

## **Strategic Public Relations Writing**

JOUR 7420 – 01 and M50 (hybrid)

Spring 2015

Wednesday – 5:30 – 8:30 p.m.

208 Meeman

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## **COURSE REQUIREMENTS**

**CATALOGUE DESCRIPTION:** Examination of strategies and forms of public relations communication, including traditional publicity, owned media, shared media, paid media and promoted media.

**PREREQUISITES:** Graduate student status

### **TEXTBOOK:**

Marsh, C., Guth, D.W., & Short, B.P. (2011). *Strategic writing: Multimedia writing for public relations, advertising and more*. Boston: Pearson.

**CLASSROOM FORMAT:** The class will include lecture, discussion, and group assignments.

**GRADING:** This course is a graduate seminar and will be a blend of lectures, class discussions, writing assignments, and group projects. Course work will be accomplished every week.

Additional course readings are on eCourseware in MyMemphis. Reference the course schedule for reading assignments in addition to the textbook chapters.

Your success in this course will depend on your willingness to read the supplemental learning materials, successfully complete assignments, participate in class discussions, and work well with a team of peers.

### **POINT VALUES:**

In-class activities	25 points each
Homework	50 points each
Implementation participation	75 points
Participation/class discussion	50 points
Crisis presentation	100 points
Final project	200 points
Team evaluation	25 points
Total	650 points

## TENTATIVE COURSE SCHEDULE

<p><b>January 21</b></p>	<p><b>Welcome to Jour7420: Strategic PR Writing!</b></p> <p>Watch the Joy Ross YouTube video</p>	<p><b>Week 1</b></p> <p>Review the syllabus, course expectations, assignment deadlines</p>
<p><b>January 28</b></p>	<p><b>Strategic Writing</b></p> <p><b>Read:</b> Section I: Strategic Writing (pp. 1-40) in textbook; and listen to Episode One, “The Alibi,” Serial podcast (NPR); The Guardian</p>	<p><b>Week 2</b></p> <p>Discuss readings</p> <p>Work on campaign – <i>who is the target public?</i></p> <p><b>In-class activity:</b> campaign planning</p> <p><b>Homework:</b> target public Due: Feb. 4 by 5 p.m. to the Dropbox on eCourseware</p>
<p><b>February 4</b></p>	<p><b>Target Publics</b></p> <p>Listen to Ted Radio Hour: Framing the Story; <b>Read:</b> Pick <b>two</b> of the following: BBC News; Chicago Magazine; Washington Post; People; The New Yorker; <b>and,</b> Reporting about People with Disabilities</p>	<p><b>Week 3</b></p> <p>Theory of framing; constructing a story frame</p> <p>Discuss readings</p> <p><b>In-class activity:</b> pitching</p> <p>Work on campaign – <i>what is our strategy?</i> (discuss research, plan strategy)</p> <p><b>Homework:</b> media strategy Due: Feb. 11 by 5 p.m. to the Dropbox on eCourseware</p>

<p><b>February 11</b></p>	<p><b>Strategic Writing in PR</b></p> <p><b>Read:</b> Section II: Strategic Writing in Public Relations (pp. 41-118) in textbook; Zoch &amp; Supa, 2014 <b>and</b> Press Release Kit (in the News Releases folder on eCourseware)</p>	<p><b>Week 4</b></p> <p>Discuss readings</p> <p>Breakout sessions: examine news releases (5 total, on eCourseware) // <b>in-class activity:</b> news release worksheet</p> <p><b>Homework:</b> news release Due: Feb. 24 by 10 p.m. to the Dropbox on eCourseware</p>
<p><b>February 18</b></p>	<p><b>The Role of Social Media</b></p> <p><b>Read:</b> HootSuite; Michaelson &amp; Stacks, 2011, Spiliotopoulous &amp; Stacks, 2014; Wright &amp; Hinson, 2014 (in the Social Media folder on eCourseware)</p>	<p><b>Week 5</b></p> <p>Discuss readings</p> <p><b>Homework:</b> social media strategy (group) Due: March 4 by 5 p.m. to the Dropbox on eCourseware</p>
<p><b>February 25</b></p>	<p><b>Social Media cont.</b></p> <p><b>Read:</b> Department of Defense [<i>skim</i>]; CDC's Social Media Guidelines; Macnamara, 2011; <b>and</b> Neilson (in the Social Media Campaigns folder on eCourseware)</p>	<p><b>Week 6</b></p> <p>Discuss readings</p> <p>Peer review of news releases</p> <p><b>Work day</b> – social media strategy (group)</p>
<p><b>March 4</b></p>	<p><b>Evaluation</b></p> <p><b>Read:</b> Section III: Strategic Writing in Advertising (pp. 119-164) in the textbook; <b>and</b>, choose <b>two</b> Ted Talks from this list of five to watch.</p>	<p><b>Week 7</b></p> <p>Discuss readings</p> <p>Peer review of social media strategies</p> <p><b>Homework:</b> collateral Due: March 17 by 10 p.m. to the Dropbox on eCourseware</p>
<p><b>March 11</b></p>	<p><b>No class</b></p>	<p><b>Spring break</b></p>

<b>March 18</b>	<p><b>Support Materials</b></p> <p><b>Read:</b> Section IV: Strategic Writing in Sales and Marketing (pp. 165-198) in the textbook; <b>and</b>, Wilson, et al., 2011, Kietzmann, et al., 2011 (in the Building Blocks folder on eCourseware)</p>	<p><b>Week 9</b></p> <p>Discuss readings</p> <p>Review students' collateral pieces; social media platforms + group managers</p> <p>Work on campaign – <i>plan timeline, months of April and May</i></p>
<b>March 25</b>	<b>No class</b>	<p><b>Week 10</b></p> <p>American Academy of Advertising (AAA) conference in Chicago</p>
<b>April 1</b>	<p><b>All Business</b></p> <p><b>Read:</b> Section V: Strategic Writing in Business Communication (pp. 199-234) in the textbook; <b>and</b>, Mangold &amp; Faulds, 2009; Papasolomou &amp; Melanthiou, 2012; Supa, 2014 (in the Business folder on eCourseware)</p>	<p><b>Week 11</b></p> <p>Discuss readings</p> <p>Work on campaign – <i>implement tactics</i></p> <p><b>Homework:</b> implementation Due: April 29 by 10 p.m. to the Dropbox on eCourseware</p>
<b>April 8</b>	<p><b>Non-profit PR</b></p> <p><b>Read:</b> Briones, et al., 2011; Curtis, et al., 2010; Lovejoy, et al., 2012; Waters, et al., 2009 (in the Non-Profit PR folder on eCourseware)</p>	<p><b>Week 12</b></p> <p>Discuss readings</p>
<b>April 15</b>	<p><b>Crisis communication</b></p> <p><b>Read:</b> Fortunato, 2011; Freberg, et al., 2013; Gonzales-Herraro &amp; Smith, 2008; Schultz, et al., 2011; Verhoeven, et al., 2014 (in the Crisis Communication folder on eCourseware)</p>	<p><b>Week 13</b></p> <p>Discuss readings</p> <p><b>In-class activity:</b> crisis scenario (group)</p>

<b>April 22</b>	<b>Presentations</b>	<b>Week 14</b> Student groups present crisis strategy  Work on campaign – <i>evaluation, future implementation</i>  <b>Final project</b> Due: May 6 by 10 p.m. to the Dropbox on eCourseware
<b>April 29</b>	<b>No class</b>	<b>Week 15</b>  <b>Work day</b> – work on final projects

### **DEPARTMENT POLICIES**

**PORTFOLIO REQUIREMENT:**

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student’s work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

**EMAIL:**

You must have your UM email account activated. If you are using another provider, such as Google, you are required to have your UM email forwarded to that account. Go to <http://iam.memphis.edu> to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the university. Personal student information, such as grades, is restricted to your UM email address.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance or habitual late arrival. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

**DEADLINES:**

All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

**ACADEMIC INTEGRITY:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or dismissal of the student from the university.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all” (Office of Legal Counsel, October 17, 2005).

**Intellectual property and copyright guidelines**

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

**Plagiarism: From UM Student Handbook:** The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

**ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with civility. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communication reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

**AP STYLE AND GRAMMAR:**

All written work should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.