– Fall 2022
Online/ M,W | Period 4-5 (10:40 a.m. - 12:35 p.m.)
Instructor: Tracy Wright, tracyb@ufl.edu

Office Hours: By appointment

COURSE OVERVIEW

Public relations professionals must be strong, polished writers who can work quickly and adapt to changing environments and needs. It is imperative that students recognize the importance of excellent writing for success in both the public relations profession and day-to-day business. In this course, you will master the core qualities of excellent public relations writing and develop the skills to build communications materials for real clients.

This course is centered on you and your needs. As such, the course will provide the opportunity for hands-on learning and real-world applications to help you gain experience and build a robust portfolio that showcases your strategic writing skills.

Please note: The Online PR writing course is **extremely fast-paced** and works on a very demanding schedule, mimicking how your professional role would be in public relations. It is up to you to keep up with readings, lectures, assignments and discussion posts. Remember I am here for any questions or guidance you may have or need.

The course will include:

Lectures and discussions, including guest speakers and engaging conversations focused on reading assignments, current news and best-in-class case studies. Reading assignments are included in this syllabus and will be posted online or distributed in class. Please continue to monitor the Canvas site for additional readings than what is included in the syllabus. Students are expected to keep up with the readings and come prepared to discuss these.

Writing assignments, during which you'll apply what we've discussed in class. Over the course of these in-class assignments, you'll develop a series of public relations materials, including news releases, fact sheets, media briefs and more. You will work under tight deadlines that simulate industry environments.

Peer-to-peer collaboration, like that which is required in the professional world. Select assignments will require interactivity and collaboration among students and peer-to-peer critique. You will pair up with your fellow students to complete projects.

A media kit project for a client of your choice. Most of your writing assignments will be completed on behalf of this client, as you build the media kit for a communications campaign. The client must be an existing, real organization. You do not have to obtain permission from the client or notify them, but you may find it helpful to do so to gain necessary information to complete assignments for this course. Please notify the instructor before you make contact with the client and cc me on any such contact.

** This syllabus is subject to change as the instructor deems appropriate and necessary.*

COURSE OBJECTIVES

In this class, students will master the basic writing skills of public relations professionals to prepare them to meet the demands of today's industry. Students will:

- Recognize the importance of excellent writing for success in both the public relations profession and day-to-day business;
- Learn to write clear, concise, compelling, accurate and logically organized materials and content, following style and grammar rules;
- Develop public relations materials (such as key messages, backgrounders, media briefs, media lists, etc.) that effectively and strategically meet your public relations objectives;
- Understand the purpose of such public relations materials and learn when and how to strategically use these;
- Learn how to tailor communications – including content, style and format – based on your target audiences and public relations objectives;
- Develop and apply critical thinking, listening and professional skills through assignments that mimic industry work with clients and peers.

COLLEGE OF JOURNALISM & COMMUNICATIONS OBJECTIVES

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

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

RESPECT FOR DIVERSITY

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups. In addition, if any of our class meetings conflict with your religious events, please let me know so that we can make arrangements for you.

PREREQUISITES

To enroll in this course, you must have completed and received a grade of C or better in PUR3000 (Principles of Public Relations) and JOU3101 (Reporting). Familiarity with visual design is helpful, but not necessary.

COURSE MATERIALS

Students must stay current with all reading assignments, which must be completed prior to class. Students should come to class ready to discuss all assigned readings and share their insights, thoughts and questions. This will count toward the student's class participation grade.

Students may choose to purchase or rent the required course books. Additional required readings may be assigned throughout the course.

Required

- Wilcox, Dennis L., and Bryan H. Reber. *Public Relations Writing and Media Techniques*. 8th ed., Pearson, 2016. (ISBN: 0134010493)
- Kessler, Lauren, and Duncan McDonald. *When Words Collide: A Media Writer's Guide to Grammar and Style*. 9th ed., Cengage Learning, 2016. (ISBN: 1285052471)
- *The Associated Press Stylebook 2020 and Briefing on Media Law*. The Associated Press, 2019. (ISBN: 0917360672)
- Selected other web readings assigned by instructor (check syllabus).

- USB Flash Drive – This will be used to save and back up all writing assignments.

Recommended

- Strunk, William, and E. B. White. *The Elements of Style*. 4th ed., Pearson, 2014. (ISBN: 020530902X)
- Students are also encouraged to read public relations publications (i.e. PR Week, PR News) and stay up to date with current events.

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. I expect you to adhere to workplace norms of collegial and respectful interaction, as will I.

Students will conduct themselves in an honest, ethical and courteous manner with other students and the instructor, abiding by the UF Student Conduct & Honor Codes.

While meeting on Zoom, students are expected to:

- Arrive on time and remain in class for its duration unless the instructor allows for early departure.
- Not speak when another student or the instructor are speaking.
- Welcome and respect the diverse opinions of their peers and instructor both on Zoom and on class discussion boards.

Violations of these guidelines may result in being asked to leave the classroom and a lower class participation grade.

ACADEMIC HONESTY

The work you submit for this course must be your own. You must never use direct or paraphrased material from any source, including websites, without citation.

Citation means providing attribution within the text for any ideas, insights or facts that are not your own. To clarify, you may not copy anything word for word from any source without putting quotes around it and attributing the source. This includes organizations' or companies' websites, internal documents and materials.

For this class, we will use the MLA in-text citation method. You must also list your sources in a bibliography.

All work submitted must be original work for this course. You may not submit anything that you wrote for another class, an internship, as a volunteer or in another academic or professional setting. You may not submit anything that was written for any purpose other than the given assignment. Plagiarizing another

student's work or having another student complete the assignment for you is considered academic dishonesty.

I will handle any incident of academic dishonesty in accordance with the UF Honor Code that provides examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in a failing grade for this course. I will follow university guidelines for any offense.

You may review the Student Conduct & Honor Codes here:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>.

Recording of Lectures

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

WEEKLY LECTURES

At least one lecture video will be posted to the course website on Canvas for each week. These videos will vary in length depending on the material. It is your responsibility to watch each of the videos. Although it is possible to watch the pre-recorded video lectures at any time and at any pace, keeping up with the videos week to week according to the schedule will be easier as many build off the other along with the weekly readings.

CLASS PARTICIPATION AND ASSIGNMENTS

Participating on the course discussion board will be part of your grade (See below)

Because this is an online, asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day to check for course updates in the announcements and discussion sections of the site.

You will be asked to join on Zoom for class discussion regularly (maximum twice a week). You will be given at least two days notice before this occurs. The professor reserves the right to require Zoom weekly meetings if it is conducive to the learning environment.

Requirements for class attendance, make-up assignments and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

DISCUSSION BOARDS

Discussion Boards are a key part of this online course. Review all module content prior to posting. Then familiarize yourself with the discussion board scenario/question and post your initial discussion item. You are also required to read all and comment on a minimum of two student posts (per discussion board). You must post your initial post before you respond to your classmates' contributions. You will not be able to edit your post, so take time to ensure your post is complete for submission before you officially post.

Discussion Boards will be graded on the following criteria:

Content, Contribution of Original Thought, Connection to Course Material, Spelling and Grammar, and Deadline.

Deadline: First post (addressing the instructor posed questions) will be submitted by THURSDAY at 11:59PM (ET) and the minimum two meaningful responses are submitted before SUNDAY at 11:59 PM (ET).

Discussion Board Grading Rubric: Your discussion grades are two parts: 50 total points for your initial post, 50 points for your responses. Both initial post and responses will be graded on the same criteria.

Discussion Boards will be graded on the following criteria: Content, Contribution of Original Thought, Connection to Course Material, Spelling and Grammar, and Deadline.

SUBMITTING ASSIGNMENTS

All assignments must be "client-ready," which means they have been proofread, reviewed and formatted so that they are ready to submit to your client – or in this case, to your instructor.

Everything you write for this course must be coherent, logical and carefully edited. Misspellings, syntax and grammatical errors are unacceptable, especially in work by public relations students, and will greatly affect your grade. AP Style guidelines should be followed for all materials.

You must submit all assignments on Canvas as typed, Word documents. I will share best practices for submissions in the first weeks of the course.

- You must add your typed, Word document as a file upload.

Public relations professionals are often bound by tight, important deadlines and missing these can damage their and their clients' credibility. Late assignments will not be accepted.

Lost files are not an acceptable excuse for late or missing work. Remember Murphy's Law. Please back up all your files; you may choose to do so on a USB flash drive, Google Drive, iCloud, Dropbox, etc.

GRADING POLICY

Your grade will be determined by performance on writing assignments throughout the semester. There will be one exam in this course and AP Style quizzes will be given throughout the semester.

Final grades will be based on the following scale:

- A 90 – 100 percent
- B 80 – 89 percent
- C 70 – 79 percent
- D 60 – 69 percent
- E 0 – 59 percent

Components of Your Final Grade

- **Writing Assignments (30 percent)** – There will be several writing assignments on which you will be graded. For select assignments, you will submit the first draft (for in-class critique and revisions) and a final draft. All assignments, including drafts, must be submitted to receive credit. Select writing assignments will be completed and due in class. These will be completed “on deadline,” simulating industry demands.
- **Exam (10 percent)** – There will be one exam. The final exam will require both multiple choice and short-form responses.
- **AP Style and Grammar Quizzes (5 percent)** – AP Style quizzes will be given throughout the semester. I will notify you of the topics with which you need to become familiar.
- **Speech and Mock Interview Presentation (10 percent)** – You will select a classmate to serve as your client's “spokesperson,” and you will write a speech for your partner to deliver. You will also develop an interview brief, including potential Q&A from media. Your partner will deliver the speech, and after, you will act as a journalist and ask him/her pressing questions. You and the person who delivers your speech will share the same grade for this assignment.
- **Media Kit Project (35 percent)** – This is your final project for the course, and as such, it is weighted heavily. You will complete several components throughout the semester. If you received a low score, this is your opportunity to revise accordingly. I'm available during office hours, one-on-one meetings and working days to answer any questions and provide guidance. A separate rubric will be provided for this project.

- Class Participation (10 percent) – Class participation will be graded via online discussions. You will have at least one discussion post per week. You must provide a meaningful response that is at least two paragraphs by Thursday of the week and at least two meaningful feedback comments to classmates by Sunday of the week. Late discussion posts will not be accepted. Incomplete discussion posts will mean less points.

How assignments will be graded

I will grade all assignments on a 100-point scale.

- A 90 – 100 percent – professional and could be published as-is
- B 80 – 89 percent – strong but needs minor revisions
- C 70 – 79 percent – errors needs major revisions
- D 60 – 69 percent – needs to be re-written
- E 0 – 59 percent – unacceptable/missed deadline

Below is a general rubric:

- Content (60 percent) – Points are awarded for clear, compelling, accurate and logically organized writing. Points are also awarded for demonstrating an understanding of the assignment.
- Creativity & Strategy (10 percent) – Points are awarded for creative, interesting and strategic work that shows you understand your client and audiences. The writing keeps the reader glued to the page.
- Grammar, Citations & AP Style (20 percent) – These are the basics, including syntax, spelling, grammar, punctuation, AP style and MLA citations.
- Submission & Presentation (10 percent) – All work must be client-ready.

The following will negatively affect your grades:

- Grammatical, spelling or typographical error – 2 points deducted
- AP Style error – 2 points deducted
- Fact error, including misspelling any proper name – 10 points deducted
- Missing citation – 10 points deducted
- Using the wrong format – 10 points deducted

Assignments that do not include citations or are submitted late will receive a 0.

OFFICE HOURS, APPOINTMENTS & EMAIL

Please schedule an appointment with me via email. I am happy to meet after class as needed and depending on availability.

I will also be available to answer questions and provide feedback via email and on Canvas. I will do my best to reply as soon as possible, but please allow up to 48 hours for a response. Please do not email me with a question about your assignment within 24 hours of the due date. If an emergency arises in which you cannot complete your assignment by the deadline, reach out to me ASAP. You may or may not receive partial or full credit.

STUDENTS WITH DISABILITIES

Students requesting classroom accommodation should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. Students should follow this procedure as early as possible in the semester.

To contact the Disability Resource Center, visit www.dso.ufl.edu/drc/ or call 352-392-8565.

ONLINE COURSE EVALUATION POLICY

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>

Important Dates:

Classes begin: August 24

Classes end: December 7

Holidays:

September 5: Labor Day

October 7: Homecoming

November 11: Veterans Day

November 23-25: Thanksgiving

Course Content and Schedule

Weeks 1 and 2- August 24-September 2

August 24- Introduction to Course

- Instructor introduction
- Course Overview
- Review syllabus and all relevant course materials
- Overview of class project and CSR

August 29- MODULE 1- Getting Organized for Writing and Persuasive Writing

- Class Lecture and Discussion: Getting Organized for Writing and Persuasive Writing
- Continue overview of class project
- Client Discussion and Corporate Social Responsibility

Read:

- Chapters 1 and 2, Wilcox, Dennis L., and Bryan H. Reber. Public Relations Writing and Media Techniques: Getting Organized for Writing and Becoming a Persuasive Writer
- Chapter 1 of Kessler, Lauren, and Duncan McDonald. When Words Collide: A Media Writer's Guide to Grammar and Style
- [Eleven Basic Rules for Using Commas](#)
- ["How to Write a PR Proposal"](#)
- [What is Corporate Social Responsibility? .\)](#)

Assignment:

- Mock Client Email (professionalism/business communications) due August 31 on Canvas
- Prepare two paragraph proposal on client selection with partner (due September 5 on Canvas)

August 31: MODULE 2- Business Communications

- Finish Class Lecture and Discussion: Getting Organized for Writing and Persuasive Writing
- Class Lecture and Discussion: Business Communications

- Client Selection

Read:

- [Improve Your Public Relations Writing with These Tips](#)
- "Public Relations Writing & Media Techniques" – pg. 232-240 ("Writing Email, Memos and Proposals" – Only the email and memorandum sections)
- [Bad Email Examples](#)

Assignment:

- Work on draft of Client Email (feedback can be sought via instructor)
- Work on two paragraph client proposal with partner

September 5: MODULE 3- Research and Planning and AP style

- Class Lecture and Discussion
- Creating your AP style basics cheat sheet
- AP Style discussion

Read (also posted on Canvas)

- [6 Steps To Decoding Your Target Audience – by Jason Demers for Forbes \(~8-min. read\)](#)
- [10 Ways to Learn About Your Target Audience – by Jason Demers for Entrepreneur \(~7-min. read\)](#)
- [PR Pros Guides to AP Style](#)
- [PR For A Purpose: Bringing Corporate Social Responsibility Back To Basics](#)
- [What is Corporate Social Responsibility?](#)

Assignments:

- Client research assignment (due September 9)
- Study for AP style/grammar quiz

September 7- MODULE 4-Word Choice and Style

- Class Lecture and Discussion
- Work on research assignment
- More CSR discussion/Analyze case studies in groups
- More work on AP Style cheat sheet
- Study Guide for Quiz

Read:

- When Words Collide – Chapter 2 – "10 Little Secrets, 10 Big Mistakes"

- When Words Collide – Chapter 3 – Parts of Speech, Part 1: The Verb is THE Word
- When Words Collide – Chapter 4 – Parts of Speech, Part 2: Completing the Picture
- [PR For A Purpose: Bringing Corporate Social Responsibility Back To Basics](#)
- [The Top CSR Initiatives of 2018](#)
- [CSR in the age of Coronavirus](#)
- [Why CSR is Essential in PR](#)
- [29 Effective Examples of Public Relations Campaigns and Tactics to Inspire Your Strategy](#)

BEFORE our Module 4 Discussion Class please complete the following. Visit the [Purdue OWL Grammar Exercise page](#)

- First complete [Purdue OWL Lab's Basic Punctuation Exercise \(Links to an external site.\)](#) and check your answers. Record your HONEST score (this is not a grade!) Then read the [guide for proper use of commas.](#)
- Then complete [Comma Exercise 2 on Purdue.](#) Record your HONEST score. We will discuss this in class. Be prepared to come to our class to honestly discuss your biggest triggers with comma and grammar.

Assignments:

- Client research assignment (due September 9)
- Study for Quiz
 - Study Guide:
 - AP Style Cheat Sheet
 - Grammar tips
- CSR plan with partner (due September 16)

September 12: MODULE 5: Message Strategy, Storytelling and Branding

- Class lecture and discussion
- Message/storytelling exercise
 - 6-word stories
 - Work on key messages with partner
- Turn in Research assignment on Canvas
- Quiz #1
- Q&A about CSR plan

Read:

- [Key message development: Building a foundation for effective communications](#) – by Debbie Wetherhead for PRSay (~4-min. read)
- [The science of what makes people care](#) – by Ann Christiano and Annie Neimand for The Stanford Social Innovation Review (~28-min. read)
- [How to Create Compelling Key Messages](#)

- [4 tips to improve key messages \(Links to an external site.\)](#)
- [Know Your Message- \(Links to an external site.\)](#) Access this video in LinkedInLearning.com (available free to all UF students) From the course: **Preparing for Successful Communication by Sam Horn**

Assignments:

- CSR plan with partner (due September 16)
- Key messages (Due September 21)

September 14: MODULE 6- Understanding the media, what's newsworthy, creating news

- Class Lecture and Discussion
- Work on/Peer review of CSR plan
- Key message Q&A
- Work on/peer review key messages

Read:

- Chapters 3 and 4, Wilcox, Dennis L., and Bryan H. Reber. Public Relations Writing and Media Techniques, Finding and Making News and Working with Journalists and Bloggers
- [The importance of empathy in media relations](#) – by Michael Smart for PRsay (~2-min. read)
- [How to uncover great story ideas](#) – by Michael Smart for PRsay (~3-min. read)
- PR in the News
- [Media Relations: Everything You Need to Know](#)
-

Assignments:

- CSR plan with partner (due September 16)
- Key messages (Due September 21)

September 19: MODULE 7- 7.1: Writing for the Media: News releases

- Class Lecture and Discussion
- News release exercise
- Begin to formulate news release with partner
- Key message peer review

Read:

- Chapter 5, Wilcox, Dennis L., and Bryan H. Reber. Writing the News Release
- [Nine Tips for Writing an Effective News Release by Chris Richardson](#)

Assignments

- Work on news release (due September 26)

September 21: Module 7 Continued: 7.1 Writing for the Media: News Releases

- Class Lecture and Discussion
- Peer review of news release
- Commonly confused words cheat sheet

Read:

- Chapter 5, Wilcox, Dennis L., and Bryan H. Reber. Writing the News Release
- [Nine Tips for Writing an Effective News Release by Chris Richardson](#)
- [Don't Get Stuck in the Past](#)
- [15 Best Press Release Examples](#)
- [Classically Bad Press Release Leaves Citi Vulnerable](#)
 - [Actual Release](#)
- “When Words Collide” – Chapter 3 – The Sentence
- “When Words Collide” – Chapter 7 – Punctuation: Graceful Movements, Confident Stops (Period, Comma, Semicolon, Colon, Dash)

Assignments

- Work on news release (due September 26)

September 26: Module 7: 7.2: Writing for the Media: Fact Sheets, FAQs & Media Advisories

- Class Lecture and Discussion
- Fact Sheets and Media Advisories
- News release due

Read:

- “Public Relations Writing & Media Techniques” – pg. 97-105 (“Preparing Fact Sheets, Advisories, Media Kits & Pitches”)
- [Differences Between News Release and Media Advisory](#)
- Check out some organizations' fact sheets here and be prepared to discuss:
 - [American Airlines](#)
 - [Starbucks](#)
 - [Coca-Cola](#)
 - [University of Florida](#)

Assignments

- Media advisory (due September 30)

September 28: Module 7: 7.3: Writing for the Media: Pitch Letters & Media Lists

- Class Lecture and Discussion
- Pitch Letter and Media List
- Media Advisory peer review

Read:

- “Public Relations Writing & Media Techniques” – pg. 105-112 (“Pitching a Story”)
- [The 7 Ds of PR outreach: Creating a media list that actually works .\)](#)– by Ashley Halberstadt for Hubspot (~5-min. read)
- [Pitch imperfect: PR’s lost art](#) (– by Peter Himler for PRWeek (~8-min. read)
- [Sorry not sorry: Cold pitching requires a new attitude](#) – by Michael Smart for PRsay (~3-min. read)
- [Top 4 Best Media Pitch Examples](#)
- [Long lead vs. short lead](#)
- [Long lead media vs. short lead media](#)

Assignments

- Media Advisory Due September 30
- Pitch Letter and Media List Due October 7

October 3: Module 7: 7.4 Writing for the Media: Speech Writing and Presentations

- Class Lecture and Discussion
- 5-minute speech assigned (due October 14)
- Work on and Peer review of Pitch Letter and Media List
- Work on 5-minute speech (time permitting)

Read:

- “Public Relations Writing & Media Techniques” – pg. 245-257 (“Giving Speeches and Presentations” – stop in the section about being a panelist)
- [6 tips for writing a persuasive speech \(on any topic\)](#) – by Adam Frankel, former senior speechwriter for President Obama, for TIME (~4-min. read)
- [PR Daily: Ten keys](#)
- [Five tips for outstanding speech writing](#)
- [10 keys to writing a speech](#) – by Jeff Schmitt for Forbes (~8-min. read)

Assignments

- Pitch Letter and Media List Due October 8
- 5-minute speech due October 14

October 5: Module 7: 7.5: Writing for the Media: Writing Opinion Pieces

- Class Lecture and Discussion
- Op/Ed Assigned
- Peer review of speech
- Quiz 2

Read:

- “Public Relations Writing & Media Techniques” – pg. 127-130 (“Writing Opinion Pieces)
- [Writing Effective Op-Eds](#)
- [Writing Op-Eds that Make a Difference](#)
- [The Seven Biggest Mistakes We Make with Op-Eds](#)

Assignments

- Media Advisory Due
- Pitch Letter and Media List Due October 7
- Op/Ed due October 12

October 10: Module 8: Preparing for Interviews: Interview Briefs & Media Trainings

- Class lecture and discussion
- Interview brief and mock interview assigned
- Work on Op/Ed /peer review

Read:

- “Public Relations Writing & Media Techniques” – pg. 258-262 (“Being a Good Panelist” and “Speaker Training and Placement”)
- [How to prepare and coach executives through media interviews](#) – by Brian Conlin for Cision

Assignments

- Pitch Letter and Media List Due October 7
- 5-minute speech due October 17
- Interview brief and mock interview due October 19

October 12: Module 8: Preparing for Interviews: Interview Briefs & Media Trainings continued

- Class lecture and discussion
- Work on speeches and interview briefs
- Peer reviews

Read/Watch:

- “Public Relations Writing & Media Techniques” – pg. 258-259 (“Speaker Training and Placement”)
- [How to prepare and coach executives through media interviews](#) – by Brian Conlin for Cision
- [Media Interview Brief Example](#)
- [Five reasons why you need media training](#)
- [Six tips to respond to tough media questions](#)
- “When Words Collide” – Chapter 8 – Clarity and Conciseness

Assignments

- Op/Ed due October 12
- 5-minute speech due October 17
- Interview brief and mock interview presentations due October 19

October 17: In class speeches

October 19: mock interview presentations

October 24: Module 9: Multimedia Assets: Photos, Captions and Infographics

- Class lecture and discussion
- Photo shot list

Read

- “Public Relations Writing & Media Techniques” – pg. pg. 132-149 (“Publicity Photos and Infographics”)
- [The Power of Pictures in PR](#)
- [10 tips for improving your photos and videos](#) – by Russell Working for PRSay (~5-min. read)
- [Why Photo Captions are Important](#)
- [The Ultimate Guide to Writing Good Instagram Photo Captions](#)
- [Creative Publicity Photos](#)
- When Words Collide: Chapter 6: Making the Case for Agreement

Assignments

- Photos and captions due October 28

October 26: Module 10: Intranets, Newsletters and Brochures and Internal communication

- Class lecture and discussion

- E-newsletter assigned
- Work on Photos and captions/ peer review
- Quiz 3

Read:

- Wilcox and Reber Chapter 12: Intranets, Newsletters and Brochures
- [5 Simple Steps to Better Internal PR](#)
- [Why Your Organization Needs an Internal Newsletter](#)
- [How to Create a Newsletter](#)

Assignments

- Photos and captions due October 28
- Enewsletter due November 4

October 31: Module 10: Intranets, Newsletters and Brochures and Internal communication continued

- Class lecture and discussion
- E-newsletter assigned
- Work on Photos and captions/ peer review

Read

Assignments

- Photos and captions due October 28
- Enewsletter due November 4

November 2: Module 11: Social Media and Public Relations Writing

- Class lecture and discussion
- Social Media Plan Assignment

Read:

- “Public Relations Writing & Media Techniques” – pg. 194-210 (“Social Media and Mobile Apps”)
- [6 ways social media changed public relations](#) – by Jim Dougherty for Cision (~8-min read)
- [How to Build Your Social Media Marketing Strategy](#) – by Brent Barnhart for Sprout Social (~15-min. read)
- [How to Create a Social Media Plan that Works-](#) Post Planner.com
- [How to Create a Social Media Branding Strategy From Scratch](#)) NeilPatel.com
- [Why Video is Exploding on Social Media in 2020](#)

Assignments

- Enewsletter November 4
- Social Media plan due November 11

November 7: Module 11: Social Media and Public Relations Writing continued

Read:

- “Public Relations Writing & Media Techniques” – pg. 194-210 (“Social Media and Mobile Apps”)
- [6 ways social media changed public relations](#) – by Jim Dougherty for Cision (~8-min read)
- [How to Build Your Social Media Marketing Strategy](#) – by Brent Barnhart for Sprout Social (~15-min. read)
- [How to Create a Social Media Plan that Works-](#) Post Planner.com
- [How to Create a Social Media Branding Strategy From Scratch](#)
- [Why Video is Exploding on Social Media in 2020](#)

Assignments

- Social Media Plan due November 11

November 9: Module 12 Social Media Influencer

- Class lecture and discussion
- Work on Social Media Plan/Peer Review: Social Media Plan
- Assign Influencer Brief

Read:

- [Situational Influence: A New Model for a New Era,](#)” by Brown and Fiorella, in *Influence Marketing*
- [Five Key Trends Shaping Influencer Marketing In 2019](#) - Forbes (~4 min read)
- [5 mistakes for brands to avoid when choosing a celebrity endorser](#) – by Janet Comenos for Adweek (~4-min read)
- [How to hire an influencer for your business](#)– by Mark Schaefer, Grow (~8-min. read)
- [How to Write an Influencer Brief that Works](#)

Assignments

- Social Media Plan due November 11

- Influencer Brief due November 18

November 11: Social Media - Working Day

- Finalize Social Media Plan
- Work on Influencer Brief/Peer Review

Read:

- “Situational Influence: A New Model for a New Era,” by Brown and Fiorella, in *Influence Marketing* (posted on Canvas)
- [Five Key Trends Shaping Influencer Marketing In 2019](#)- Forbes (~4 min read)
- [5 mistakes for brands to avoid when choosing a celebrity endorser](#) – by Janet Comenos for Adweek (~4-min read)
- [How to hire an influencer for your business](#) – by Mark Schaefer, Grow (~8-min. read)
- [How to Write an Influencer Brief that Works](#)

Assignments

- Social Media Plan due November 11
- Influencer Brief due November 18

November 16: Module 10- Writing for the Web

- Course Lecture and Discussion
- Assign Writing for the Web assignment
- Quiz 4

Read:

- “Public Relations Writing & Media Techniques”- pg. 175-192 (“Websites, Blogs and Podcasts”)
- [The Internet is changing the PR industry](#)
- [How to Write for the Web](#)
- [How People Read Online](#)
- [PR and SEO: What PR Professionals Need to Know](#)
- [Seven secrets of Professional SEO writers](#)
- <https://www.wordtracker.com/> (for SEO keywords)
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Assignments

- Writing for the web due November 30

November 21- Module 10- Writing for the Web con't

- Course Lecture and Discussion
- Web assignment

Read:

- "Public Relations Writing & Media Techniques"- pg. 175-192 ("Websites, Blogs and Podcasts")
- [The Internet is changing the PR industry](#)
- [How to Write for the Web](#)
- [How People Read Online](#)
- [PR and SEO: What PR Professionals Need to Know](#)
- [Seven secrets of Professional SEO writers](#)
- <https://www.wordtracker.com/> (for SEO keywords)

November 24- Thanksgiving Holiday

November 28- Resume Workshop/CRC Guest Speaker

Read:

- [How to Write a Resume for Public Relations](#) From Everything-PR.com
- [A Resume Refresh](#) (from MyPRSA Publications)
- [Thank you email after an interview examples](#) – by Alison Doyle for The Balance Careers (~6-min. read)

November 30- Media Kit Questions and Exam Review

December 5 EXAM

- Peer Review of web writing
- EXAM

December 7: MEDIA KIT DUE