Course Prefix/Number:  PUR 3100 – Fall 2015  
Course Title:  Writing for Public Relations  
Course Credit Hours:  3  

Instructor Name and Contact Information:  Rick Scott, M.A., APR, CPRC  

Office:  Building 36, Room 138  
Phone:  474-2360  
Email:  dscott1@uwf.edu  

Please note the number “1” – there are four dscott addresses at UWF.  

Although you are always free to try to reach me via telephone, the preferred means of communication is email.  I check my email periodically throughout the work day and usually on Saturday.  I do not check email on Sunday.  If I have not responded to your email within 48 hours, please send a follow-up.  

I will communicate with you via email throughout the semester.  It is your responsibility to check your email daily to avoid missing important announcements or assignments.  

Office Hours:  
Mon/Tues/Wed/Thurs:  11 a.m. – 1 p.m.  
Other times available by appointment.  

Prerequisites/Corequisites:  None, PUR3000 suggested  

Course Description:  
This course develops professional writing skills expected of beginning public relations practitioners.  It increases the student’s ability to present information in a number of formats routinely used in public relations work.  Students practice writing for different audiences and media.  Students may prepare memos; letters; news releases; communication plans; features; media kits; speeches; brochures; organizational histories, and newsletters.  

Student Learning Outcomes:  
Through assignments, projects and tests, students will demonstrate:  
1.  Their ability to express ideas clearly and concisely, accurately and logically, both orally and in writing.  
2.  Their ability to write using correct grammar, spelling and punctuation.  
3.  Their ability to use and present basic information in different formats.  
4.  Their understanding and appreciation of the responsibilities and skills required of a public relations professional.  
5.  Their understanding of “real life” problems faced by public relations professionals.
Texts:

The Associated Press Stylebook. Current edition. (You should bring this to class each day.)

Grading/Evaluation System:
Mid Term Exam 40 points
Final Exam 40 points
Writing Assignments 100 points (as indicated below)
AP Style Quizzes 20 points
Extra credit Variable, as assigned
Attendance see paragraph below
Total 200 points

General List of Assignments:
This is a general list of assignments. I will add or delete from this list as appropriate or necessary. Assignments must be typed and, where appropriate, written in accordance with the Associated Press Stylebook. Be prepared to share your writing with the rest of the class. The assignments must be turned in at the beginning of the class session in which they are due. Consider that your professional “deadline.”

- Memo/Letter 10 points (5 points each)
- News release for print (x2) 20 points (10 points each)
- News release for broadcast 10 points
- Feature article (personality profile) 20 points
- Speech (for client) 20 points
- Organizational History 20 points

Grading Procedure:
188-200 A
180-187 A-
174-179 B+
168-173 B
160-167 B-
154-159 C+
148-153 C
140-147 C-
130-139 D
129-0 F

Special Technology Utilized by Students: [Beyond baseline requirements of email and word processing.] None
Academic Conduct and Plagiarism Statement:
The Student Code of Conduct (PDF) sets forth the rules, regulations, and expected behavior of students enrolled at the University of West Florida. Violations of any rules, regulations, or behavioral expectations may result in a charge of violating the Student Code of Conduct. It is the student’s responsibility to read the Student Code of Conduct and comply with these expectations. The Academic Misconduct Policy (2009) defines various forms of academic misconduct and describes the procedures an instructor should follow when he or she suspects that a student has violated the Academic Misconduct Policy.

Student Disability Resource Center Statement:
The University of West Florida supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, such as time-limited exams, inaccessible web content, or the use of non-captioned videos and podcasts, reasonable accommodations can be arranged. Prior to receiving accommodations, you must register with the Student Disability Resource Center (SDRC). Appropriate academic accommodations will be determined based on the documented needs of the individual. For information regarding the registration process, e-mail sdrc@uwf.edu or call 850.474.2387.

If you have a medical condition that may impact on your performance in this course, or if you develop such a condition during the course, please contact me as soon as possible in order to arrange appropriate accommodations.

Attendance & Assignments:
I take attendance at the beginning of each class.

Soon, all of you (hopefully) will be entering the workforce. This policy is designed, to the extent possible, to replicate typical workplace expectations.

As a member of this class, it is your responsibility to attend and participate in each and every class session. Over the course of the semester, you are authorized one day of vacation time and two days of sick leave. You may use those days as you see fit with no attendance penalty. Remember, you will be held responsible for any work missed or any work assigned on days you are absent. As a professional, you should notify me when you take a vacation day or a sick day.

(NOTE: Absences classified as “excused” by the UWF catalog will not be counted as vacation or sick days. Those are observances of religious holidays of your faith, imposed legal responsibilities, and participation in extracurricular activities in which you are an official representative of the university).

Once you have used your vacation day and your sick days, you will be penalized 10 points for each day you are absent. Students who miss more than five days of class (including the three vacation/sick days) may not receive a passing grade for this course.
If you have vacation or sick days left over at the end of the course, you may “cash them in” for five extra credit points for each day.

I do not accept papers or classroom assignments after the due date unless you have prior approval. I do not give makeup exercises or exams without prior arrangements.

**Tardiness:**
I expect you to arrive on time for class. Accordingly, I count every three tardy arrivals to class as one unexcused absence. Tardy is defined as arriving to class after the roll is called. If you must be late to class, it is your responsibility to sign in/notify me after class so I can update the attendance roster accordingly.

**Electronic Devices:**
Electronic devices (laptops, iPads, cell phones, ear phones, music players, buzzers, beepers, whatever) are distracting to others, to me, and to the course overall. They are **not permitted to be used in this class without approval.**

The following rules apply:
- Mobile phones, laptops, and other electronic devices must be silenced and stowed during class.
- Do not peek under desks, in purses or backpacks, or anywhere else to access technology during class.
- Unless otherwise noted, any student who has an electronic device visible during any in-class graded exercise will receive a zero for that assignment.
- A 2-point penalty will be assessed each time a student is seen consulting an electronic device in class. (I will not cause further disruption to the class by calling you ou. I will just start silently deducting points from your final grade.)
  - Please understand the intent of this policy is to minimize distractions. It is not intended to prohibit valid use of necessary electronic devices. If you need to use electronic devices for note-taking, recording, or other valid use, please let me know in advance.

**Other Expectations:**
I view this syllabus as a contract between us. If I do my job and you do yours, you will achieve the learning outcomes listed on this document. If at any time you feel you are not making adequate progress toward those objectives, please let me know. In short, let’s keep the lines of communication open. Don’t wait until finals week to tell me about a problem you may be having in this course. **This course supports the Academic Learning Compact that follows for the Public Relations track, especially the portions in bold type.**

**Academic Learning Compact for Public Relations track**
**Department of Communication Arts**
Mission Statement: The public relations program prepares public relations practitioners as leaders and communicators who shape organizations while building and maintaining relationships with strategic publics.

The graduate of the UWF public relations program will be able to:

CONTENT
- Identify public relations challenges.
- Describe R-A-C-E (research, planning, communication, evaluation).
- Explain critical events in the history of the public relations profession.
- Identify career paths in public relations.

CRITICAL THINKING
- Practice R-A-C-E process to solve public relations challenges.
- Evaluate public relations case studies.
- Generate creative ideas through the development of tactical measures in support of public relations program plans.

COMMUNICATION
- Show mastery of grammar and language use rules.
- Develop engaging and effective behavior-based interview style.
- Deliver informative and persuasive presentations.
- Use information technology effectively and efficiently to conduct research.

CHARACTER/INTEGRITY/VALUES
- Distinguish ethical and unethical public relations situations.
- Describe the principles of the FPRA and PRSA Code of Ethics.
- Adhere to ethical principles in public relations practice.

PROJECT MANAGEMENT
- Develop and present public relations plans/campaigns.
- Practice effective time management strategies.
- Collaborate effectively with colleagues and clients.
- Prepare and present a professional portfolio.
Topics covered, schedule of events and assignments.

NOTES:
1. You will receive writing assignments on days marked **.
2. Due dates will be established in class on the day the assignment is given.
3. Please bring your AP Stylebook to class each day.
4. AP Style quizzes are on the dates indicated.

8-24 Welcome and Introduction
Course Objectives and Syllabus Review

8-26 PR and the Writer, Chap. 1

8-31 AP Stylebook
Discussion, Diagnostic Quiz, Assignment of AP Stylebook sections
Assignment of Speech Partners

9-02 Ethical and Legal Responsibilities, Chap. 2

9-09 Ethical and Legal Responsibilities (cont.), Chap. 2
AP Stylebook Section “A”

9-14 Persuasion, Chap. 3
AP Stylebook Section “B”

9-16 Research for the PR Writer, Chap. 4
AP Stylebook Section “C”

9-21 Writing to Clarify and Simplify, Chap. 6
Grammar, Spelling, Punctuation, Chap. 7
Exam Review

9-23 Midterm Exam (Bring your AP Stylebook)

9-28** Developing and Writing Speeches, Chap. 15

9-30** Email, Memos, Letters, Chap. 11
AP Stylebook Section “D”

10-5** Organizational History, Backgrounders and Position Papers, Chap. 4, pp. 69-74
AP Stylebook Section “E”

10-7** Speech Writing (con’t.)
First Draft Review and Revision Workshop
AP Stylebook Section “F”
10-12** Writing for Social Media and Converged Traditional Media, Chap. 8
   News Releases for Print
   AP Stylebook Section “G”

10-14** Writing for Social Media and Converged Traditional Media, Chap. 8
   News Releases for Broadcast
   AP Stylebook Section “H”

10-19  Speech Presentation
       AP Stylebook Section “I”

10-21  Speech Presentation
       AP Stylebook Section “J” and “K”

10-26  Speech Presentation
       AP Stylebook Section “L”

10-28  Speech Presentation
       AP Stylebook Section “M”

11-02  Speech Presentation
       AP Stylebook Section “N”

11-04** Feature Writing
       This will be a personality profile.
       AP Stylebook Section “O” and “P”

11-09  Campaign Planning, Chap. 5
       AP Stylebook Section “Q” and “R”

11-16  In Class Campaign Planning Exercise
       AP Stylebook Section “S”

11-18  Media Kits, Chap. 9, pp. 162-176
       AP Stylebook Section “T”

11-23  Brochures, Chap. 14
       AP Stylebook Section “U” and “V”

11-25  No Class Meeting – Happy Thanksgiving

11-30  Message Design, Chap. 12
       AP Stylebook Section “W” and “XYZ”

12-02  Course Wrap up and Exam Review

12-07  Final Exam. (Bring your AP Stylebook) Exam Begins at 2 p.m.