

mco 351-01

Fall 2022

F 10.50

Hybrid
CC 153

Salem
State
University

W-II

public relations writing I



Course description.

This course deals with the written expression of public relations strategies, tactics and programs. Students will explore and produce traditional written vehicles including news releases, pitch letters, reports and brochures, as well as new and emerging web-based and social media tools. Three lecture hours a week. 3 cr.

Required texts.

Bivins, T. (2013). *Public relations writing: The essentials of style and format* (8th ed.). New York: McGraw Hill.

Stukent Mimic Public
Relations Simulation

The Associated Press

Stylebook

Policies.

Communication

You can expect that I will respond to emails promptly, but please allow a 48-hour response time for all communication.

Late Assignments

I will deduct up to 5 percent per day late for all late assignments. Any work that is not made up within 20 days of

the original due date will not be accepted. No late assignments will be accepted after the last day of class.

Attendance

Students with more than 4 absences will receive a failing grade for the course.

University-excused absences (e.g., COVID-19 quarantine) must be confirmed with the appropriate university offices.

If you miss a class, in-class exercises may not be made up.

contact info

Dr. Cindy S. Vincent, Ph.D.
cindy.vincent@salemstate.edu

Office Hours: CC 144

Wednesdays 12:30 - 2 p.m.

Fridays 10 - 10:45 a.m., 1:30 - 2:15
p.m. & by appointment

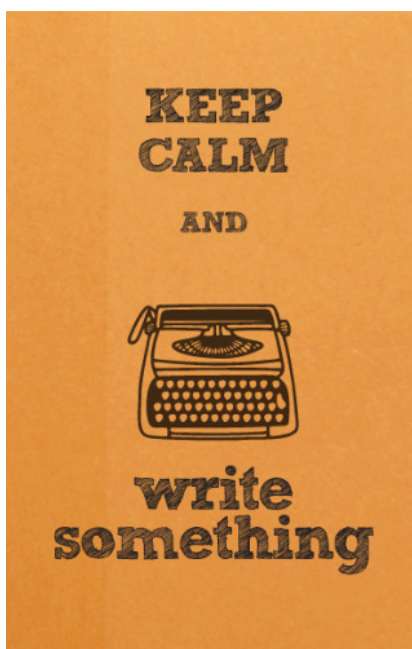
Office: (978) 542-7089

grading

Quizzes	8%
Class Exercises & Discussions	9%
Writing Reflections	8%
Stukent Simulations	20%
Term Project & Presentation	55%

Grading

Students should expect to invest 1.25 hours per week in class attendance and 7.75 hours per week of course-related work to be completed outside of class. All grade discussions will take place at least 24 hours after the grade is received. Each student is responsible for completing all course requirements and for keeping up with all that goes on in the course. Final grades will be determined by all course assignments and extra credit. The course grading rubric is available on Canvas.



Course assignments.

Writing/AP Style Quizzes

There will be four writing/AP style quizzes this semester, two in-class quizzes and two take-home quizzes via Canvas. LO2, LO5

Class Exercises & Discussions

You will participate in various class writing exercises and timed writing sessions that support course content and learning. LO1, LO2

Writing Reflections

You will engage in critical reflection of each of the genres introduced throughout the course and your writing and creation within these genres. LO4

Stukent Simulation Experiences

You will engage in virtual public relations simulations via the required Stukent software program. More details will be provided on Canvas. LO1, LO2, LO6

Term Project

Over the course of the semester, you will learn and explore

different kinds of PR writing genres, to include:

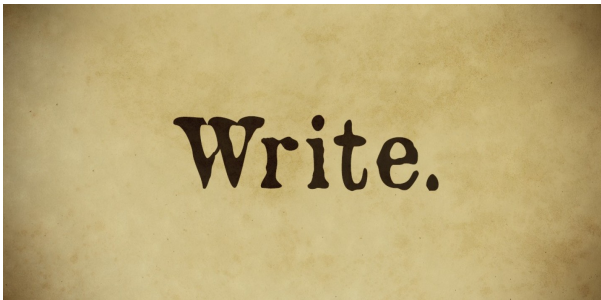
Media kit
Media list
Media advisory
Press release
Fact sheet
Feature article
Pitch letter

At the end of the semester, you will present your media kit to the class. In addition, for most of these PR genres, you will engage in the revision process to learn through feedback from your class peers and the course professor. LO1, LO2, LO3, LO6

Extra Credit

Every student has the opportunity to earn 10 extra credit points for: 1) being prepared for class, 2) being on time every class and staying the full duration of the class period, and 3) attending every class. You must meet all criteria.

There is no Final Exam.



Source: <http://hqdesktop.net>

Course goals.

G1. Build on knowledge gained in previous writing courses, specifically in terms of writing processes, writing conventions and an understanding of what writing is and does.

G2. Use writing as a tool for learning and thinking about public relations.

G3. Experience writing as a process.

Learning objectives.

LO1. Complete a survey of writing formats specific to the public relations field.

LO2. Learn to write effectively and professionally for various purposes, genres and audiences.

LO3. Receive and respond to feedback from peers and instructor during the drafting and/or revision stages of the writing process.

LO4. Reflect on writing, writing processes, and relationships between writing and learning.

LO5. Complete exams to convey competency in writing rules, formats, and genres.

LO6. Incorporate digital media technologies with traditional public relations writing strategies and techniques.

The fine print.

Academic Dishonesty Policy

Any act of academic dishonesty attempted by a Salem State University student is unacceptable and will not be tolerated. For more information, visit: <https://goo.gl/vGxy7V>

Reasonable Accommodation

Salem State University is committed to providing equal access to the educational experience for all students in compliance with Section 504 of The Rehabilitation Act and The Americans with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with the instructor immediately. Students with Disabilities who have not previously done so should provide documentation to and schedule an appointment with Disability Services and obtain appropriate services.

University Declared Critical Emergency

In the event of a University declared critical emergency, Salem State University reserves the right to alter this course plan. Students should refer to www.salemstate.edu for further information and updates. The course attendance policy stays in effect until there is a university declared critical emergency. In the event of an emergency, please refer to the alternative educational plans for this course located on Canvas. Students should review the plans and gather all required materials before an emergency is declared.

Title IX & Sexual Assault

The university recognizes that sexual misconduct and power-based violence (sexual assault, domestic violence, dating violence, stalking) is a very traumatic crime and as such it will endeavor to work with survivors to reduce fears and concerns regarding their personal safety. Any individual who believes they may have experienced sexual harassment, or any type of sexual aggression may receive important information and assistance regarding the university's policies and responsive processes. In addition, upon request, the student conduct office will make resources available regarding who can discuss the process and what it means. For a list of university resources, visit: <https://bit.ly/3lO0Oam>

COVID-19 Pandemic

Students must comply with the Covid-19 Health and Safety Protocols for the 2022-2023 Academic Year. Students should review the information found at <https://www.salemstate.edu/covid19>. Students are responsible for notifying faculty if they need to be absent due to illness or isolation. If students have concerns about their health, please contact counseling and health services at [978 542 6413](tel:9785426413) or [978 542 3240](tel:9785423240).

Fall 2022 Tentative* Course Schedule

**This schedule is subject to change*

Date	Topic	Readings & Assignments
Week 1		
9/9	Syllabus, Course Overview, Term Project, Introductions <i>Assign term project</i>	
Week 2		
	PR Writing & Process Writing	Chapter 1 Process.pdf (Canvas)
9/16	Writing: Nuts and Bolts	<i>Rules of Thumb</i> p. 3-58 (Canvas) Choose an Organization
Week 3		
	PR Research & Audiences	Chapter 3 Take Home Writing Quiz
9/23	Media Relations: Pitch Letters & Media Kits <i>Assign pitch letter, media contact list, media kit</i> <i>Writing quiz</i>	Chapter 5
Week 4		
	Mimic Round 1: Pitch creation and media contact selection	Draft Pitch Letter
9/30	Peer Review Peer review: Pitch letter	Readings on Canvas Final Pitch Letter
Week 5		
	Newsworthiness & Determining What to Write	Chapter 4
10/7	Feature Writing <i>Assign feature article</i>	SecretsofGoodWriting.pdf Media Contact List
Week 6		
	Mimic Round 2: Pitch creation	Draft Feature Article
10/14	Editing Peer review: Feature article	Editing.pdf (Canvas) Final Feature Article
Week 7		
	AP Style: A Primer Inverted Pyramid: Style & Format	<i>PR Style Guide</i> AP Style Inverted_pyramid.pdf (Canvas) Take Home AP Style Quiz
10/21	Press Releases <i>Assign press release</i>	Chapter 6

<i>AP Style quiz</i>		
Week 8		
	Mimic Round 3: Pitch creation and local media selection	Draft Press Release
10/28	Fact Sheets Peer review: Press release <i>Assign fact sheet</i>	Final Press Release
Week 9		
	Mimic Round 4: Supply chain issue response	Draft Fact Sheet
11/4	Design & Images Peer review: Fact sheet <i>Assign media advisory</i>	Chapter 7 Final Fact Sheet
Week 10		
	Mimic Round 5: External crisis management	
11/11	NO CLASS: Veteran's Day	
Week 11		
	Mimic Round 6: Acquisition and submitted messaging	Draft Media Advisory
11/18	CLASS ONLINE Controlled Publications Peer review: Media Advisory	Ch. 8 Final Media Advisory
Week 12: NO CLASS: National Day of Mourning		
11/23 – 11/25		
Week 13		
	Giving effective presentations Mimic Round 7: Positive news messaging	Chapter 10
12/2	Final Presentations	Media Kit
Week 14		
	Ethics, Copyright & the Law	Chapter 2
12/9	Final Presentations	
NO FINAL EXAM		