



**University of Florida**  
**Department of Public Relations**  
**College of Journalism and Communications**  
**Public Relations Writing**  
**Fall 2024**  
**PUR 4100, Section 292B**  
**Class 16748**  
**Tuesday/Thursday Period 05-06 (11:45a.m. – 1:40 p.m.)**  
**Online 100 percent**  
**Classes: Aug. 22 – Dec. 4**  
**Instructor: Lawrence M. Clark, MBA**  
**Office hours: After class or by appointment**  
**[larry.clark@jou.ufl.edu](mailto:larry.clark@jou.ufl.edu)**  
**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.

- In this course, we will cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful public relations professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally choose to believe is your business.

## 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:

- 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.

## 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.
- 4) To help you develop content across **multiple channels and audiences**, and work effectively in this age of media convergence.

5) To foster **skills and confidence** that will differentiate you from other applicants when you pursue internships and employment.

### **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.
- Use research to find reliable sources of information.
- Develop key messages and tailor them to specific audiences to the achievement of strategic public relations objectives.
- Quickly produce clear, concise, well-organized and accurate content, building upon strong key message development.
- Effectively tailor content for multimedia platforms and communication methods.
- 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.

### **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.”

### **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.***

### **Text and 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 [www.grammarunited.com](http://www.grammarunited.com)

### **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.

**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.

## **Assignments: Deadlines**

All 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 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.

## **Assignments: Portfolio**

The final project will encompass the work of the semester:

1. Executive summary (To be written at end of semester),
2. Funding Letter to person underwriting the Communications Plan asking for money to execute the plan. (To be written at end of semester).
3. Communications Plan with:
  - a. Campaign/issues statement,
  - b. Desired Outcome/goal
  - c. Target audiences,
  - d. SWOT/situation analysis, research
  - e. Campaign outline,
    - i. objectives,
    - ii. strategies,
    - iii. tactics,
    - iv. timeline for execution of plan,
    - v. campaign budget,
    - vi. campaign evaluation,
4. Internal newsletter,
5. Podcast,
6. Speech,

7. Social media posts,

**Media kit to include:**

8. Your professional bio,

9. Organization's backgrounder

10. News releases with boilerplate included,

11. Pitches,

12. Feature article,

13. Presentation.

## **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.

## **Grading**

### **Graded Course Components**

**Participation and Professor's evaluation —10%.**

- 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 — 40%**

- Most weeks, you will complete an individual writing assignment related to the week's topic(s). Each writing assignment must be submitted by the established deadline. Your corrected version will be used for your final portfolio.

### Quizzes – 10%

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) – 40%

This will involve finalizing several individual assignments from the semester, compiling all of this work into a professional portfolio. **Final letter grades will be assigned based on your final point total at the end of the semester.**

Letter Grade	C+
100 Scale (100%)	76-79.9
A	C
92-100	72-75.9
A-	C-
90-91.9	70-71.9
B+	D+
87-89.9	66-69.9
B	D
82-86.9	60-65.9
B-	E
80-81.9	Below

### **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/>

### **Artificial Intelligence**

1. Ultimately, you are here to learn how to be a communications professional, which means you need to learn the basics of writing and creative thinking and be able to execute those skills on your own.
2. AI can be useful to help and refine, but ultimately the work needs to be your own.
  - a. If AI wrote your assignment, that is not your own work
  - b. It's best as a brainstorming tool
3. You need to be transparent when AI is used.
  - a. Each assignment will state if AI use is allowed or not, and if allowed how documentation needs to take place
4. When you use AI, use it creatively.
  - a. Be thoughtful with your prompts
  - b. Use multiple prompts
5. FACT CHECK
  - a. Do not trust anything that is created without checking anything it produce.
6. In this course you may be asked to use generative AI for some assignments. AI is commonly used in the profession, so familiarity with generative AI tools is important. However, do not let your creative thinking and editing skills lapse! When AI is allowed or encouraged in assignments, you will need to document how AI was used. This could include providing your original prompts, showing the editing that you did to the created content, or using appropriate citation of information obtained via generative AI.
- 7.
8. If you are using AI when not explicitly allowed, that is considered a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work. If unable to do so, I may ask you to resubmit the assignment detailing how you arrived at your submission.

### **Students with Disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center by providing appropriate documentation. (352-392-8565), [Click here to get started with the Disability Resource Center](#). 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>.

### **Class Privacy Issues**

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited. For resolving technical issues [visit the helpdesk website](#) or call 352-392-4357.

### **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**

8/22 Introduction to course and each other; syllabus review. PR is not journalism, BUT...

reporting vs writing for PR. Introduction to AP style.

- Writing homework: professional and personal biographies.
- Comma Rules

## **Week 2**

8/27 Importance of accurate grammar, spelling, facts. Grammar review. Planning, SWOT, SMART. Ethics.

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.

Identify a challenge facing your organization: This is your campaign statement.

## **Week 3**

9/3 **Comma Rules Test on 9/7.**

Internal Communication Assignment: Company profile (Not a rehash of your company's current profile).

## **Week 4**

9/10 SWOT analysis of your company.

## **Week 5**

9/17 Research, planning, programs, campaigns and measurement. Use the SWOT analysis of your company to draft a plan on how you would recommend facing the challenge. Use the campaign outline format in the syllabus section titled: "Assignments: Portfolio."

## **Week 6**

9/24 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.

- Reading assignment and quiz.

## **Week 7**

10/1 External communications: finding and exploiting news opportunities. Identify five topics and a key message for each topic. Identify the target audience for each message. What tactic would you use for each?

- Create boiler plate for your company.

## **Week 8**

10/8 News releases: write two, using different angles, identifying target audiences and media.

### **Week 9**

10/15 Pitching: write different pitches aimed at different media targets. Research the intended reporters and bloggers.

- AP style quiz.

### **Week 10**

10/22 Media kits: content, purpose. Write a feature article introducing your new product or service. Research publications so you target the correct one. Identify key messages.

- Reading assignment and quiz.

### **Week 11**

10/29 Writing for external social and other digital media. Write: Podcast.

### **Week 12**

11/5 Writing for internal social and other digital media. Write campaign social media posts.

### **Week 13**

11/12 Write five-minute speech persuasively supporting your campaign.

- AP style quiz.

### **Week 14**

11/19 Presentation: five slides explaining your campaign

### **Week 15: Thanksgiving Week**

11/26

### **Week 16**

12/3 Complete portfolio due. **Last day of class!**

---

## **Academic Resources**

*E-learning technical support:* Contact the [UF Computing Help Desk](#) at 352-392-4357 or via email at [helpdesk@ufl.edu](mailto: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 Health and Wellness Resources**

*U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto: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.](#)