Writing for Public Relations - PUR 4100
Section 1G76
Class Times Tuesday and Thursday, periods 8 and 9 (3 – 4:55 p.m.)
Location Weimer 1092
Instructor Amelia Bell, APR
Email abell@ufl.edu and amelia.s.bell@gmail.com
Phone 352-246-3082 - This is my cell number. Please use this number to reach me with questions or to schedule appointments. Texts are preferred.
Office Hours By appointment

Course Overview
In this course, you will master the core qualities of excellent writing for public relations. As a public relations professional, it is imperative that you learn to write well across a variety of forms and mediums, and you learn to write quickly. Reading assignments will be posted online or distributed in class, and will come from real life examples. By the end of the course, you will have a portfolio of writing samples that demonstrate your ability to not only write well, but to think strategically on behalf of a client.

Each week, we will combine lecture and discussion with class labs that will give you an opportunity to apply what you’ve learned from the discussion with hands-on experience. Ultimately, you will generate components of a strategic communications plan.

At the beginning of the course you will identify a client. The client may be an organization you have worked or volunteered with in the past, or an organization whose values or mission with which you identify. The client must be an existing organization. Most of your writing assignments will be completed on behalf of this client. 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. You will identify the core messages and audiences for that organization and translate those messages across a variety of forms of strategic communication.

In this course, we will adhere to AP style. All work is expected to be your own original work. Factual and grammatical errors will not be tolerated.

Required Course Materials

The Associated Press Stylebook and briefing on Media Law (recent edition)

Please bring a reliable flash drive to save your work on during the semester.

Course website
http://lss.at.ufl.edu
Course Objectives

- Develop key messages and tailor them to specific audiences to achieve strategic public relations objectives.
- Quickly produce clear, concise, well-organized and accurate content, building upon strong key message development.
- Effectively tailor content for multi-media platforms and communication methods.

Prerequisites
To enroll in this course, you must have received a grade of C or better in PUR 3000 (Principles of Public Relations) and JOU 3101 (Reporting).

Appointments
I am available to meet with students by appointment. Please email or text me to schedule an appointment.

Course Professionalism
This College 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. That specifically means that you will arrive on time, not speak when another student or the instructor are speaking, or use cell phones, laptops or other electronic devices.

Class Attendance Policy
Class attendance is not required, but missing class will affect your participation grade. Please do not ask me to review material that I covered when you missed class, unless you missed class due to a serious illness. Requirements for class attendance and make-up assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Academic Honesty
The work you submit for this course must be your own. It must be original work for this course. You must never use direct or paraphrased material from any source, including websites, without citing the source. You may not submit anything that you wrote for another class, or that you wrote as a volunteer or intern. You may not submit anything that was written for any purpose other than the given assignment. I will handle any incident of academic dishonesty in accordance with the UF policies that address cheating and unethical academic behavior, specifically the UF Honor Code and the Academic Honesty Guidelines. Any case of academic dishonesty will result in a failing grade for this course. I will follow University Guidelines for any offense. Anytime you complete an assignment for this course you will clearly attribute the source of your information, including information obtained from websites or internal documents. You cannot copy anything word for word, regardless of the source, without putting quotes around it and attributing the source.

For this class, we will use the MLA in-text citation method. Provide attribution within the text for any ideas, insights, or facts that are not your own. You must also list your sources in a bibliography.
Students with Disabilities
Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

Email
I am happy to answer questions via email. Please do not email me with a question about your assignment within 24 hours of the due date.

Format
Everything you write for this course must be coherent, logical and carefully edited. Misspellings, syntax and grammatical errors are unacceptable. Use page numbers in every assignment. All writing assignments should be written using AP style. All citations should be made using the MLA citation method. Please print your assignments and turn them in at the beginning of class.

Grading Policy
- Class Participation – 15 percent
- Writing Assignments – 40 percent
- Client Proposal Project – 5 percent
- Presentation – 10 percent
- Strategic Communications Plan – 30 percent

No late assignments will be accepted. Assignments may not be made up.

Grades will be based on the following scale:
A 90 – 100 – professional and could be published as-is
B 80 – 89 – needs minor revisions
C 70 – 79 – needs major revisions
D 60 – 69 – needs to be completely re-written
E 0 – 59 – fact errors/unacceptable/missed deadline
| Week 1 | Tuesday | January 7  
Course Overview and Client Selection  
Reading: pages 16 - 31  
| Thursday | January 9  
*Client Selection Due – email form to me*  
Audience analysis and resumes/cover letters  
| Week 2 | January 14  
*Audience analysis due*  
Strategic Communications Plans – Research  
Reading: Chapter 18 – 19 and handouts  
| | January 16  
*Resume/Cover Letters due*  
Strategic Communications Plans – Message Strategy / Persuasion  
Reading: handouts / Chapter 2  
| Week 3 | January 21  
*Client Proposal Due*  
Strategic Communications Plans – Planning  
Reading: Chapter 18 and handouts  
| | January 23  
Strategic Communications Plans – Implementation  
Reading: Chapter 18 and handouts  
| Week 4 | January 28  
*Message strategy due*  
Strategic Communications Plans – Evaluation  
Reading: Chapter 19 and handouts  
| | January 30  
News Media  
Readings: Chapter 3 – 5 and 10  
| Week 5 | February 4  
*Press release and media list due with pitch*  
News Media  
Readings: Chapter 3 – 5 and 10  
| | February 6  
News Media  
Reading: Chapter 6  
| Week 6 | February 11  
*Media advisory due*  
Fact Sheets and Backgrounders  
Reading: Chapter 6  
| | February 13  
*Fact sheet and Backgrounder due*  
Op-eds  
Reading: Chapter 7  
| Week 7 | February 18  
*Op-ed due*  
Web and digital media  
Reading: Chapter 12  
| | February 20  
Social media  
Reading: Chapter 12  
| Week 8 | February 25  
*Social media strategy due*  
Videos, Photographs, Graphics, Radio and TV  
Reading: Chapter 8 and 9  
| | February 27 – no class  
| Week 9 | March 4 Spring Break  
| | March 6 Spring Break  
| Week 10 | March 11  
Videos, Photographs, Graphics, Radio and TV (cont.)  
Reading: Chapter 8 and 9  
| | March 13  
*Video script due*  
Newsletters and brochures  
Reading: Chapter 13  
| Week 11 | March 18  
Presentations  
Reading: Chapter 15  
| | March 20  
Speechwriting  
Reading: Chapter 15  

| Week 12 | March 25  
|         | *Speech due*  
|         | Event timelines and budget  
|         | Reading: Chapter 17  
|         | March 27  
|         | *Event timeline and budget due*  
|         | PSAs  
|         | Reading: Chapter 9 (pages 231 – 232)  
| Week 13 | April 1  
|         | *PSA due*  
|         | Feature Writing  
|         | Reading: Chapter 7  
|         | April 3  
|         | Crisis communications  
|         | Reading: page 112 – 114 and handouts  
| Week 14 | April 1  
|         | Feature Writing  
|         | Reading: Chapter 7  
|         | April 8  
|         | Direct mail and advertising  
|         | Reading: Chapter 16  
|         | April 10  
|         | Writing – law and ethics  
|         | Reading: Chapter 11  
| Week 15 | April 15  
|         | Work Day  
|         | April 22  
|         | *Presentations on your final communications plan*  
| Week 16 | April 17  
|         | Work Day  
|         | April 24  
|         | *Presentations and Final Communications Plan Due*  

Please save files for class as firstname_lastname_projectname.