

# CMMN 317 • FALL 2014 WRITING FOR PUBLIC RELATIONS

LORA code # 10126

Monday/Wednesday • 3:30-4:45 p.m.

Communications/Music • computer lab 324

SCHOOL OF MASS COMMUNICATION  
LOYOLA UNIVERSITY NEW ORLEANS



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Valerie Andrews

## fall 2014 office hours

Monday 2:30-3:30; 4:45-6:30

Tuesday 2:00-3:30; 4:45-6:30

Wednesday 2:30-3:30; 4:45-6:30

Thursday 2:00-3:30

**Other times by special appointment**

**1. Read the syllabus.**

**2. Come to class, on time.**

**3. Turn things in on time, correctly.**

- Late assignments get a 50 percent reduction in points right off the top.
- Assignments are due at the beginning of class on the due date. Anything turned in after assignments are collected is late.
- Don't slide anything under my door. It will not be graded and will be considered LATE when it is resubmitted.

**4. Follow directions.**

- Each assignment has project specifications, both written and oral. Failure to follow them will result in lost points.
- Every assignment should be submitted in a 10" x 13" catalog envelope with an appropriate form. Failure to do so will result in an assignment being rejected.
- Assignments will be refused for failure to follow type requirements.
- Assignments returned as "resubmit" will be counted as late when they are resubmitted.

**5. Put away your phone.**

**6. Use your resources.**

- Blackboard comes almost 100 files that include notes, examples, information and other resources on the assignments for and the community partner for this course. Stay current. Read it daily.
- Take notes. What we discuss in class is important!
- Keep a printed copy of the PR and Communication Resources Packet handy.
- Keep your graded assignments to use while you create your final media kit.

**7. Keep up with the client.**

- Friend the client on Facebook.
- Follow the client on Twitter.
- Look for the client on other social media (e.g., YouTube, Pinterest, Instagram, Vimeo).
- Create a Google Alert for the semester's community partner.
- Email the client as needed for information, but don't wait until the last moment.

**8. Read your emails.**

- Emails are sent to remind you of upcoming events, deadlines and opportunities.
- Emails also contain notes on assignments as they are graded so you'll have information for the next assignment.

**9. Proofread. Proofread. Proofread.**

**10. Remember - your teacher is a resource.**

- Friend/follow me on Facebook (valerie.andrews.900), LinkedIn and Twitter (@VAndrewsSMC) so that I can monitor your social media assignments.
- Come by during office hours to talk about the class. It doesn't have to be specific; just chat.
- Obey the 12-12 rule.

**PR317 • FALL 2014**  
**SERVICE LEARNING: Living the Jesuit mission**

**FALL 2014 COMMUNITY PARTNER**  
**Junior Achievement of Greater New Orleans**

<http://www.jagno.org/>  
5100 Orleans Ave.  
New Orleans, La. 70124  
504-569-8655

Contact:  
Julie Hanks  
Communications/PR Manager  
504-569-8655

**ABOUT JUNIOR ACHIEVEMENT OF GREATER NEW ORLEANS**

Junior Achievement of Greater New Orleans (JAGNO) delivers a variety of educational programs in finance and economics presented to children in Kindergarten through twelfth grade. In the 2012-2013 school year, JAGNO with its many volunteers, touched the lives of more than 25,000 Southeast Louisiana students. For more information on JAGNO, visit [www.jagno.org](http://www.jagno.org), call 504-569-8650 or connect with JAGNO on Facebook and Twitter (@JAneworleans).

**MISSION**

The mission of Junior Achievement of Greater New Orleans is to inspire and prepare young people to successfully participate in our economy through workforce development, entrepreneurship and financial literacy.

**BUSINESS GOALS**

1. Increase student numbers to ensure the financial literacy of our future workforce
2. Increase financial resources to support our mission
3. Improve awareness of JA programs in schools, businesses and the general public
4. Develop a marketing plan to promote the JA brand

**STRATEGIC PLAN**

The JA Strategic Plan was developed to increase community awareness that Junior Achievement of Greater New Orleans is the only organization in southeast Louisiana providing financial literacy education in K-12 schools. The vision is to be recognized by businesses, educators and policy makers as the premier organization uniting financial literacy, workforce readiness and a basic understanding of entrepreneurship.

**COMMUNICATION NEEDS**

In 2015, Junior Achievement of Greater New Orleans will celebrate its milestone 60th anniversary. A similar 50th celebration coincided with Hurricane Katrina and efforts were cancelled. JAGNO would like to capitalize community awareness surrounding the event with our multiple audiences (businesses, donors, alumni, students & educators).

**TARGET AUDIENCE(S)**

Businesses, donors, alumni, students and educators

**SOCIAL MEDIA**

<https://www.facebook.com/jagno>  
<https://twitter.com/janeworleans>

**MAKE THE MOST OF THE SERVICE LEARNING OPPORTUNITY IN THIS CLASS.**

This is a service learning course with a real client, generally a local 501(c)(3) nonprofit organization. Clients are chosen through an RFP (request for proposal) process. Details on the organization and assignments for them will be made available in class and through **Blackboard**. Materials created during the semester will be given to the client for their use at the conclusion of the semester.

Students will be given access to contact information on the client and allowed to contact one of their key personnel during the semester for information needed for assignments. All contact with the client should be professional, ethical and related to the project.

**SERVICE LEARNING OBJECTIVE**

The service-learning objective of this course is to provide strategic communication materials to our nonprofit community partner to aid in their mission within our community.



## PR317 GENERAL COURSE INFORMATION: About Writing for Public Relations

### CATALOG DESCRIPTION

This is a lab course in writing for a variety of media in the context of public relations work including directed practice in preparing news releases, employee publication materials, copy for brochures and newsletters, and copy for television and radio.

### COURSE DESCRIPTION

This hands-on course focuses on the technical and strategic skills required for creating effective PR communications through the development of client-appropriate media and promotional materials.

### COURSE OUTCOMES

Students completing this course will have the skills to create and implement strategic messages for public relations audiences through:

- research and strategic planning of PR materials, particularly those for a strategic campaign
- creation of appropriate informative and persuasive messages for intended audiences and media
- use of media-specific formats and requirements
- client relations
- time management
- evaluation
- professional presentation skills

### COURSE VALUES & COMPETENCES

In accordance with ACEJMC accreditation values and competencies, upon completion of this course, students should be able to:

- 3 - demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications
- 4 - demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- 5 - understand concepts and apply theories in the use and presentation of images and information
- 6 - demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- 7 - think critically, creatively and independently
- 8 - conduct research and evaluate information by methods appropriate to the communications professions in which they work
- 9 - write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- 10 - critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- 12 - apply tools and technologies appropriate for the communications professions in which they work.

### COURSE TEXT

Students will use the *Public Relations Resources Packet*, available on **Blackboard**, in class each day.

Students will also need an **AP Stylebook**. Additional reading materials are posted on **Blackboard**, including exercises and examples to be used in class. Specific readings are noted on the **Calendar**.

### COURSE STRUCTURE

This is not a “take notes and tests” class. It is a working class; students will be given a real client with real projects, working toward the completion of a final media/information kit that will be given to the client at the conclusion of the semester.

Assignments and major projects are discussed in detail both in writing and orally. Out-of-class assignments will be frequent and in-depth. Students will write in class every day and will have numerous out-of-class assignments as well. Major projects are listed under **Grading Policies, Calendar** and detailed under project specifications for each assignment.

Deadlines are strictly enforced; late assignments will result in a substantial grade penalty. Deadlines are serious and frequent. Students must give all deadlines the attention they require. Requests for changes in deadlines, assignments or other scheduling are rarely granted.

It is each student’s responsibility to keep up with assignments and information missed by class absences.

### COURSE ELIGIBILITY

This course is open to any mass communication major who has fulfilled all of these requirements with a grade of C or better:

- Intro to Mass Comm A100
- Communications Writing A101
- Beginning Reporting/Journalism A250
- Public Relations A316
- Layout & Design A260
- junior/senior standing (56 hours or more)

There are no exceptions.

**Because this course is a prerequisite for other courses in the SMC curriculum, you must make a C or better in order to pass.**

## PR317 COURSE PRACTICES: Things you need to know about daily class meetings

### ASSIGNMENTS

Assignments are discussed in detail in writing and orally. Deadlines are strictly enforced; late assignments will result in a substantial grade penalty. Should you have questions about any project, assignment or classroom discussion, ask!

Information on assignments is noted in the *Calendar*, *Project Specifications*, *Grading Policies* and *Final Grade Sheets*. Deadlines are set as well. Late submissions will receive a 50 percent reduction off the top. Projects turned in after collection at the start of class are LATE, regardless of how late, even if they are submitted during the class period.

All assignments should reflect comprehension of the topic and a clear understanding of the instructions.

Specifications noted elsewhere in the syllabus or on handouts must be followed. Failure to follow directions will result in a lower grade.

I reserve the right to make changes to this syllabus and to the projects and their specifications. Changes will be made orally in class and posted on Blackboard.

### BLACKBOARD

Information on and for this course will be posted on Blackboard under this course. If you do not have access to this course on Blackboard, notify me immediately in writing via email. Include your name, Loyola email address and ID number.

Announcements will be posted regularly on Blackboard. It is your responsibility to read them regularly as well.

Resource material not available in the syllabus will be posted on Blackboard from time to time. It is your responsibility to check in periodically to stay current.

Blackboard will be used as a format for continuing the course in the event of a campus closing and/or evacuation. See *University Policies and Resources* in this syllabus.

### CELL PHONE USE

Cell phone use – including texting – is strictly forbidden in class.

### CLASSROOM ETIQUETTE

Students are expected to come to class on time, prepared. The *Calendar* details each class day's assignments, deadlines and readings.

There is NO tobacco use in class (smoking, dipping, chewing, spitting). Throw your trash away as you leave.

Keep unnecessary noise to a minimum (knuckle cracking, paper crunching, online sounds, squeaky chairs).

Disruptive behavior may result in removal from the

class. See the academic regulations ([http://bulletin.loyno.edu/2006\\_undergraduate/academic\\_regs/contents.html](http://bulletin.loyno.edu/2006_undergraduate/academic_regs/contents.html)).

### ENVELOPES FOR SUBMISSIONS

Assignments must be submitted in 10"x13" catalog envelopes with appropriate form attached. Information on assignments is noted in the *Calendar*, *Project Specifications*, *Grading Policies* and *Grade Sheets*. Do not put individual and group assignments in the same envelopes.

No assignment will be accepted without an appropriate envelope (correct size with form).

Envelopes must have a current, appropriate, completed submission form glued – not taped or stapled – to the front. (See Blackboard.) You will need at least THREE individual envelopes and one agency envelope at any time. Don't expect envelopes to be returned in the next class period.

If you are turning in a late project– any project not submitted at the beginning of class on the due date – you must either hand it to me personally or leave it in the SMC office (C/M 332) to be put in my mailbox. If you leave it in the SMC office, be sure to log it in with the secretary. **DO NOT slide any submissions under my office door.**

### OFFICE HOURS and the 12-12 rule

I am on campus 30-40 hours a week and keep regular, posted office hours. I'm available at other times by appointment.

The best way to reach me is by email. Due to unusual email names used by the loyno.edu system, be sure to include your full name and your course number in your email.

You may contact me at home, but do not call or text after midnight or before noon (12-12 rule).

I am not available for immediate communication during school holidays.

PR317 NAME \_\_\_\_\_  
FALL 2014

**You must have AT LEAST 3 ENVELOPES with you at all times this semester.**

- Print total gpa or top (DO NOT STAPLE) on top of this form to a 10" X 13" envelope.
- Fill in the DATE and NAME OF PROJECT for each submission.
- LIST MULTIPLE ASSIGNMENTS INDIVIDUALLY ON SEPARATE LINES.
- Do not write on the STAPLE tab.
- DO NOT LET SUBMISSIONS IN MARGINS OF THIS FORM.
- Write a cover sheet or label, replace it with a new form.
- Assignments in the WRONG SIZE ENVELOPE, in an ENVELOPE WITHOUT A CORRECT, COMPLETED FORM or WITHOUT AN ENVELOPE WILL NOT BE ACCEPTED FOR ANY REASON.
- PENALTIES APPLY FOR ALL LATE SUBMISSIONS.

Due	Name of Project (at each OFF project per line)	Score

**Cell phone use – including texting – is strictly forbidden in class.**

### **PARTICIPATION AND DISCUSSION**

*In the classroom, a student does not have the right to engage in conduct which is disruptive to the educational process. Such conduct (e.g., abusive language, threats, disruptive talking and laughing, violent actions, etc.) may cause removal from that class meeting and can result in removal from the course with a grade of W. A second such disruption may result in exclusion for one or two terms or dismissal from the university. ([http://bulletin.loyno.edu/2006undergraduate/academic\\_regs/contents.html](http://bulletin.loyno.edu/2006undergraduate/academic_regs/contents.html))*

### **TUTORIAL SERVICES**

The Academic Resource Center provides course-related tutoring across the curriculum. Subject areas [include] Communications. For more information, see [www.loyno.edu/arc/](http://www.loyno.edu/arc/)

### **UNIVERSITY REGULATIONS**

*[I]t is ultimately the student's responsibility to comply with the regulations and completion of requirements for his or her chosen program of study.*

**<http://academicaffairs.loyno.edu/records/knowledge-regulations>**

### **UNIVERSITY POLICY FOR STUDENTS WITH DISABILITIES**

*Loyola University is committed to ensuring equal access and reasonable accommodations for students with disabilities under Section 504 of the 1973 Rehabilitation Action and the 1990 Americans with Disabilities Act (ADA) and to providing support services which assist qualified students with disabilities in all areas of the university. Disability Services was created to ensure the careful implementation of this policy by faculty and staff and to assist students with disabilities in meeting the demands of university policy.*

**<http://2010bulletin.loyno.edu/disabilities.php>**

If you have a disability and wish to receive accommodations, please contact Sarah Mead Smith, Director of Disability Services at 504-865-2990. If you wish to receive test accommodations (e.g., extended test time), you will need to give the course instructor an official Accommodation Form from Disability Services. The Office of Disability Services is located in Marquette Hall 112.

### **UNIVERSITY POLICY ON SAFETY AND EMERGENCY PREPAREDNESS**

At times, ordinary university operations are interrupted as a result of tropical storms, hurricanes or other emergencies that require evacuation or suspension of on-campus activities. To prepare for such emergencies, all students will do the following **during the first week of classes**:

1. practice signing on for each course through Blackboard.
2. provide regular and alternative email address and phone contact information to each instructor.

In the event of an interruption to our course due to the result of an emergency requiring an evacuation or suspension of campus activities, students will:

3. pack textbooks, assignments, syllabi and any other needed materials for each course and bring during an evacuation/suspension.
4. keep up with course work during the evacuation/suspension as specified on course syllabi and online Blackboard courses.
5. complete any reading and/or writing assignments given by professors before emergency began.

Assuming a power source is available,

6. log on to university Web site within 48 hours of an evacuation/suspension.
7. monitor the main university site ([www.loyno.edu](http://www.loyno.edu)) for general information.
8. log on to each course through Blackboard or email within 48 hours of an evacuation/suspension to receive further information regarding contacting course instructors for assignments, etc.
9. complete Blackboard and/or other online assignments posted by professors. (Students are required to turn in assignments on time during the evacuation/suspension period and once the university campus has reopened.)
10. contact professors during an evacuation/suspension (or as soon as classes resume on campus) to explain any emergency circumstances that may have prevented them from completing expected work.

Further information about student responsibilities in emergencies is available on the Academic Affairs web site: <http://academicaffairs.loyno.edu/students-emergency-responsibilities>

## PR317 GRADING POLICIES: How your assignments should be submitted

### ASSIGNMENTS AND DEADLINES

Late assignments receive a 50 percent point reduction off the top.

### CHECKLISTS

Each major project has a checklist (*in this syllabus*). In addition, grade sheets are posted on Blackboard for the final project submissions. You will receive substantial notes and a numerical grade on each submission. Keep these projects with notes to help you create the best possible final project.

### GENERAL POLICIES

Each graded assignment is given a designated number of points. Final grades are determined by adding all the semester's points together. Points are not averaged or curved.

All projects have written specifications. Specifications are noted in the syllabus, as well as on the grade sheets for each project.

### PLAGIARISM

This is a writing class. What you write is important, to your grade and to your community partner's project.

Plagiarism will **not** be tolerated. Taking wording from the community partner's website or other materials, except for the mission statement, is considered plagiarism. Any student caught plagiarizing will receive a grade of ZERO on the project and will be dealt with through the proper university channels. For details, see: <http://2012bulletin.loyno.edu/graduate/plagiarism-appeals-policy>

### PRESENTATION

Assignments must be typed, double spaced, unless specifically stated otherwise, using appropriate typefaces and sizes. **See Type Use Policy.**

Most assignments must be submitted on white 20# bond, one sided. Margins should be no larger than 1" and no smaller than 1/2", unless specified otherwise.

Presentation counts. Be neat. **NEVER use plastic page protectors.** Staple multi-page assignments. NEVER USE PAPER CLIPS.

Include your name on everything.

### SUBMISSIONS

All projects and assignments must be submitted in catalog envelopes (10"x13"). Do not use bubble wrap or padded mailers. No assignment will be accepted without an appropriate envelope (correct size with form). Envelopes must have a current, appropriate, completed submission form glued or taped – never stapled – to the front. (See *Blackboard*.)

You will need **at least THREE envelopes** at any time. Envelopes aren't usually returned in the next class period. No envelope with form means no submission.

All assignments should reflect comprehension of the topic and a clear understanding of the instructions.

Specifications noted elsewhere in the syllabus or on handouts must be followed. Failure to follow directions will result in a lower grade.

If you in a late project – any project not submitted in class on the due date – you must either hand it to me personally or leave it in my mailbox in the SMC office (C/M 332). **NEVER slide submissions under my office door. They will NOT be graded.**

### TYPE USE POLICY

Body copy should generally be between 10 and 12 points in an appropriate **serif** font, depending on the assignment.

**DO NOT use any variation of sans serif type** (meaning *without feet*) **or decorative type as body copy**, as both are difficult to read in small sizes and challenge the readers, rather than assisting them in getting through the message. I will not read any assignment written in sans serif type. If you submit materials in sans serif type, I will return it ungraded. If you resubmit, it will be considered late, with appropriate penalties.

Acceptable typefaces for body copy, usually serif and Roman typefaces, include:

Garamond

Georgia

Palatino

Times

Unacceptable typefaces, which include all sans serif and most decorative typefaces, include:

Arial

Comic Sans

Futura

Helvetica

Headlines can be in any appropriate, legible typeface.

### WRITING

Grammar, spelling and punctuation must be accurate and reflect professional standards.

We follow **AP Style**, unless otherwise specified. Failure to use AP Style will result in a lower grade. AP Stylebooks are available in the bookstore. You must bring your stylebook to class every day.

**Assignments submitted in sans serif type will not be graded.**

**PR317 GRADE BREAKDOWN: How your final grade will be determined for fall 2014**

**GRADING BY ASSIGNMENT**

<b>Backgrounder</b>	100 points
<b>Biography</b>	100 points
<b>Brochure/rack card</b>	100 points
<b>Fact sheet/FAQ</b>	100 points
<b>Hometowneer</b>	100 points
<b>Media contact list</b>	100 points
<b>Media pitch letter &amp; hometowneer submission</b>	100 points
<b>Media release</b>	100 points
<b>Memo</b>	100 points
<b>PSAs</b>	
• Broadcast	100 points
• Print	100 points
<b>Readability test</b>	100 points
<b>Social media projects</b>	
• Facebook posts	2@25 points
• Tweets	2@25 points
• Blog post	100 points
<b>Miscellaneous</b>	100 points
<i>includes daily assignments, pop quizzes and other in-class projects; cannot be made up if missed</i>	
<b>FINAL PROJECT</b>	500 points
<b>TOTAL POINTS</b>	<b>2000 points</b>

**FINAL GRADE BREAKDOWN**

A	91-100%	1820-2000 points
B	81-90%	1620-1819
C	71-80%	1420-1619
D	61-70%	1220-1419
F	<61%	fewer than 1220 points

**NOTE:**

From time to time, bonus opportunities will arise. Bonus points are added to all other assignment points and tallied at the end of the semester. **BONUS ASSIGNMENTS WILL NOT BE ACCEPTED AFTER THE DEADLINE FOR ANY REASON.**

**REMEMBER:**

Some points are better than no points. Even a late submission will earn you points and allow you to get feedback that will help you improve your writing and strategic thinking for the final project. **THE LAST DAY TO SUBMIT ANY LATE PROJECT IS NOV. 24.** After that date, no late submissions will be accepted for any reason.

You will have at least two projects, graded and returned, no later than Oct. 24, the last day to withdraw.

**Late assignments – including resubmits – receive a 50 percent point reduction off the top.**



## PR317 CALENDAR: Daily topics, project specifications and deadlines for fall 2014

**ALL PROJECTS** should be appropriate to the client and to your designated audience. Examples and readings are available in the Public Relations and Communication Resources packet. **All** assignments must be submitted in a 10"x13" catalog envelope with a completed, attached form. **Late** assignments receive a **50 percent point reduction** off the top.

### AUGUST 2014

**Monday 25**

#### Introductions

**Expectations**, community partner information

#### Getting started

Creating media contact lists

DO IN CLASS:

Bio sheets

**Wednesday 27**

#### Learning to communicate professionally

Writing a memo

#### Asking the right questions

Research - seeking answers

READ ON BLACKBOARD:

Interview questions - PR Resources

BRING TO CLASS:

Interview: what you might ask a classmate; 10 questions

### SEPTEMBER 2014

**Monday 1**  
**LABOR DAY HOLIDAY**

**Wednesday 3**

**PR writing** - Combining creativity and professionalism

BRING TO CLASS COMPLETED:

- Creativity exercises sheet - (*Bb*)
- How creative are you? worksheet - (*Bb*)

DUE TODAY:

#### MEMO [100 points]

Write a "pitch letter" to me via email. Pitch an idea for a promotional tactic or event for the client. Write no more than 300 words. Be sure to follow good grammar, spelling, punctuation and AP Style.

*Checklist - memo*

#### FORMAT

- Appropriate business style
- Signed at the end with your complete name
- Follows directions given for assignment

#### WRITING

- Well written, easily understood
- Correct grammar/spelling/punctuation
- AP style

#### PR ACUITY

- Applies course information, critical thinking skills

**Monday 8**

#### Sharpening basic writing skills

Copyediting and proofreading

#### Writing for diverse and global audiences

Understanding the target audiences

Demographics, psychographics

Identifying audiences

Testing to ensure audience readability

READ ON BLACKBOARD:

- Claritas psychographics - General Resources folder
- Target audiences - Syllabus/PR Resources
- READABILITY folder

BRING TO CLASS:

- Readability testing sheet (*Bb*)
- Readability exercises sheet (*Bb*)
- Writing worksheet - **completed** (*Bb*)

**Wednesday 10**

#### COMMUNITY PARTNER MEETING

BRING TO CLASS:

Interview questions for the community partner

**EVENING:** Volunteer event at JAGNO office

**All** assignments must be submitted in a 10"x13" catalog envelope with a completed, attached form. **Late** assignments receive a **50 percent point reduction** off the top.

## SEPTEMBER 2014

### Monday 15

#### Readability applied

Testing your own copy

#### Media lists

Ensuring complete information

READ ON BLACKBOARD:

Sample media list

BRING TO CLASS:

More readability exercises - **completed** (*Bb*)

### Wednesday 17

#### backgrounders, bios, fact sheets

READ ON BLACKBOARD:

- Backgrounders, bios, fact sheets - PR Resources
- Press kits done right and wrong
- Fact sheet information - PR Resources
- CBH fact sheet - General Resources folder

BRING TO CLASS:

10 questions to answer on a fact sheet for the community partner - **completed**

### Monday 22

#### Backgrounders, bios, fact sheets

BRING TO CLASS:

10 questions to ask for a biography - **completed**

DUE TODAY:

#### READABILITY TEST [100 points]

You will be given copy on which to conduct a readability test. **Show your work.** You'll be graded on accuracy, understanding the method and the purpose of testing material.

### Wednesday 24

#### Backgrounders, bios, fact sheets

### Monday 29

#### Social media

message content, critical thinking and evaluation of messages on social media

READ ON BLACKBOARD:

SOCIAL MEDIA folder

DUE TODAY:

#### MEDIA CONTACT LIST [100 points]

Develop a media list with **at least 10 appropriate** local and national media contacts for the client. Don't choose convenient media; choose relevant ones. Know the types of media your audience uses. Include complete and correct information for each listing. Provide a variety of media, including websites and social media. Use appropriate headings ((e.g., newspaper, radio, TV) and group media accordingly. Put two columns per page to save paper.

*Checklist - media contact list*

#### INSTRUCTIONS/PRESENTATION

- At least 10 media contacts
- Well and correctly organized
- Divided by medium with headers
- Includes appropriate, current information

#### WRITING

- Correct grammar/spelling/punctuation
- AP style

#### PR ACUITY

- Relevant media
- Relevant contacts
- Applies course information, critical thinking skills

#### CONTENTS

- name of medium
- location
- phone
- social media
- URL (website)
- contact person's name and title
- contact's email
- submission deadline
- submission requirements (format)

DO IN CLASS:

#### FACEBOOK POST #1 [25 points]

#### TWEET #1 [25 points]

Create a status update on your Facebook page and a post on your Twitter account. Write about the class project, forward info from the client or write about the client's mission. BE SURE that I am your Facebook friend and that we follow each other on Twitter

*Checklist for Facebook post and Tweet on next page*

All assignments must be submitted in a 10"x13" catalog envelope with a completed, attached form.  
Late assignments receive a **50 percent point reduction** off the top.

## SEPTEMBER 2014

*Checklist - Facebook post #1/Tweet #1*

WRITING

- Well written, easily understood
- Correct grammar/spelling/punctuation
- AP style

PR ACUITY/INSTRUCTIONS

- Client's name spelled/abbreviated correctly
- Identification and promotion of client
- Sufficient and accurate information on client
- Appropriate for medium
- Appropriate for client
- Appropriate for target audience
- Applies course information, critical thinking skills

## OCTOBER 2014

### Wednesday 1

#### Media releases and advisories

READ ON BLACKBOARD:  
MEDIA RELEASES folder

BRING TO CLASS:  
Media release checklist (*Bb*)

DUE TODAY:

**BACKGROUNDER** [100 points]

Write a backgrounder – a narrative organizational résumé – on the client. Include history, achievements and key personnel. This is NOT a feature story. Do not include quotes! It should be double spaced on the first version, single spaced on the final version.

*Checklist - backgrounder*

FORMAT

- Correct format and organization
  - Correct header
- CONTENTS
- Accurate, relevant, current, complete information
  - Organizational history
  - Correct, complete contact information
  - Key dates, personnel, facts
  - Not written like a feature story
  - Contains no quotes or non-factual information
  - Logical order



WRITING

- Well written, easily understood
- Avoids subjective language
- Correct grammar/spelling/punctuation
- AP style

PR ACUITY

- Client's name spelled/abbreviated correctly
- Identification and promotion of client
- Sufficient and accurate information on client
- Appropriate for client
- Appropriate for target audience
- Applies course information, critical thinking skills

### Monday 6

#### Media releases and advisories

BRING TO CLASS:

Media release on the community partner (*any topic*)

### Wednesday 8

#### Media releases and advisories

**LAB DAY: assignments TBD**

DUE TODAY:

**FACT SHEET/FAQ SHEET** [100 points]

Create a fact sheet or FAQ (frequently asked questions) sheet on the client. Format correctly; keep it to one page. It's the company's résumé. Include a minimum of 6 sub-heads. This assignment is always single spaced, with a double space between sections.

*Checklist - fact sheet*

FORMAT

- Correct format and organization
- Correct header
- Information aligned properly

CONTENTS

- Accurate, relevant, current information
- Sufficient information on the organization
- Subheads/questions appropriate for client, material
- Correct, complete contact information
- Key dates, personnel, facts
- Logical order

WRITING

- Well written, easily understood
- Avoids subjective language
- Correct grammar/spelling/punctuation
- AP style

PR ACUITY

- Client's name spelled/abbreviated correctly
- Identification and promotion of client
- Sufficient and accurate information on client
- Appropriate for client
- Appropriate for target audience
- Applies course information, critical thinking skills

**All assignments must be submitted in a 10"x13" catalog envelope with a completed, attached form.**  
**Late assignments receive a 50 percent point reduction off the top.**

## OCTOBER 2014

**Monday 13**  
**FALL BREAK HOLIDAY**

**Wednesday 15**

IN CLASS:

Writing a boilerplate

**Monday 20**  
**Media releases and Hometowners**

DUE TODAY:

**BLOG POST** [100 points]

Post an original blog entry – at least 300 words – on Blackboard (TOOLS/BLOGS/Blog Assignment). The post must be relevant to the client or class. It should be well thought out, current and unique (e.g., specific activities of the client, political/financial/legal issues relating to the client's mission, notes about competitors). This can be written in first person.

*Checklist - blog post*

WRITING

- Well written, easily understood
- Correct grammar/spelling/punctuation
- AP style

PR ACUITY

- Client's name spelled/abbreviated correctly
- Identification and promotion of client
- Sufficient and accurate information on client
- Appropriate for medium
- Appropriate for client
- Appropriate for target audience
- Applies course information, critical thinking skills

**Wednesday 22**  
**Media releases and Hometowners**

**Monday 27**  
**Media pitch letters**

READ ON BLACKBOARD:

Sample pitch letter - PR Resources

DUE TODAY:

**BIOGRAPHY** [100 points]

Write a one-page biography of one of the client's key personnel. This is NOT a feature story. It is a narrative version of their résumé. It should be double spaced on the first version, single spaced on the final version.

*Checklist - biography*

FORMAT

- Correct format and organization
- Correct header

CONTENTS

- Accurate, relevant, current information
- Tells a complete story
- Sufficient information on the person
- Relates person to organization
- Key dates
- Not written like a feature story
- Contains no quotes or non-factual information
- Logical order

WRITING

- Well written, easily understood
- Avoids subjective language
- Correct grammar/spelling/punctuation
- AP style

PR ACUITY

- Client's name spelled/abbreviated correctly
- Identification and promotion of client
- Sufficient and accurate information on client
- Appropriate for client
- Appropriate for target audience
- Applies course information, critical thinking skills

**Wednesday 29**  
**Invitations**

READ ON BLACKBOARD:

10 Ps of event planning

## NOVEMBER 2014

**Monday 3**  
**REMINDER: Networking Night at Loyola is Tuesday, Nov. 4 in Studio A.**

**Brochures, rack cards, door hangers**

BRING TO CLASS:

sample brochure or rack card

READ ON BLACKBOARD:

BROCHURES & NEWSLETTERS folder

All assignments must be submitted in a 10"x13" catalog envelope with a completed, attached form.  
Late assignments receive a **50 percent point reduction** off the top.

## NOVEMBER 2014

### Wednesday 5 Social media revisited (see Sept. 29)

DO IN CLASS:

**FACEBOOK POST #2** [25 points]

**TWEET #2** [25 points]

Create a status update on your Facebook page and a post on your Twitter account. Write about the class project, forward info from the client or write about the client's mission. Copy each and submit on paper.  
(See Monday, Sept. 29 for checklist.)

DUE TODAY:

**HOMETOWNER** [100 points]

Write a media release about your work for the client. It should be for submission to your hometown newspaper. (Additional information will be given on required submissions and possible bonus opportunities for publication of your hometowner.) Promote the client, as well as yourself; **you** are the news hook. Include information about the class project; promote Loyola and the SMC too! Include a client boilerplate you've written. Hometowners are always double spaced. **Include a COMPLETED media release checklist.**

*Checklist - hometowner*

**FORMAT**

- Contact name for release with complete contact info
- Release date and FOR IMMEDIATE RELEASE
- Includes SPECIAL TO if appropriate
- Correct format, regardless of medium
- Double spaced
- Generally 1-2 (traditional) pages
- - 30 - or ### at the end

**HEADLINE**

- Grabs attention
- Includes a verb
- Includes client name
- Doesn't have punctuation at the end

**LEAD PARAGRAPH**

- News-style lead
- Includes the Ws
- One sentence only

**CONTENTS**

- Tells a tight, complete, appropriate story
- Has news value (some type of news hook)
- Not overloaded with details
- Publishable without editing
- Presented in correct, logical order
- Relevant quote from credible source; source's full name, title

**PR ACUITY**

- Isn't an ad disguised as a news story
- Appropriate for chosen media audience

- General info on client relevant to event/activity
  - Sufficient overall information about client
  - Internal contact; person's title (unless stated elsewhere)
  - Boilerplate statement
  - Applies course information, critical thinking skills
- WRITING**
- Well written, easily understood
  - Avoids subjective language
  - Doesn't talk directly to readers
  - Correct grammar/spelling/punctuation
- AP STYLE**
- RELEASE CHECKLIST**
- Included
  - Completed correctly

### Friday 7

**Jagno Soiree** honoring **Steve Gleason, Brett Patton, Robert Fogarty** and others

### Monday 10

**Brochures, rack cards, door hangers**

\*\* Registration for Spring 2015 begins today

BRING TO CLASS:

10 facts about the client

READ ON BLACKBOARD:

- brochure grid
- brochure set up notes

### Wednesday 12

**Brochures, rack cards, door hangers**

DUE TODAY:

**MEDIA RELEASE** [100 points]

Write a release about a newsworthy/promotional event or news concerning the client. We will discuss appropriate topics for the release in class. Format correctly. **Include a completed media release checklist.** (See hometowner assignment, due Wednesday, Nov. 5, for grading specifications/grade sheet.)

**All assignments must be submitted in a 10"x13" catalog envelope with a completed, attached form.**  
**Late assignments receive a 50 percent point reduction off the top.**

## NOVEMBER 2014

### Monday 17

**REMINDER: Last day to turn in ANY late submissions (with appropriate late penalty) - no late submissions accepted after today**

Brochures, rack cards, door hangers

### Wednesday 19

Public Service Announcements (PSAs)

BRING TO CLASS:

5 statistics related to the community partner

READ ON BLACKBOARD:

PSA examples

### Monday 24

Print PSAs

DUE TODAY:

**MEDIA PITCH LETTER and HOMETOWNER SUBMISSION** [100 points]

Write a media pitch letter to a specific person at your hometown newspaper (or wherever you intend to submit your hometown) pitching your hometown as a possible feature. The pitch should be individualized to the medium you're pitching. Show you chose them for a specific reason. Do not regurgitate the hometown, but make sure you give the recipient a reason to read the hometown and publish it. Be sure to include your rationale for writing the hometown – local person doing good work. **SUBMIT VIA EMAIL** and cc me on the submission. This assignment will not be submitted on paper. (Additional points will be awarded if your submission is published before the end of the semester.)

*Checklist - media pitch letter*

**FORMAT**

- Addressed it to a specific, appropriate person with title
- Appropriate format for email
- Included attached hometown

**CONTENTS**

- Sufficient, accurate, relevant, current information
- Logical order
- Identifies reason why you chose them for pitch
- Shows evidence of organizational research
- Identifies the *pitch*; says what you want them to do
- Says why it will help them
- Identifies action you will take
- Concludes with appropriate contact notation, timeline

**WRITING**

- Well written, easily understood
- Correct grammar/spelling/punctuation
- AP style
- PR ACUITY**
- Shows why this is a special pitch, not just a regurgitated media release
- Client's name spelled/abbreviated correctly
- Identification and promotion of client
- Sufficient and accurate information on client
- Appropriate for client
- Applies course information, critical thinking skills

### Wednesday 26

**THANKSGIVING HOLIDAY**

*December dailies posted on next page*

**All assignments must be submitted in a 10"x13" catalog envelope with a completed, attached form. Late assignments receive a 50 percent point reduction off the top.**

# DECEMBER 2014

## Monday 1

Broadcast PSAs

DUE TODAY:

### **BROCHURE/RACK CARD/DOOR HANGER**

[100 points]

Develop a brochure/rack card/door hanger for the client. Create a theme to build your copy and visuals around. (This theme may ultimately become the theme of your entire media kit.) Design is a key factor in this assignment; it must be submitted in an appropriate format and size.

*Sizes:*

- BROCHURE can be formatted in a variety of styles and can be any size, as long as it is based on a standard letter size (8.5"x11") piece of paper. The size you choose should be appropriate to the contents.
- RACK CARD should be 22 x 51 picas, or approximately 1/3 of a letter size piece of paper.
- DOOR HANGER can be either 3.5" x 8.5" and 4.125" x 11" with 2" allotted at the top for the die cut (hole).

*Checklist - brochure/rack card/door hanger*

**THEME/DESIGN**

- Incorporates theme/concept/central idea throughout in copy, visuals
- Correct size, format, organization
- Appropriate design; design complements content
- Theme and format used consistently throughout
- Sufficient content to merit design size

**CONTENTS**

- Accurate, relevant, current, complete information
- Contact information
- Key dates, facts, personnel
- Logical order
- Sufficient information on the organization
- Tells a complete story

**WRITING**

- Well written, easily understood
- Written in first person
- Correct grammar/spelling/punctuation
- AP style

**PR ACUITY**

- Client's name spelled/abbreviated correctly
- Identification and promotion of client
- Sufficient and accurate information on client
- Appropriate for medium
- Appropriate for client
- Appropriate for target audience
- Applies course information, critical thinking skills

## Wednesday 3

Creating appropriate auxiliary materials

DUE TODAY:

### **PSAs - PRINT and BROADCAST**

[100 points each]

Create one print and one broadcast PSA for local media related to the client. Use appropriate formats. The print PSA should measure 5"x5". The broadcast PSA can be either :15 or :30 and must include word count. The emphasis on all PSAs must be on service, while promoting the client without reading/sounding like advertising.

*Checklist - print PSA*

**DESIGN**

- Correct size, design style for medium
- Graphics reinforce message

**CONTENTS**

- Emphasizes "service" aspect
- Don't read like an ad
- Includes accurate, relevant, current information
- Provides sufficient information
- Includes contact information/location
- Presents information in logical order
- Cites sources on any quoted statistics
- Ties client in to service/information

**WRITING**

- Well written, easily understood
- Correct grammar/spelling/punctuation
- AP style

**PR ACUITY**

- Client's name spelled/abbreviated correctly
- Identification and promotion of client
- Sufficient and accurate information on client
- Appropriate for client
- Appropriate for target audience
- Applies course information, critical thinking skills

*Checklist for broadcast PSAs on next page*

**All** assignments must be submitted in a 10"x13" catalog envelope with a completed, attached form.  
**Late** assignments receive a **50 percent point reduction** off the top.

## DECEMBER 2014

### Wednesday 3 continued

#### *Checklist - broadcast PSA*

##### FORMAT (10)

- Correct format and organization for medium
- Stays within appropriate word count for length
- Includes length of spot and word count

##### CONTENT (15)

- Emphasizes “service” aspect
- Don’t read like an ad
- Includes accurate, relevant, current information
- Provides sufficient information
- Includes contact information/location
- Presents information in logical order
- Cites sources on any quoted statistics
- Ties client in to service/information
- Avoids numbers, if possible; spells numbers, if used
- Correctly cites Web sites, if used
- Correctly notates proper nouns, compound words

##### WRITING

- Well written, easily understood
- Correct writing style for format

##### PR ACUITY

- Client’s name spelled/abbreviated correctly
- Identification and promotion of client
- Sufficient and accurate information on client
- Appropriate for client
- Appropriate for target audience
- Applies course information, critical thinking skills

### Monday 8

#### LAST DAY OF CLASS

#### Final project due at 5:00 p.m.

Your final “exam” is your final media kit, created from materials you’ve developed over the course of the semester and additional materials that you may determine are appropriate for your project. *See specifications under Final Project Specifications.*

\* **NOTE:** This syllabus is subject to change. Major deadlines and assignment specification changes will be posted to Blackboard in writing.

**All** assignments must be submitted in a 10”x13” catalog envelope with a completed, attached form.  
**Late** assignments receive a **50 percent point reduction** off the top.



**FINAL MEDIA KIT**

Using materials you've developed this semester, create a final media kit for our client. It must include several required elements, listed below. You also have to choose from the "Other Options" section.

Read **ALL** the specifications and follow the directions to ensure you cover all categories.

All materials will need to be published (except where inappropriate) on a "letterhead"-style header that generally includes the client's name and critical information (e.g., address, phone, fax, web) and a contact person.

**SUBMISSION**

Submit **two** copies of your final media kit. One is mine to grade; one is for the client. Mark my copy with a Post-it®. Some designated elements aren't included in the client's copy. [Consider making a third copy for your portfolio. You will NOT get your media kits back.]

You will also need to include a standard 10"x13" catalog envelope with the form (included below) and bearing your name. This form is a checklist; check off each item as you include it in your submissions. Be sure to sign it. **DO NOT** include the checklist or catalog envelope with the client's copy. (You may collect the envelope with the grade sheets for each element in your final media kit after the next semester begins.)

Your submission will be in "packaging" appropriate to the theme of your media kit. Most students use presentation packets (large folders with interior pockets); some use boxes in various designs. You can use whatever works to present your materials in a professional, appropriate style.

Be creative, professional, appropriate for the client. "Craftsy" ideas must be able to withstand repeated handling. Avoid pieces that might fall off.

**GRADING**

**This project is worth 250 points.** Projects will be graded and prorated using the grade sheets posted on Blackboard. The point values of each element in the final project are listed on the Final Project Grade Sheet (*attached*).

**A. REQUIRED ELEMENT: PACKAGING****A-1. Presentation folder/package**

Presentation is important; it's the client's first impression of your work. Don't start with shoddy workmanship or a design that's too "cute" to be taken seriously.

All pieces should include the theme/concept you created for this campaign. Include appropriate contact information (name, address, phone, e-mail, Web site, etc.) and any tagline or slogan you develop.

If you have special instructions regarding use of any piece, note it in the client pitch letter or with the piece.

**DO NOT** use a 3-ring binder unless it is very relevant to your theme. Do not use plastic page protectors for any reason. Do not use those divider pages with half-pockets.

**A-2. Labeled CD**

Submit one CD in **each** kit containing all the pieces of the media kit; the CD should be in some type of **case** (paper or plastic). Mark the CD with **your name and the client's name**, preferably in black Sharpie **ON** the actual CD. Include two versions of each file: a "live" file in its original software (e.g., Word, InDesign, Photoshop) that can be edited and a PDF of the final version that could be immediately uploaded to the Web site.

**A-3. Final Project Checklist**

Include a copy of the Final Project Checklist (*attached*) in my copy of the media kit; check off all of the materials you're including in your kits.

**A-4. Final Project Grade Sheet**

Include a copy of the Final Project Grade Sheet (*attached*) in your catalog envelope.

**A-5. Readability test**

Make two **separate** copies of a piece from your media kit that you'll be testing [*my copy of the media kit only*]. On Copy 1: perform a readability test. Highlight the area selected; show your work.

On Copy 2: do nothing; staple to copy 1 (so I can do the test).

Show all your work. **MAKE SURE** that the material you write (for this and all aspects of your media kit) are appropriate for the target audience.

Make sure you also include a copy in the "regular" part of the media kit.

**B. REQUIRED ELEMENTS: MATERIALS****B-1. Client Letter**

Pitch your idea to the client as though you were trying to get the client to "hire" you to do their PR. Explain key elements of your strategic and creative executions. This also functions as an instruction manual; be as detailed as necessary. Follow business letter protocol (date, inside address, proper salutation, etc.).

Be sure to include:

- explanation of concept/ theme and your rationale for choosing it
- target audience and key message(s)
- why/when/how each piece can be used; include a brief timeline
- how materials can be used electronically

Sign it with your name and email address.

**Do not label.**

*[final project specs continued on next page]*

**B-2. Brochure/Rack card/Door hanger**

Follow usual project specifications. Include distribution information in the client pitch letter.

**Do not label.**

**B-3. Media Release**

Follow usual project specifications. Create a media release on some aspect of your campaign, an event or new program. Be sure to include a media release checklist [*my copy of the media kit only*].

**Do not label. Do not staple checklist to release.**

**B-4. Fact sheet/FAQ**

Follow usual project specifications.

**Label as FACT SHEET or FAQ.**

**B-5. Media contact list**

Follow usual project specifications.

**Label as MEDIA CONTACT LIST.**

**B-6. PSA - Broadcast****B-7. PSA - Print**

Follow usual project specifications. Create one of each type. These can be combined on a single sheet of paper. You can do either a :15 or a :30 broadcast PSA. You can make a video PSA; you will need to actually produce it.

**Label as PSAs.**

**B-8. Social Media**

Create a list of at least 10 Facebook posts, Tweets or a combination of the two. Follow the limitations of the platform; use correct hashtags, links, Twitter handles and other citations.

**Label as**

**SOCIAL MEDIA RECOMMENDATIONS.**

**C. OTHER OPTIONS**

Select **ONE** project from the list below. The project should be labeled appropriately, except as noted. You may NOT submit more than one option for a grade, but you can include additional pieces in the client's copy.

**C-1. Biography**

Follow usual project specifications. Single space this version.

**C-2. Backgrounder**

Follow usual project specifications. Single space this version.

**C-3. PSA-Print #2****C-4. PSA-Broadcast #2**

Create an additional print and/or broadcast PSA. It/they should tie in with your other PSAs.

**Label as PSA #2.**

**C-5. Other (your selection)**

You can choose a piece that is not listed here but that is relevant to the client, message, theme and overall media kit. (*NOTE: It would be a good idea to run it by me first.*)

*Previous "other" projects have included:*

**Bumper Sticker**

- 10"x3" or 4"x4" (cut to appropriate size)
- under 10 words

**Do not label.**

**Bookmark**

- 2.75"x8.5" (cut to appropriate size)
- two sided

**Do not label.**

**Invitation**

- any size (made in appropriate size)
- must include organizational invitation
- must include all the Ws

**Do not label.**

**Magnet**

- 3"x3" up to 5"x5" or an oval no larger than 6" (cut to appropriate size)

**Do not label.**

Name \_\_\_\_\_

**PRINT OUT THIS CHECKLIST.** Glue/tape (no staples) to a 10"x13" catalog envelope, with the appropriate items checked (*in my copy of the media kit only*). DO NOT include a copy of this checklist in the client's copy of the media kit.

**A. REQUIRED ELEMENT: PACKAGING**

- A-1. Presentation folder/packaging
- A-2. Labeled CD in case for each kit
- A-3. Final Project Checklist (*this sheet*)
- A-4. Final Project Grade Sheet (*in envelope*)
- A-5. Readability test + extra copy (*in envelope; teacher copy only*)

**B. REQUIRED ELEMENTS: MATERIALS**

- B-1. Client Letter
- B-2. Brochure/Rack card/Door hanger
- B-3. Media Release (*with media release checklist - teacher copy only*)
- B-4. Fact sheet/FAQ
- B-5. Media contact list
- B-6. PSA - Broadcast
- B-7. PSA - Print
- B-8. Social Media

**C. OTHER OPTIONS: CHOOSE TWO**

- C-1. Biography
- C-2. Backgrounder
- C-3. PSA-Print #2
- C-4. PSA-Broadcast #2
- C-5. Other (*your selection*)

description \_\_\_\_\_

I have carefully checked my materials and indicated each item I've included in my media kit, as checked off above. All materials meet written and oral specifications. I understand that failure to include all materials and/or to follow instructions will result in a reduction in my grade.

Signature \_\_\_\_\_

Name \_\_\_\_\_ Grade \_\_\_\_\_ out of 500 total points

**A. REQUIRED ELEMENTS: PACKAGING**

THEME \_\_\_\_\_ out of 25 points

PRESENTATION \_\_\_\_\_ out of 25 points

CDs &amp; two submissions \_\_\_\_\_ out of 25 points

Readability Test \_\_\_\_\_ out of 25 points

**B. REQUIRED ELEMENTS: MATERIALS****All items required** **Client Letter** \_\_\_\_\_ out of 40 points **Brochure/Rack Card/  
Door Hanger** \_\_\_\_\_ out of 40 points **Media Release** \_\_\_\_\_ out of 40 points **Fact Sheet/FAQ** \_\_\_\_\_ out of 40 points **Media Contact List** \_\_\_\_\_ out of 40 points **PSA - Broadcast** \_\_\_\_\_ out of 40 points **PSA - Print** \_\_\_\_\_ out of 40 points **Social Media** \_\_\_\_\_ out of 40 points**C. OTHER OPTIONS: CHOOSE TWO** **Biography** \_\_\_\_\_ out of 40 points **Backgrounder** \_\_\_\_\_ out of 40 points **PSA-Print #2** \_\_\_\_\_ out of 40 points **PSA-Broadcast #2** \_\_\_\_\_ out of 40 points **Other (s)** \_\_\_\_\_ out of 40 points*description* \_\_\_\_\_*description* \_\_\_\_\_

COMMENTS:

This grade sheet will be available for pickup in January 2015.