

Department: COMM

Course No.: 283W

Title: Public Relations Writing

Credits: 3

Contact: Ross Buck

WQ: W

Catalog Copy: COMM 283W. Public Relations Writing. Either semester. Three credits.
Prerequisite: COMM 282.

Philosophy and practice of good, ethical and effective public relations for advanced students. Writing projects such as press releases, media advisories, briefing packets, speech introductions, brochures, newsletters, and op- eds .

Course Information: Goals: To cultivate excellence in writing in a specialty area in the field of communication. Assignments and teaching encourage students to continuously improve their writing abilities. It is the objective in this course to exit students who will excel in public relations through fine writing, strategic creativity.

Requirements: All writing assignments are integral to the learning of public relations content. Formal instruction includes instruction on best practices, explanations of the advanced elements of public relations writing. Throughout the semester, individual students draft, write, re-craft and polish press releases that are intended for multimedia such as broadcast (e.g. TV, radio, internet) and print (e.g. major daily newspapers). Other writing assignments will be the creation of media advisories, briefing packets (a collection of propaganda), introductions to be used in various types of speeches, brochures, newsletters, and opinion-editorials targeted to gain exposure in media on behalf of a cause or organization. Students will write every week. All assignments begin with a draft. They will be submitted for instructor's assessment twice for written comments and suggestions for improvement. On the second round, the assignment receives a letter grade.

Themes: press releases that are intended for multimedia such as broadcast (e.g. TV, radio, internet) and print (e.g. major daily newspapers); media advisories, briefing packets (a collection of propaganda); introductions to be used in various types of speeches, brochures, newsletters, and opinion-editorials; media ethics, professional ethics of a public relations professional

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2. The primary modes of writing instruction will be written commentary on work, formal instruction to the class, interpersonal communication between the individual student and instructor.

3. Revisions are mandatory and are based on written comments on the drafts, individual conferences with students and oral/written instructions. Revised work should demonstrate improvement in writing.

4. The syllabus will state that students must pass the W component of the course in order to pass the class. The syllabus will inform students of the revision, editing and page length requirements.

Role of Grad Students: A faculty member with availability and a PR specialty would be instructor if possible (COMM needs more resources). Only a Ph.D student with public relations credentials would be allowed to teach the course. Grad student will participate in relevant W course training and instruction at W institute. Student will be supervised by COMM faculty member, who will direct syllabus preparation, be involved in choosing assignments described in the syllabus, attend class periodically, and check graduate student midterm and end-of semester evaluations. If not taught by grad student, course could be taught by certified public relations professional with a graduate degree and proven effectiveness in higher ed teaching. A faculty member will monitor the quality and effectiveness of the professional.