

2-Core

FORMAT 7

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REQUEST FOR CORE WRITING INTENSIVE DESIGNATOR

SUBMITTED BY:

Department	Journalism	College/School	College of Liberal Arts
Prepared by	Lynne Lott	Phone	907.474.6245

APPROVALS

	Date	2/15/12
Signature, Chair, Program/Department of:	Journalism	

	Date	3-19-2012
Signature, Chair, College/School Curriculum Council for:	CLA	

JRN F433W
PUBLIC RELATIONS TECHNIQUES (3 CREDITS)
FALL 2012

TIME/LOCATION : T/R 9:45 - 11:15 a.m./ Bunnell 122/126

You are expected to have mastered the basics of journalistic writing in JRN202

is strongly recommended. Proficiency in AP Style is expected.

INSTRUCTIONAL METHODS

This course includes lectures, class discussion, small group discussion, videos, practical exercises, guest speakers, individual student-professor writing

I notice that you have a particular problem in these areas, I will point it out to you and refer you to the Writing Center for tutoring. After your first assignment,

assignment, expect to lose points for improper word usage, grammar, etc.

Research

I expect a significant amount of original research for each of your case studies, strategic plans and press releases. I will clarify “significant amount” in class, but generally this means quoting from Wikipedia or boilerplate information on an organization’s website will not suffice.

D



Revision

Revising one’s work is perhaps the best habit for any working journalist. For that reason, you will be required to rewrite each of your major assignments

class the previous period on the other end of campus) please see me within the first two weeks of the semester.

Mobile Devices

You may not use your mobile phone in class for receiving or placing calls or

texts. If I observe you doing either, your phone will be banned from class for _____

prevent the completion of any further work on the project.

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12

prepared to work hard, follow through, contribute original ideas and participate generously.

GRADING:

A/B

Midterm:	20%
Five Press Releases (and rewrites)	15%
10 Case Study/Short Essay/Analysis	25%
Final Paper/Presentation	25%

EXTRA CREDIT

There will be opportunities for extra credit throughout the semester. I will

DISABILITIES

I will happily work with the Office of Disability Services to provide reasonable accommodation to students with disabilities. If you have any special needs, please make an appointment with the Office of Disability Services as soon as

possible. (208 Whitaker Building; 474-5655) After your appointment/assessment with the ODS, please see me after class or come to my office hours to discuss your accommodation needs.

JRN F433W
PUBLIC RELATIONS TECHNIQUES
FALL 2012

TENTATIVE SCHEDULE:

Week	Subject/Assignments	Due
	Introduction to Public Relations/Public Communication <ul style="list-style-type: none">• <i>Review of journalistic writing principles. importance of</i>	

	<ul style="list-style-type: none"><i>communications manager/UAF</i><i>the press conference (with live demo!)</i> <p>Reading Completed: <i>Strategic Writing</i>, pp. 95-103 Assignment(s): Press Release 1 (final), Press Conference exercise</p>	
	<p>21st Century PR</p> <ul style="list-style-type: none"><i>the impact of digital communication and the loss of "mass" audiences</i><i>Writing for Facebook, Twitter and other social media</i>	

EIGHT 10.15	Writing for Internal Audiences <ul style="list-style-type: none">• <i>Emails, memos, business letters</i>• <i>the "public" of a private corporation</i>	

	<p>Reading Completed: TBA Assignment(s): Press Release 4 draft; Case Study Response Essay</p>	
<p>TWELVE 11.12</p>	<p>Writing for Broadcast</p> <ul style="list-style-type: none"> • <i>the radio or TV psa</i> • <i>four principle vehicles for broadcast publicity</i> • <i>The “face” of a campaign or crisis</i> • <i>the VNR and other visual treatments</i> <p>Reading Completed: Strategic Writing, pp. 122-139; selections from “The World is Flat” (handout)</p>	<p>Press Release 4 draft (Tue.)</p> <p>Case Study Response</p>

	during the final exam period.	
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