

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

Wilcox, D.L., & Reber, B.H. (2013). *Public relations writing and media techniques* (7th ed.). Boston, MA: Pearson (ISBN: 0-205-56263-9)

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

Class Discussion and Assignment Schedule

	Tuesday	Thursday
Week 1	January 7 Course Overview and Client Selection Reading: pages 16 - 31	January 9 <i>Client Selection Due – email form to me</i> Audience analysis and resumes/cover letters
Week 2	January 14 <i>Audience analysis due</i> Strategic Communications Plans – Research Reading: Chapter 18 – 19 and handouts	January 16 <i>Resume/Cover Letters due</i> Strategic Communications Plans – Message Strategy / Persuasion Reading: handouts and Chapter 2
Week 3	January 21 <i>Client Proposal Due</i> Strategic Communications Plans – Planning Reading: Chapter 18 and handouts	January 23 Strategic Communications Plans – Implementation Reading: Chapter 18 and handouts
Week 4	January 28 <i>Message strategy due</i> Strategic Communications Plans – Evaluation Reading: Chapter 19 and handouts	January 30 News Media Readings: Chapter 3 – 5 and 10
Week 5	February 4 <i>Press release and media list due with pitch</i> News Media Readings: Chapter 3 – 5 and 10	February 6 News Media Reading: Chapter 6
Week 6	February 11 <i>Media advisory due</i> Fact Sheets and Backgrounders Reading: Chapter 6	February 13 <i>Fact sheet and Backgrounder due</i> Op-eds Reading: Chapter 7
Week 7	February 18 <i>Op-ed due</i> Web and digital media Reading: Chapter 12	February 20 Social media Reading: Chapter 12
Week 8	February 25 <i>Social media strategy due</i> 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 <i>Video script due</i> Newsletters and brochures Reading: Chapter 13
Week 11	March 18 Presentations Reading: Chapter 15	March 20 Speechwriting Reading: Chapter 15

Week 12	March 25 <i>Speech due</i> Event timelines and budget Reading: Chapter 17	March 27 <i>Event timeline and budget due</i> PSAs Reading: Chapter 9 (pages 231 – 232)
Week 13	April 1 <i>PSA due</i> Feature Writing Reading: Chapter 7	April 3 Crisis communications Reading: page 112 – 114 and handouts
Week 14	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 17 Work Day
Week 16	April 22 <i>Presentations on your final communications plan</i>	April 24 <i>Presentations and Final Communications Plan Due</i>

Please save files for class as `firstname_lastname_projectname`.