COURSE OUTLINE

COURSE NUMBER:	**DPS 16150 1901**
COURSE NAME:	**Writing for Public Relations II**
COURSE PRE-REQUISITE(S):	**Writing for Public Relations I**
INSTRUCTOR:	**Holli Moncrieff**
INSTRUCTOR CONTACT:	moncrieff-h@nexus.uwinnipeg.ca
DATES AND TIME:	**December 13, 2019 – February 21, 2020** **6 Fri, 9:00 a.m. – 4:00 p.m.**
EXAMINATION DATES:	**No Examination**

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**
REQUIRED READINGS:	**Public Relations Writing and Media Techniques, (paperback), 7th Edition, Pearson, Dennis L. Wilcox**

Consult the bookstore website link **for the most recent textbook edition**

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, a digital, or a 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 II is the second in a three-part series of courses related to integrated communications. During this course, students will further develop their writing skills by producing a variety of longer communication pieces commonly used by public relations professionals in their daily work. 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:

- Build on the writing skills developed in the previous level and increase the overall effectiveness of public relations writing;
- Ability to write communication materials, including brochures, newsletters, direct mail, web copy, speeches, annual reports and public relations campaigns, for private, public and not-for-profit organizations;
- Develop a public relations event plan and a program evaluation tools to measure effectiveness.

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
Dec 13, 2019	**Media Kit Review** **Creating Feature Content and Op-Eds** • Feature Writing, Newsletters, and Brochures: General Guidelines for Structure, Style, and Content • The Art of the Interview • Themes • Importance of Design and Graphics • Balancing Creativity and Functionality • Readability • Photography	Chapter 8

	• Sentence Length **Differences between Controlled and Uncontrolled Communication** ▪ Local Media Channels ▪ How to Influence the Media ▪ Reach versus Frequency ▪ PR Planning	
Jan 10, 2020	**Infographics & Publicity photos** **Controlled Media - Writing for the Web** ▪ Website Writing ▪ Working with a Design Team or Agency ▪ Podcasts ▪ Sitemaps ▪ Keywords / SEO	Chapter 8 & 10
Jan 24, 2020	**Controlled Media: Intranet, Newsletters and Brochures** **Corporate Communication: Internal** ▪ Internal Audiences ▪ Types of Internal Communication ➢ Newsletters ➢ Corporate Reports ➢ Corporate Profiles and Biographies ➢ Employee Relations ➢ Rewards and Recognitions • The Importance of Organizational Strategy and Organizational Culture to the Purpose of Internal Communication • Formal and Informal Channels • Levels of Formality • Precise and Inclusive Language **The Anatomy of an Effective Newsletter** Targeting an Audience and Type of Content Developing a Theme for the Issue	Chapter 12

	Determining Article and Newsletter Length
	
	Organizing and Showcasing Content: Headlines and Subject Lines
	
	Developing Relevant and Interesting Content
	
	  o Testimonials
	  o Call to Action
	  o Layout of Content
	  o Infographics, Images, and Embedded Videos
	  o Social Media Integration: Sharing Buttons, Postable and Pinnable Content
	  o Standard Print and Electronic Formats and Working within the Constraints of Email Format
	
	Internal Newsletter (In-class Group Session)
	
	Internal Newsletter (In-class group work scheduled from 1:00 – 3:00 pm. Attendance by all group members during this time is critical for the success of the project.)	

Jan 31, 2020	**Speech Writing, Scripts, and Briefs** • Writing to the Event or Issue • The Challenges of the Speaking Circuit • Multimedia or Powerpoint Presentations • A Systematic Approach to Speech Writing • Knowing your Audience • The Art of Storytelling and Audience Engagement • Use of Humour • Script Writing for an Electronic Media Kit • Writing Meeting Briefs **Creating Scripts for an Electronic Media Kit** Components of an Electronic Media Kit (EPK) Media advisory	Chapter 14

	Internal Newsletter (In-class group work scheduled from 1:00 – 3:00 pm. Attendance by all group members during this time is critical for the success of the project.)	
Feb 14, 2020	**The Anatomy of an Effective Direct Mail Letter** • Key Points and Repetition • PR versus Advertising/Selling • Digital or Offline • Targeting Key Demographics and Understanding their Motivation and Potential Donation Triggers • Articulating the Value • Creating Interest in an Anti-Spam Environment • The Importance of a Great Headline and Opening • Emotional and Psychological Elements • Constructing a Measurable Call to Action • P.S. **The Anatomy of an Effective Proposal and/or Grant** • Keys to Effectively Sourcing and Researching Grants and Other Funding • Grant and Proposal Writing • Executive Summary • Description of the Financial Need or the Project Parameters • Backgrounder Information ▪ Follow-up	Chapter 16
Feb 21, 2020	**Organizing Meetings and Events** ▪ Committee Meetings ▪ Creating a Program ▪ Writing an Event Plan **Speech Presentations**	

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
10%	**Blog Assignment #1: Feature story 1** For this assignment, students will be assigned to write a story featuring a local business, person, or event on their blog. This assignment will involve human research.	Jan 10, 2020
25%	**Infographic Assignment** For this assignment, students will be assigned to write and design an infographic for a specific business or not- for-profit.	Jan 24, 2020
10%	**Blog Assignment #2: Feature Story 2** For this assignment, students will be assigned to write a story featuring a local business, person, or event on their blog. This assignment will involve human research.	Jan 31, 2020
30%	**Internal Newsletter (Group Project)** For this assignment, students will be assigned to groups of 5-6 team members. The group will be responsible for creating a newsletter for a specific full-time program offered through the UWinnipeg PACE. Each group must customize their newsletter according to the interests of an individual full-time program and develop content that is relevant to this particular audience of students. Groups may generate newsletter ideas by speaking with the	Feb 14, 2020

| | students from the full-time program and soliciting their recommendations.

Feature stories may include:

▪ Innovation in the Industry

▪ The Hidden Job Market

▪ Key Influencers or Industry Profiles

▪ Accreditation Information

▪ Did You Know Facts

▪ Message from the PACE Program Manager or Executive Director

▪ Instructor Profile

▪ Upcoming Industry Events

Each member of the group must write one feature article for the newsletter and the group must present all the articles in standard print newsletter format.

Each article should be approximately 300-500 words depending on the nature of the article and depth of the information required. | |
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| 10% | **Speech (Individual Assignment)**

For this assignment, students will be tasked with writing a five-minute speech on a given topic. Speeches will be presented in class on February 22, 2019. Students must be in attendance on this date to be marked. | Feb 21, 2020 |
| 10% | **Powerpoint Presentation Slides – Speaking Points (Individual Assignment)**

For this assignment, students will be tasked with creating Powerpoint Presentation slides to accompany their in-class speeches. Speeches will be presented in class on February 21, 2020. Students must be in attendance on this date to be marked. | Feb 21, 2020 |
| 5% | **Participation** – see rubric below | Ongoing |

All applicable assignments <u>must be typed, as well as formatted and referenced according to APA 6th Edition specifications</u>. 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		
A+	96-100	4.50	**Pass/Fail**	
A	91-95	4.00	**P**	**Pass**
A-	83-90	3.75	**F**	**Fail**
B+	75-82	3.50	**Non-Graded**	
B	70-74	3.00	**CP**	**Certificate of Participation (75% Attendance)**
C+	66-69	2.50	**NC**	**No Certificate of Participation**
C	57-65	2.00	**Special Designations**	
D	50-56	1.00	**I**	**Incomplete**
F	<50	0.00	**TC**	**Transfer Credit**
			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.