

PUR4100: Public Relations Writing

Fall 2023

Monday, 10:40 a.m.-12:35 p.m. & Wednesday, 10:40 a.m.-12:35 p.m. ET

Instructor: Jeannie Clary

Email: jclary@ufl.edu

Phone: 727.278.8216

Credits: 4

Office Hours: By appointment via Zoom

Join Zoom Meeting

Zoom Link: <https://ufl.zoom.us/j/95247905198?pwd=bEtGWIZMSHE4OUROYWZTNXdvL3FuQT09>

Online Course Administration

e-Learning in Canvas <http://elearning.ufl.edu/> will be used to administer the course communication, materials, and grades.

Availability

Please feel free to speak with me during the semester about any questions or concerns you have. You can also reach me by email and I'll do my best to get back to you within 24 hours. If it's urgent, you may text me, but please don't text after 8 p.m.

COURSE OVERVIEW

Writing is essential to a successful career in public relations. Clients, corporate leaders, media and audiences will rely on your ability to write polished, clear communication quickly. You will need to adapt your writing style to changing environments, audiences and materials. Becoming an outstanding writer will make your PR services invaluable and help you succeed in 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.

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 will be posted online or distributed in class. 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 editing.
- **A strategic communications plan & media kit project** for a client of your choice. You will have the opportunity to imagine a new client product, service, initiative, brand or similar. 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.
 - *NOTE: Because the client will have its own existing messaging, please carefully review the Academic Honesty portion of the syllabus. It is critical to your success in this class that you're careful not to use existing messaging or content beyond the basic elements of the client's brand.*

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 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:

- Understand and apply the principles and laws of freedom of speech and press for the US;
- 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.

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 Text (also available online):

- The Associated Press Stylebook 2018 and Briefing on Media Law. The Associated Press, 2018. (ISBN: 0917360672)

Suggested Resources:

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

Useful Web Sites

[PRWeek](#)

[PProvoked](#)

[IPR Research Letter](#)

[PRNEWS](#)

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and students are expected to conduct themselves in a professional manner at all times. Carefully consider how you participate and the assignments you submit. You can use humor and demonstrate creativity; in fact, I encourage it. But just as we do with client work, always think ahead to how it will reflect on you. Use your best professional judgment.

IMPORTANT: Students are expected to arrive on time via Zoom, not leave early, and wait for the class to end before signing off. Please keep your Zoom screens on for the majority of class, unless you need to briefly leave your computer or arrange to have it off ahead of time. Please note that continually keeping your screen off is unprofessional and will negatively impact your class participation grade. In the event of an emergency, notify me at the start of class.

Discussion Demeanor: I want this class to be fun and energetic with great discussions, and we may cover sensitive topics and ones about which some students will have diverse opinions or may have strong feelings. Therefore, I expect you to be courteous and respectful to your fellow classmates. Please be polite to others while both expressing opinions and responding to them. *Any form of disrespectful behavior will not be tolerated.*

CLASS ATTENDANCE & PARTICIPATION

I believe professionals should be treated like adults because we *are* adults. The same is true of UF students. Life happens, and if anyone understands that, it's this professor! However, in your professional career, consistently missing or arriving late to or leaving early from work, meetings or client events will reflect poorly on your professionalism and commitment. As such, the same will be applied to our class via Zoom.

Class attendance is required as part of your participation grade. **Three (3) absences will be excused** before it affects your grade. Attendance will be taken every class, unless otherwise noted. If you know you will be absent (e.g., due to a religious holiday or extra-curricular/school-related activity), please notify me as early as possible to coordinate making up assignments.

Classes will begin promptly. **Any more than two (2) unexcused late arrivals will negatively impact your class participation grade. Five minutes (10:50 a.m.) will be considered "late."** Punctuality is particularly important in an online class so we can begin on time. However, if you know you will be late and notify me ahead of time so we don't wait on you, I will take it into consideration.

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>

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 attribution. You will choose a client and build messages for them throughout the semester, which will require you to examine their real-world messaging. You might be tempted to use their existing content. **RESIST THE TEMPTATION!** We will discuss in class how to create your own original messaging and content in a way that fits the client's brand but does not plagiarize.
- You must cite sources for and use quotes around anything used word-for-word from any source. This includes organizations' or companies' websites, internal documents and materials.
 - Please note that source "citations" in PR are not the same as in MLA, Chicago Style or other academic citations. We will discuss in class.
- All work submitted must be original work for this course.
- Plagiarizing another student's work or having another student complete the assignment for you is considered academic dishonesty.

Any incident of academic dishonesty will be handled in accordance with the UF Honor Code, which 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. You may review the Student Conduct & Honor Codes here: <http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>.

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 me.

Dates and assignments are subject to change but will always be done with plenty of notice, and always to your benefit. In other words, changes will give you more time to complete the work, not less. All changes will be sent through Canvas as Announcements and/or emails and will be updated in the Canvas syllabus.

- ***Everything you write for this course must be thoughtful, coherent and carefully edited.*** Misspellings, syntax and grammatical errors unacceptable, particularly for PR students – and especially for UF PR students. These errors will affect your grade considerably. AP Style guidelines should be followed for all materials.
- ***Students will submit all writing assignments as typed Word documents through Canvas.*** Because I use the "Tracked Changes" feature to show edits and offer feedback through comments as part of the grading process, I cannot accept PDFs.
- ***Assignments are due at least one hour before class on the due date listed.***

Please come to class with the assigned readings complete for each day and be prepared to discuss. On many days, the majority of class will be spent working on assignments listed.

GRADING POLICY

Obviously PUR4100 – PR Writing requires a significant amount of writing. As a PR professional still active in the field, I believe one of the best ways I can help my students hone their writing skills is through extensive editing. I provide incredibly detailed edits and feedback on every assignment. As such, grades

will often take longer to return. If your next assignment requires the feedback from the current assignment, I always move back the deadlines.

Your grade will be determined by performance on writing assignments throughout the semester and your final project. 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

FINAL GRADE COMPONENTS

- **Writing Assignments & Peer Editing (40%):** There will be several writing assignments on which you will be graded. For select assignments, you will submit a first draft (for in-class critique and revisions) and a final draft. Points will be awarded based on your understanding of the assignment, demonstration of research and planning, level of creativity, and your ability to write compelling, accurate and precise copy.
 - **Peer Editing:** Editing clients' and colleagues' writing is a major function of PR work. As such, you will have the opportunity to hone your editing skills. Peer edits will be conducted with an assigned partner, either during class in breakout rooms or outside of class. You will be expected to provide your partner with constructive feedback and suggested edits.

Your edits will be shown via the Tracked Changes feature in Word. As each writer, assignment and editing need is so different, I will not grade your edits. After all, some assignments will require very little editing, while others will need a significant amount. However, as part of your overall assignment grade, I will take into account your effort in making the edits and suggestions, as well as your ability to identify the following:

- AP Style errors
 - Passive voice errors
 - Ways to tighten sentences
 - Awkward phrasing
 - Lack of clarity, whether in phrasing or concept
 - Jargon
 - Any other areas in which the work could be stronger
- **Client Communications Audit (10%):** The first phase of any PR initiative will always include research. Although your research will help you make the best recommendations for your client or organization, it also benefits your team and clients in their decision-making. Being able to support your recommendations with strong evidence will also ensure you have client buy-in. For this assignment, you will conduct research on your chosen client and provide a clear, compelling summary of your findings and assessments, also known as a communications audit. The summary must include, but is not limited to, the following: SWOT Analysis, Communications Channels Assessment, Target Audiences Overview, Client Tone/Voice, Client Media Summary.
- **Class Participation (20%):**
 - **Discussion Leadership:** Each week, a pair of students will lead the discussion for the week. Each student will be assigned a partner and will be responsible for one week during the semester. Based on the assigned readings for the week, you will develop a class lecture and facilitate the conversation.

At a minimum, you should create a PowerPoint/Canva/etc., to lead the class. Beyond that, you can shape the lecture and discussion as you like, whether using videos, breakout rooms, writing or discussion prompts, music, etc.

- **Class Engagement:** It is important to be present and engaged in the class. However, I understand that some people are not fully comfortable with speaking up in class, particularly on Zoom. As such, there are several ways to receive full credit for class participation (If you truly do not feel you will be able to speak up via Zoom, please let me know via email during the first week of class so I know):
 - Participate in & make meaningful contributions to class discussions by speaking up or asking questions/adding comments via the Zoom chat
 - Provide valuable *constructive* criticism and editing of classmates' writing assignments
 - Send relevant or interesting items to add to the class discussion news stories, nonfiction essays, PR work
 - Email Professor Clary with suggested relevant topics for class discussion
 - Other opportunities that might arise during the semester.
- **Attendance & Punctuality:** Class attendance is required as part of your participation grade. **Three (3) absences will be excused** before it affects your grade. Attendance will be taken every class, except for those designated as working days or one-on-one meeting days. If you know you will be absent (i.e. due to a religious holiday or extra-curricular, school-related activity), please notify me as early as possible to coordinate making up assignments.

Classes will begin promptly. **Any more than two (2) unexcused late arrivals will negatively impact your class participation grade. Five minutes (10:50 a.m.) will be considered "late."** Punctuality is particularly important in an online class so we can begin on time. However, if you know you will be late and notify me ahead of time so we don't wait on you, I will take it into consideration.

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>

IMPORTANT: Students are expected to arrive on time via Zoom, not leave early, and wait for the class to end before signing off. Please keep your Zoom screens on for the majority of class, unless you need to briefly leave your computer or arrange to have it off head of time. Please note that continually keeping your screen off will negatively impact your class participation grade. In the event of an emergency, notify me at the start of class.

- **FINAL PROJECT: Strategic Communications Plan & Media Kit (30%)** – This is your final project for the course. At the beginning of the semester, we will choose a real-world client (though you do not need to receive permission from the client to use them for your project), and you will develop a strategic communications plan for the introduction/launch of a new client product, service, initiative, brand or similar. You will also have the opportunity to use your best work or revise and improve low scores on assignments from the semester to create your portfolio. The media kit will also include assignments you develop throughout the semester. Your plan will be graded on your understanding of the elements of the plan; your creativity; being able to pull all of the elements, including seemingly disparate assignments, together into one cohesive document; and the plan's presentation.
 - I'm available during class breakouts, one-on-one meetings and working days to answer any questions and provide guidance.

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 for each assignment:

- **Content, Creativity & Strategy (60 percent)** – Points are awarded for clear, compelling, accurate and logically organized writing. Points are also awarded for demonstrating an understanding of the assignment. Points are also awarded for creative, interesting and strategic work that shows you understand your client and audiences. The writing keeps the reader glued to the page.
 - Your work will also be assessed on continual improvement. Are you reviewing the edits to your work in each assignment, and applying them to new assignments? Or are you making the same mistakes continually?
- **Grammar, Attribution & AP Style (20 percent)** – These are the basics, including syntax, spelling, grammar, punctuation and AP Style.
 - **Grammatical, spelling or typographical error** – 2 points deducted for each
 - **AP Style error** – 2 points deducted for each
 - **Word choice – using filler words (“very” or “a lot”) or jargon (“utilize”)** – 2 points deducted for each
 - Do not use “very,” “a lot” or “utilize” – Very and a lot are filler. There are always stronger words you can use. “Utilize” and its various forms are jargon and are NOT interchangeable with “use.”
- **Submission & Presentation (10 percent)** – All work must be client-ready. Points are awarded for the Canvas “email” submissions (including subject line and message). The following will negatively affect your grades:
 - **Fact error, including misspelling any proper name** – 10 points deducted for each error
 - **Proper name examples:** “Amazon prime” instead of “Amazon Prime,” “Tik Tok” instead of “TikTok,” “Youtube” instead of “YouTube,” “Jeanie Cleary” instead of “Jeannie Clary”
 - **Using the wrong format** – 10 points deducted

DEADLINES AND LATE ASSIGNMENTS

Public relations professionals are often bound by tight, important deadlines, whether for media, clients or colleagues. Missing these can damage their and their clients’ credibility. Media deadlines are almost always immovable. Even if there’s a true emergency, missing a media deadline will typically result in losing the placement. Client deadlines are similar, but sometimes with slightly more flexibility, depending on the client, project, issue and how you approach it. Internal deadlines (those within your team or agency) are often more flexible, but not by much. Even internally, deadlines are set so that other people will be able to do their parts of the project. For example, if you’re tasked with delivering a media brief to your supervisor by a certain time, your deadline is set so that your supervisor will have time to review, edit and send to the client so the client has time to review, approve and prepare for their media interview.

Therefore, I take a similar approach to class assignments. **”Late” is considered anything submitted after 12:35 p.m. on the due date, unless otherwise noted.**

If for any reason, you think you will miss a deadline, even by 30 minutes. please discuss it with me in advance. This is not only out of respect, but practice for work in the PR field. If you think your assignment will be late, even by 30 minutes, please reach out and explain why. I assess late assignments on a case-by-case basis. Under legitimate extenuating circumstances, I will agree to let you schedule a makeup or turn in an assignment late. If you have otherwise handled your assignments and classwork with professionalism, but are sick, you won’t receive any points off. On the other hand, continually missed deadlines are likely to result in a zero. **Late assignments turned in without explanation will receive a zero.** 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.

CONFIDENTIALITY OF CLIENT EXAMPLES: To help you in your assignments, I will share examples of real-life client work, such as strategic plans, news releases, pitches, etc. This is proprietary information belonging to me. While I am always happy to share these examples with my students, it may not be shared outside of this class at any point during or after the semester.

TENTATIVE COURSE SCHEDULE

NOTE: The following dates and readings are tentative and subject to change. Readings listed should be read *ahead* of class in the week listed. The assignments will come from & likely be started during the week listed, but will be *due* at a later date, always noted. Many assignments will have the opportunity for peer review in class, but are not currently listed.

Week	Topic	Reading & Assignments
1	Intro to PR Writing: <ul style="list-style-type: none"> Course overview Instructor & class introduction Discussion of expectations Overview of class discussion leadership Choosing a client project 	ASSIGNMENT: <ul style="list-style-type: none"> Send an email to Prof. Clary introducing yourself and telling me which 3-5 client companies you will consider for your project. <i>See Assignments in Canvas for more details and formatting.</i>
2	Writing for Business Communications: <ul style="list-style-type: none"> Getting organized for writing AP Style 	READ for Class Week 2: <ul style="list-style-type: none"> How to Improve Your PR Writing AP Style Cheat Sheet for PR Pros "How to Write a PR Proposal" ASSIGNMENTS <ul style="list-style-type: none"> Prepare 2-3 paragraph proposal on client selection. <i>See Assignments in Canvas for more details and formatting.</i>
3	Research & Planning: Understanding your client, audience and situation	READ for Class Week 3: <ul style="list-style-type: none"> Research: The Key to PR Strategy 3 Reasons Why Research is Critical to PR Planning Decoding Your Target Audience 10 Ways to Learn About Your Target Audience ASSIGNMENT <ul style="list-style-type: none"> Client communications audit & media summary
4	Persuasive Writing: Messaging, Storytelling as a Strategy, Content Development	READ for Class Week 4: <ul style="list-style-type: none"> How to Create Compelling Key Messages Key Message Development: Building a Foundation for Effective Communications The Science of What Makes People Care ASSIGNMENTS <ul style="list-style-type: none"> Draft key messages for client
5-7	Media Relations Pt 1: Understanding, Reaching and Writing for the Media <ul style="list-style-type: none"> News Releases Pitches Feature Articles & Op-Eds Media Training Media Relations Pt. 2: Writing for & Reaching the Media <ul style="list-style-type: none"> Media Lists 	READ for Class Weeks 5-7: <ul style="list-style-type: none"> How to Uncover Great Stories Pitch Imperfect: PR's Lost Art Sorry Not Sorry: Cold-Pitching Requires a New Attitude Building a Media List That Works The Importance of Empathy in Media Relations News Release Examples On client media/interview prep: <ul style="list-style-type: none"> 10 Tips on Speaking with Media Phone interview with the press? Here's how to prepare

	<ul style="list-style-type: none"> • Fact Sheets • FAQs 	<ul style="list-style-type: none"> • Five Steps to Facilitating a Successful Media Interview • 11 PR Pros Give Their Best Tips for Media Interviews • How to Prepare for a Media Interview <p>On FAQs & Fact Sheets:</p> <ul style="list-style-type: none"> • What Is a Fact Sheet? • How to Write Fact Sheets • How to Write an FAQ Page for Media • 30 Must See FAQ Examples <p>ASSIGNMENT:</p> <ul style="list-style-type: none"> • Draft client news release and media pitch • Media training and interview with partner
8 & 9	Social Media Writing, Influencers & Social Media Plans	<p>READ</p> <ul style="list-style-type: none"> • Social Listening 101: What It Is and Why It Matters • Building Your Social Media Strategy • How to Create a Social Media Content Plan • 5 Key Trends Shaping Influencer Marketing • 5 Mistakes Brands Should Avoid When Hiring an Influencer • Different Posts for Different Platforms • How Different Generations Use Social Media(note that the age ranges listed here are slightly off in Millennials and Gen X) • What to Consider for Generation-Based Social Media Marketing • 5 Ways Social Media Makes Your PR Planning Process More Strategic <p>ASSIGNMENT:</p> <ul style="list-style-type: none"> • Draft target influencer list • Draft influencer brief for one target influencer
9	Digital Media & Multimedia Assets	<p>READ</p> <ul style="list-style-type: none"> • What is Digital PR? (a summary) • Why a Good Digital PR Strategy is So Important for a Business • How to Create Engaging, Actionable Content for Your PR Campaign • Digital PR Strategies That Can Improve Your SEO • Establishing Shot: How to Use Video as a PR Medium • 10 Tips for Improving Your Photos & Videos • Why Photo Captions are Important • The Ultimate Guide to Writing Good Instagram Captions • How Long Should Your Social Media Post Be • 4 Smart Practices for Leveraging Audio <p>ASSIGNMENT:</p> <ul style="list-style-type: none"> • Create photo shot list and corresponding captions for client
10	Message Delivery - Verbal Communications: Speech Writing,	READ

	Speech Prep, Interview Prep, Media Training, Q&As	<p>On writing a great speech:</p> <ul style="list-style-type: none"> • How Tone and Voice Shape PR Writing • How to Write a Powerful Executive Speech • 14 Tips to Make a Memorable Speech • Writing a PR Speech • 7 Tips to Preparing a Speech in a Surprisingly Short Time • 10 Keys to Writing a Speech • Writing an Effective Speech • Writing a Speech for the CEO? Here's Where to Begin • Example of a Speech Outline <p>On giving a great speech:</p> <ul style="list-style-type: none"> • 10 Tips for Improving Your Public Speaking Skills • 10 Public Speaking Tips from a PR Expert • 10 Tips for Giving a Great Speech • How to Prepare Executives for Public Speaking <p>ASSIGNMENT</p> <ul style="list-style-type: none"> • Draft 3-5-minute speech for client • Media brief for client
11	Strategic Communications Plans	<p>READ for Class:</p> <ul style="list-style-type: none"> • How to Create a PR Strategy* • The 9 Steps of Strategic PR Planning • Ineffective PR: Campaigns That Do NOT Work • PR Strategy & Tactics - An Approach to a Successful Communications Campaign • 5 Differences Between a PR Plan & a PR Campaign • 7 Must-Know PR Strategies for 2023 • Strategic PR Planning - Positioning for Success • How to Build a PR Strategy <p>ASSIGNMENT:</p> <ul style="list-style-type: none"> • FINAL PROJECT: Client Strategic Communications Plan & Media Kit (Due December 6)
12	Strategic Communications Plans (continued)	
	<p>Additional Resources</p> <p>On the different components of a strategic communications/PR plan:</p> <ul style="list-style-type: none"> • Differentiating Between Strategy & Tactics • How to Set Up a PR Measurement System (Evaluation)* <p>On tactics for a PR plan:</p> <ul style="list-style-type: none"> • 7 Basic PR Tactics That Work Brilliantly (NOTE: This is about tactics within a PR strategy, NOT the overall strategy.) <p>Examples & Case Studies:* <i>You don't need to read all of these, but examples are the best way to learn what to do (and what not to do) in PR. Please read a few. The "10 Best..." article gives a brief overview. The company-specific case studies (like Tesla's) go into more detail.</i></p> <ul style="list-style-type: none"> • Coca-Cola PR Magic: How to Stay on Top for Over 100 Years • Tesla's PR Strategy 	

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| | <ul style="list-style-type: none">• Apple PR: All You Need to Know• How PR Helped Airbnb Recover from COVID Crisis• 20 Effective Crisis Communications Plans• Top PR Campaigns of 2020-2023: What We Can Learn• PR News Case Study Archive |
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On plans within plans: *(Organizations use overall organizational PR/comms plans throughout the year. However, under that umbrella, we might develop plans for projects, and if necessary, crisis comms plans.)*

- [Crisis Communications Plan in 10 Steps](#)

UNIVERSITY POLICIES

Students Requiring Accommodations

Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor 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 in advance of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

COURSE EVALUATION

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 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 ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.aa.ufl.edu/public-results/.

ACADEMIC RESOURCES

E-learning technical support: Contact the [UF Computing Help Desk](mailto:helpdesk@ufl.edu) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the [Student Honor Code and Student Conduct Code webpage](#) for more information.

On-Line Students Complaints: View the [Distance Learning Student Complaint Process](#).

CAMPUS RESOURCES

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

University Police Department: Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

UNIVERSITY HONESTY POLICY

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (sccr.dso.ufl.edu/process/student-conduct-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA in this class.