



COURSE OUTLINE

COURSE NUMBER:	DPS 16095 1901
COURSE NAME:	Writing for Public Relations I
COURSE PRE-REQUISITE(S):	Effective Written Communication (DPS 15119)
INSTRUCTOR:	Holli Moncrieff
INSTRUCTOR CONTACT:	moncrieffh@nexus.uwinnipeg.ca
DATES AND TIME:	November 1 – December 6, 2019 6 Fridays 9:00 a.m. – 4:00 p.m.
EXAMINATION DATES:	No Examinations

Authorized equipment for all exams will be pens, pencils, and eraser. Unauthorized equipment or material will include all electronic devices, including cell phones and written course material. Your instructors may authorize additional material or equipment for this course.

Photo ID will be required for all PACE exams.

TECHNOLOGY REQUIREMENTS:	Laptop required and Wordpress.com Account
REQUIRED READINGS:	1. Wilcox, D.L. (2012). Public relations writing and media techniques. (7th ed.). Pearson.

Consult the bookstore [website link](#) for the most recent textbook edition

PRE-COURSE READING:	see lecture schedule
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NEXUS:

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus; if not, materials, if applicable, are available in class.

COURSE DESCRIPTION:

Whether writing from a corporate, digital, or technical communications perspective, public relations writing influences how people think, act, and react to a message and the organization it represents.

Writing for Public Relations I is the first in a three-part series of courses related to integrated communications. This course exposes students to the basics of clear, concise writing for a variety of business communication applications, with an emphasis on the role of the public relations professional. Students will learn to identify audiences, write from a receiver-based standpoint and be introduced to media relations and publicity campaigns. Classes will consist of lectures, class participation, in-class writing exercises, group discussion and guest speakers.

LEARNING OUTCOMES:

On completion of this course, students will:

- Demonstrate proficiency in public relations writing;
- Understand how different situations necessitate alternate approaches in PR messaging;
- Identify the targeted audience and adapt the PR message to the audience;
- Apply a variety of tools and techniques to increase readability, reach, and impact;
- Evaluate various writing styles and strategize language use to achieve the desired outcome;
- Understand all the components of a comprehensive media kit and develop individual collaterals such as media releases, fact sheets, and public service announcements (PSA).

DISCLAIMER:

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

LECTURE SCHEDULE:

SCHEDULE DATES	LECTURE TOPICS	REQUIRED READINGS
Nov 1	<ul style="list-style-type: none">• Introductions• Deadlines in the World of the Media and PR• Market Research Methods• Intro to the marketing research industry• Introduction To PR Writing• Types of PR Communication	

	<ul style="list-style-type: none"> • Communication Mediums • The Art of Persuasion • The Importance of Good Spelling and Grammar • Keys to Creating Compelling Content • The Purpose of Internal Versus External Communication • Communications Planning • Writing for a Specific Audience • The Importance of Research to Issues Management • The RACE Formula and Alternative Approaches to the Public Relations Process • Writing A Compelling “About Me” Page • Defining Your Personal Brand • Creating the Wow Factor - Sell Yourself! • Using Appropriate Photography and Images as Expressions of your Brand 	
Nov 8	<ul style="list-style-type: none"> • Structuring The Story • Introduction to Canadian Press Style Requirements • Finding And Making News • What Makes a Story Newsworthy • The media release 	

	<ul style="list-style-type: none"> • <i>In-Class Assignment: (Group Activity) Find examples of strong media releases on the web and as a group, critique the common elements that make these strong. Must be in class to complete this assignment.</i> 	
Nov 15	<ul style="list-style-type: none"> • Blog Assignment • What Makes A Good Blog? • Writing the Media Kit • Fact Sheets & Backgrounders • <i>In-Class Assignment: (Group Activity) Pick one media release you reviewed in week 2. Create a fact sheet to accompany this release.</i> 	
Nov 22	<ul style="list-style-type: none"> • Audience Identification and Analysis • Demographics, Psychographics, Usage Patterns • Content Consumption • Writing For Social Media • The Power of Digital Communities • Blogging For Business • Content Curation versus Creation 	
Nov 29	<ul style="list-style-type: none"> • Media Advisory • Pitch letters • Crisis Communications • PR Ethics 	

Dec 6	<ul style="list-style-type: none"> • How to reach the media • Evaluating success 	
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Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

VOLUNTARY WITHDRAWAL:

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student's responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

METHOD OF EVALUATION:

VALUE	ITEM OF WORK	DUE DATE
15%	Components of a Media Kit: Elements of a Media Release In-Class Group Assignment	Nov 8, 2019
15%	Components of a Media Kit: Media Release #1	Nov 15, 2019
15%	Components of a Media Kit: Fact Sheet In-Class Group Assignment	Nov 15, 2019
25%	Components of a Media Kit: Backgrounder Sheets	Nov 22, 2019
25%	Media Release #2 Including pitch email and digital content (video, image files, etc.)	Nov 29, 2019
5%	Participation	Ongoing

All applicable assignments must be typed, as well as formatted and referenced according to APA 6th Edition specifications. See the policy on the UWINNIPEG Academic Writing Standards.

MINIMUM GRADE:

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

PARTICIPATION GRADE RUBRIC:

GRADE	CHARACTERISTICS / DESCRIPTION
1	Displays most or many of the following: Does not participate in class discussion. Does not ask questions. Does not listen when others speak or interrupts discussion. Is distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations etc.). Is almost never prepared. Misses all or nearly all classes, is late for all, or nearly all, start of the class, or is late returning from breaks.
3	Displays most or many of the following: Is present, but responds minimally when asked directly. Is adequately prepared for class, but does not analyze or provide interpretation. Rarely asks questions, and does not always listen when others speak; is sometimes distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations, etc.). Is often absent or often late for the start of the class or returning to class after break
5	Displays all or nearly all of the following: Very well prepared – read materials and relates it to other materials (readings, course material, discussions, experiences, etc.). Evaluates and analyzes material, and offers new and insightful approaches. Significantly contributes to discussion – listens to classmates and provides further analysis to maintain discussion. Very active discussion. Attends every class, is never late for the start of class or returning from break. Is always, or nearly always, attentive to class discussions and the instructor, never uses cell phone, computer or engages in sidebar conversation.

RESEARCH POLICY:

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

POLICY FOR LATE ASSIGNMENTS:

- All assignments will be given a due date.
- Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.
- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.

ACADEMIC MISCONDUCT:

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

UWINNIPEG RESPECTFUL LEARNING POLICY:

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect.

ACADEMIC ACCOMMODATIONS:

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

UWPACE GRADING SYSTEM:

Letter Graded	Percentage	GPA	<u>Pass/Fail</u>
A+	96-100	4.50	P Pass
A	91-95	4.00	F Fail
A-	83-90	3.75	<u>Non-Graded</u>
B+	75-82	3.50	CP Certificate of Participation (75% Attendance)
B	70-74	3.00	NC No Certificate of Participation
C+	66-69	2.50	<u>Special Designations</u>
C	57-65	2.00	I Incomplete
D	50-56	1.00	TC Transfer Credit
F	<50	0.00	S Standing

DISCLAIMER:

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.