

Loyola University Chicago
COMM 318/Writing for Public Relations
Spring 2017
Tuesday 7 – 9:30 p.m.
School of Communications
51 E. Pearson – Room 015
Instructor: Alix Salyers
Office Hours: **TBD** and By Appointment
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Course Description

This course will introduce students to the new frontier of writing for those seeking careers in public relations or other marketing disciplines. Center stage will be learning to write persuasively, passionately and, above all, with clarity and confidence. Prepare to become storytellers!

Course Objective

To understand how to create meaningful content and deploy that content to help drive business results for clients through owned, earned and paid media and other engagement channels.

Learning Outcomes

Learn how to write press releases, media alerts, public service announcements, op-eds, blogs, key messages, executive bios, speeches, company fact sheets, social media content and more. Equally important, learn what needs to happen before writing that first word. The formula for meaningful content = research, preparation, writing and editing. By the end of the course, students will have the confidence and strong writing samples needed to thrive during job interviews.

Required Text

Public Relations Writing and Media Techniques, 8th Edition, by Dennis L. Wilcox, Bryan H. Reber
The Associated Press Stylebook 2016, by the Associated Press. Access to Revel will not be required.

Class Requirements

Over the course of the semester, students will write press releases, executive memos, media and blog pitches and other communications collateral. Additionally, students will be required to read and give summaries on daily news coverage of local, national and international significance. Short quizzes and assignments will be used to review discussions and readings. There will be a midterm and final exam. Attendance, participation and professionalism will affect the final grade. All classroom activities are designed to prepare students for the work environment and real world professional challenges.

Grading

Students will be expected to know material covered in lectures. It will be critical to keep up with the assigned readings and on news here and around the world. Students should expect to write and edit materials before receiving a final grade. Editing is an incredibly powerful skill. Students will have opportunities to improve their work for higher grades.

Becoming a strong writer takes time, patience and the ability to take risks. Grades will depend, in part, on the progress you demonstrate during the semester.

Instructor Office Hours

TBD & by appointment

Classroom Environment

Students are expected to act in a professional manner in class. This includes showing up and on time. You must let me know ahead of time if you'll be absent. Unexcused absences will affect your final grade.

Additional Classroom Policies

- Students are responsible for all readings whether or not they are discussed in lecture.
- No late assignments will be accepted unless there are significant, extenuating circumstances. Students must communicate with me immediately if they are unable to meet a deadline.
- All written assignments must be typed, double-spaced and proofread. Errors in grammar, spelling and organization will result in a lower grade.
- Please turn off all laptops, cell phones, etc. Do not text or Tweet in class.

Academic Dishonesty Policy

Academic dishonesty can take several forms, including, but not limited to, cheating, plagiarism, copying another student's work, and submitting false documents. Cheating includes, but is not limited to, such acts as:

- Obtaining, distributing, or communicating examination materials prior to the scheduled examination without the consent of the teacher
- Providing information to another student during an examination
- Obtaining information from another student or any other person during an examination
- Using any material or equipment during an examination without consent of the instructor, or in a manner which is not authorized by the instructor
- Attempting to change answers after the examination has been submitted
- Unauthorized collaboration, or the use in whole or part of another student's work, on homework, lab reports, programming assignments, and any other course work that is completed outside of the classroom
- Falsifying medical or other documents to petition for excused absences or extensions of deadlines
- Any other action that, by omission or commission, compromises the integrity of the academic evaluation process

Plagiarism is a serious violation of the standards of academic honesty. Plagiarism is the appropriation of ideas, language, work, or intellectual property of another, either by intent or by negligence, without sufficient public acknowledgement and appropriate citation that the material is not one's own. It is true that every thought probably has been influenced to some degree by the thoughts and actions of others. Such influences can be thought of as affecting the ways we see things and express all thoughts.

Plagiarism, however, involves the taking and use of specific words and ideas of others without proper acknowledgement of the sources, and includes, but is not limited to, the following:

- Submitting as one's own material copied from a published source, such as Internet, print, CD-ROM, audio, video, etc.
- Submitting as one's own another person's unpublished work or examination material
- Allowing another or paying another to write or research a paper for one's own benefit
- Purchasing, acquiring, and using for course credit a pre-written paper

The above list is in no way intended to be exhaustive. Students should be guided by the principle that it is of utmost importance to give proper recognition to all sources. To do so is both an act of personal, professional courtesy and of intellectual honesty. Any failure to do so, whether by intent or by neglect, whether by omission or commission, is an act of plagiarism. A more detailed description of this issue can be found at <http://luc.edu/english/writing.shtml#source>. In addition, a student may not submit the same paper or other work for credit in two or more classes. This applies even if the student is enrolled in the classes during different semesters. If a student plans to submit work with similar or overlapping content for credit in two or more classes, the student should consult with all instructors prior to submission of the work to make certain that such submission will not violate this standard.

Plagiarism or any other act of academic dishonesty will result minimally in the instructor's assigning the grade of "F" for the assignment or examination. The instructor may impose a more severe sanction, including a grade of "F" in the course. All instances of academic dishonesty must be reported by the instructor to the appropriate area head and to the office of the Dean of the School of Communication.

A complete description of the School of Communication Academic Integrity Policy can be found at: <http://www.luc.edu/soc/Policy.shtml>

Assignments and Breakdown of Grade

Final Grade Scale

100-94: A
93-90: A-
89-88: B+
87-83: B
82-80: B-
79-78: C+
77-73: C
72-70: C-
69-68: D+
67-64: D
62-60: D-
59-0: F

This course consists of completing the following projects: ***Assignments may shift or change based on class progress. Any changes will be communicated in advance and adequate preparation time will be afforded.***

WRITING ASSIGNMENTS – 50% (TBD Writing Assignments)

- Topic Research and Topic Direction
- Analyzing the News: Feature v. Business News
- Analyzing Coverage: Blogger v. Journalistic Reporting
- Write a News Release
- Draft a Fact Sheet and Media Pitch
- Review an Op-Ed and Letter to the Editor
- Draft a Photo Caption and Create an Infographic
- Choose and Analyze a Blog; Draft a Blog Pitch
- Choose and Analyze a Social Media Campaign
- Choose and Analyze a Brochure or Newsletter
- Draft an Email & Persuasive Memo
- EXTRA CREDIT: Identify and Analyze a Recent Speech

CLASS PARTICIPATION & PROFESSIONALISM – 20% (TBD Class Days; TBD Participation Days/)

Assignments above will be presented by several students each week and discussed by the class

- *Attendance and timeliness will be monitored*
 - *Attendance (1.5 points)*
 - *Timeliness (1.5 points)*
 - *Notice in advance of missed class = 3 points*
 - *Class presentation or participation (5 points)*
 - *No notice of missed class = 0 points*

EXAMS – 30% (2 Exams)

- **Midterm Exam:** Multiple Choice & TF – 3/21/17; **Final Exam:** Multiple Choice, TF & Essay – 5/2/17

Schedule

Week One: 1/17

Course Overview (bring textbook and style guide)

Expectations and Outcomes

- Professional Goals
- AP Style
- Assignment formatting
- Text v. Lectures
- Semester Topics
- Attendance and Participation

Chapter 1: Getting Organized

Week Two: 1/24

Chapter 2: Becoming a Persuasive Writer

Finalize semester topics

Assignment: Topic Research and Topic Direction Due: Start of Class 1/31

Week Three: 1/31

Chapter 3: Finding and Making News

Assignment: Analyzing the News: Feature v. Business News Due: Start of Class 2/7

Week Four: 2/7

Chapter 4: Working with Journalists and Bloggers

Assignment: Analyzing Coverage: Blogger v. Journalistic Reporting Due: Start of Class 2/14

Week Five: 2/14

Chapter 5: Writing the News Release

Assignment: Write a News Release Due: Start of Class 2/21

Week Six: 2/21

Chapter 6: Preparing Fact Sheets, Advisories, Media Kits and Pitches

Assignment: Draft a Fact Sheet and Media Pitch Due: Start of Class 2/28

Week Seven: 2/28

Chapter 7: Creating Feature Content and Op-Eds

Assignment: Review an Op-Ed and Letter to the Editor Due: Start of class 3/14

Week Eight: SPRING BREAK - NO CLASS

Week Nine: 3/14

Chapter 8: Publicity Photos and Infographics

Assignment: Draft a Photo Caption and Create an Infographic Due: Start of Class 3/21

Week Ten: 3/21

Chapter 9: Radio, Television and Online Video

Midterm Exam: Multiple Choice & T/F 3/24

Week Eleven: 3/28

Chapter 10: Websites, Blogs and Podcasts

Assignment: Choose and Analyze a Blog; Draft a Blog Pitch Due: Start of Class 4/4

Week Twelve: 4/4

Chapter 11: Social Media and Mobile Apps

Assignment: Choose and Analyze a Social Media Campaign Due: Start of Class 4/11

Week Thirteen: 4/11 GOOD FRIDAY/EASTER BREAK 4/13-17

Chapter 12: Intranets, Newsletters and Brochures

Assignment: Choose and Analyze a Brochure or Newsletter Due: Start of Class 4/12

Week Fourteen: 4/18

Chapter 13: Writing Email, Memos and Proposals

Assignment: Draft a Persuasive Memo Due: Start of Class 4/25

Week Fifteen: 4/25

Chapter 14: Giving Speeches & Presentations

EXTRA CREDIT Assignment: Identify and Analyze a Recent Speech Due: Start of Class 5/2 TBD

Week Sixteen: 5/2 FINAL EXAM

Final Exam: Multiple Choice & TF Tuesday, May 2 - 7 pm