Course Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 102 C  Office phone: 940-565-2167
Cell phone: xxx-xxx-xxxx (text any time, include name & class, call only if emergency. I don’t get a cell signal in my office, either.)
Office hours: Any time my door is open; Tuesday 11:00 am –Noon, or by appointment.
E-mail: Samra.Bufkins@unt.edu  Twitter: @samjb
A note on accessibility: I try to be available to my students but if you text/tweet/email me on a weekend or late at night, don’t panic if I don’t respond right away. By all means try again if you haven’t heard from me within 24 hours. If you need immediate response, do NOT email me through Blackboard because I cannot respond via mobile device.

Teaching Assistant: Cameron Meyer
Phone xxx-xxx-xxxx
Email: Samra.Bufkins@unt.edu  Twitter: @crm0240

Overview
As the first writing-intensive course in the public relations sequence, Jour 3420 is designed to help students develop the professional-level thinking and writing skills expected of beginning public relations practitioners. It emphasizes the various approaches required for particular communication objectives, public and media. In addition, students will organize their work in their Professional Portfolios.

It is important for you to cultivate proactive attitudes required of a true professional who does not make excuses. Many assignments are given on tight deadlines to train you to become an efficient and effective public relations practitioner.

By the end of this course you should be able to:
1. Apply reasoning, theory and creativity to the message-medium-public strategy;
2. Write clear, concise copy that is accurate, mechanically correct and logically organized;
3. Find and use reliable sources of information;
4. Communicate a message through various media in appropriate formats; and
5. Work proactively to complete tasks on time under deadline pressure.

Prerequisites: Journalism major status. Students on the 2011—2012 catalog must also have taken Jour 3321, News Reporting, Writing & Editing.

Communication: It is your responsibility to either check Blackboard email daily or forward it to your primary email address and then check it daily. You should also follow the instructor on Twitter.

Course Structure:
This course consists of readings, lectures, discussions and writing exercises. You must keep up with readings, turn in all assignments on time and actively participate in class discussion. Visit Blackboard LEARN often. Late assignments are not accepted under any circumstances.
Assessment
Your final grade will be based on a total score of 1,000 possible points. The breakdown of the total possible score is as follows:

Outside Writing Assignments……………………………………………………………………………450 points
In-class Writing Assignments………………………………………………………………………150 points
Attendance/Class Participation……………………………………………………………………..45 points
Professional Portfolio……………………………………………………………………………………100 points

Exams & Quizzes
  Midterm exam....................................................................................................................90 points
  Final exam...........................................................................................................................90 points
  Open-book quizzes.............................................................................................................75 points
  Total..................................................................................................................................1,000 points

Grading
A = 90% or higher of total possible points.................................................................90—1,000 points
B = 80% -- 89%.................................................................................................................800—899 points
C = 70% -- 79%.................................................................................................................700—799 points
D = 60% -- 69%..................................................................................................................600—699 points
F = 59% or lower..............................................................................................................599 points or lower

Readings
Required:
3. Additional readings as assigned and either handed out in class or uploaded to LEARN.

Recommended:

Note: Do not sell your textbooks after the end of the semester. You will refer to the same books (particularly the design book) often during Jour 4460. The Mayborn School of Journalism does not require students to purchase textbooks from the University Bookstore. Many are available through other bookstores, online, or as rentals.

Attendance, Preparation and Participation Policy
This course is intended to assist you in your future, whether you work in public relations, participate in civic or social organizations, or prepare family newsletters. The rules are the same that you can expect when you work in professional and social environments:
  1. Be in class regularly and on time.
  2. Be prepared to answer questions—both in writing and orally.
  3. Be considerate of others in the room
  4. Participate in discussions.
  5. Complete your work accurately, neatly and before the deadline.
  6. Be aware that you start with a grade of zero and that you must earn your grade, just as in the professional world you must earn your pay.

Inclement Weather Policy: In the event of a university closure due to inclement weather, all assignments due must still be submitted on time via Turnitin. Bring hard copy to the next class meeting. Watch Twitter and email for instructions about an online chat during regular class time on snow days, either through Blackboard LEARN, Google+ or some other online chat medium.
Written Assignments
Put all assignments in a 12-point font and double-space unless otherwise specified. Put your name, the date, and the title of the assignment at the top of the page.

Before class starts you must:
1. Submit each written assignment through the Blackboard LEARN Turnitin link unless instructed otherwise. **Turnitin deadlines are firm and will not accept late uploads.**
2. Prepare a hard copy and bring it to class.

Notes:
1. Your writing will be evaluated for the following:
   - Organization of thought
   - Presentation (style, format, appropriateness, neatness)
   - Accuracy (facts, grammar, spelling, punctuation, adherence to AP Style)
   - Inclusion of the human element
   - Effectiveness (strength of message, why piece works or doesn't)

2. Your writing will be graded for mechanical content. For example:
   - For each misspelling, typographical error, improper word usage or AP style error, the grade will be lowered early in the course by one point. Deductions for each error will increase as the semester progresses.
   - One misspelling of a proper name (especially the instructor’s name) will deduct one letter grade.
   - Other deductions will be made for improper heading format, use of difficult, unusual, big or dead words, awkward phrases, long paragraphs or sentences, sentence fragments and inappropriate slang. Pointe deducted will vary depending on how significant a given error is, and how it affects the effectiveness of the intended message.
   - Spell Check (and the accompanying grammar checker) are not substitutes for proofreading. Get in the habit of printing hard copy and proofreading it before your final submission. It is a scientifically-verified fact that our eyes and brain do not process information on a screen as completely as they do on paper.

3. Originality: Your work must reflect your original ideas and existing facts. Copying information from the Internet and making minor modifications (even if the client instructs you to do so) is an example of plagiarism unless appropriate credit is given in attributions and/or footnotes. Using long quotations—even with attribution—is not acceptable in this course. Re-write, paraphrase, and create your own material.

4. **Research Sources:** Answers.com, Ask Yahoo!, Quora, Wikipedia and all similar, unverified, user-generated sites are not acceptable research sources, although they are often good places to start looking for ideas. Don’t be lazy and quote the first one or two things that pop up on Google. Use the library resources available to you—you paid for them—and your research will be more meaningful to you and your clients and will most likely result in a better grade. Do not depend solely on Internet research—the Willis Library has lots of dead tree media and nice librarians who will help you find stuff.

5. All page requirements refer to full pages. A few sentences won’t qualify.

Mayborn School of Journalism Academic Integrity (Cheating) Policy
The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with **UNT Policy 18.1.16** and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. **If the student has a previous confirmed offense (whether the first offense was in the journalism school or another**
university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

When you submit work for this class you are making a statement that you have produced the work yourself, in its entirety, specifically for this class and no other class. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work and ideas are unacceptable and in most instances illegal. Read through the “Categories of Academic Dishonesty” on Pages 3—4 of the Student Standards of Academic Integrity. All assignments in this class are to be submitted via Turnitin. There are no exceptions. Anything not submitted via Turnitin will receive a grade of 0 (zero). Turnitin is also set to lock out late submissions. In this course, if you use a string of seven or more consecutive words, use quotation marks and refer to the original source. Avoid using an extensive quote or too many quotes. This is a writing course, not a copy-paste-attribute course. Plagiarism is using other people’s words as your own. Be sure to include citations when using other people’s writing, because plagiarism is a serious offense. It is a firing offense in the professional world. Any situations involving potential academic dishonesty will be handled through procedures established by the UNT Office of Academic Integrity. The process also includes the opportunity for students to appeal the outcome.

Journalism Course Registration
1. Registration will begin on the date noted in the schedule of classes each semester. The system is a live, first come/first served program, so there is no waiting list.
2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you have not taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending on catalog year) to be eligible for major-level courses. Pre-majors must fill a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

Re-taking Failed Courses
Students will not be automatically allowed to take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation
The School of Journalism cooperates with the Office of Disability Accommodations to make reasonable accommodations for qualified students. If you have not registered with ODA, please do so and present your written accommodation request to me by the 12th day of class.

SETE
The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You are a critical part of our growth and success. We look forward to your input through SETE.
# Tentative Course Schedule—Spring Semester 2012
## Jour 3420.002—Public Relations Writing

Readings:
PRW = Newsom & Haynes, *Public Relations Writing: Form & Style*
AP = *The Associated Press Stylebook* and *Briefing on Media Law*

Topics, dates and speakers subject to change. In the event of university closure due to inclement weather, all assignments are still due via Turnitin at the original date and time.

<table>
<thead>
<tr>
<th>Class # &amp; Date</th>
<th>Before Class (Assignment #)</th>
<th>In Class</th>
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</table>
| #1 Jan 17     | Purchase textbooks. Be sure you have access to Blackboard. Read course syllabus, tentative course schedule and "Assignments." Develop a way to help people remember your name for discussion in class. | • Introductions  
• About public relations writing  
• Overview of course  
• Discuss course syllabus and tentative schedule  
• Discuss assignments and clients  
• Begin work on Personal Profile |
| #2 Jan 19     | Complete Personal Profile (Assignment #1); insert photo and print a color paper copy and bring to class | **Personal Profile due at the beginning of class**  
• Discuss work with Client Organization.  
• Exercise 1 – Key Constituency Selection |
| #3 Jan 24     | Read/study PRW Chapter 1, PR & the Writer; take online quiz.                               | • Preparing to Write  
• Exercise 2 – Defining/Explaining Public Relations |
| #4 Jan 26     | Read/study PRW Chapter 2, Legal & Ethics; take online quiz  
Prepare your Revised Résumé (Assignment #2); print a paper copy  
Contact potential client organizations Study and bring to class a paper version of *AP Stylebook* | **Revised Résumé due at the beginning of class**  
• The AP Style Challenge  
• Exercise 3 – Legal & Ethical Responsibilities of the PR Writer |
| #5 Jan 31     | PRW Chapter 3, Persuasion; take online quiz  
Submit online (Blackboard Discussions) request for approval of your client  
Obtain Blackboard approval of Client Organization before class | • Oral presentation about your intended client  
• Exercise 4 – Persuasion  
• Persuasion—the way PR differs from journalism  
• Q&A: Professional Profile of your client  
• Media Lists  
• Interview Techniques |
| #6 Feb 2      | PRW Chapter 4, Research; take online quiz                                                    | **Research**  
• Exercise 5 – News Article on TEK Research Report |
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<th>#</th>
<th>Date</th>
<th>Assignment</th>
<th>Due at the start of class:</th>
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<tr>
<td>#7</td>
<td>Feb 7</td>
<td>Interview and photograph your client contact</td>
<td>• Copy of Signed Letter of Agreement with your client</td>
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<td>Have client sign letter of agreement (Assignment #3); bring a copy to class</td>
<td>• Personality Profile of your client contact with photo</td>
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<td>Discuss with your client: organization fact sheet and media outlets for client</td>
<td>• “How to Make It in the Real World,” by guest speaker Nancy S. Voith, APR,</td>
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<td>news releases</td>
<td>Managing Director, CRA, Inc.,</td>
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<td>Write Personality Profile of your client contact (Assignment #4)</td>
<td><a href="http://www.crainc.com">www.crainc.com</a></td>
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<td>#8</td>
<td>Feb 9</td>
<td>PRW Chapter 5, Planning; take online quiz</td>
<td>• Due at the start of class:</td>
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<td>Write article on Nancy Voith’s presentation (Assignment #5); print paper copy</td>
<td>• Article on Nancy Voith’s presentation</td>
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<td>and bring to class.</td>
<td>• Media List for your client</td>
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<td>Develop a Media List (Assignment #6) for your client</td>
<td>• Planning</td>
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<td>#9</td>
<td>Feb 14</td>
<td>PRW Chapter 6, Simplifying the Complex; take online quiz</td>
<td>22 • Design and Letter on New Letterhead Assignments due at start of class</td>
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<td>Complete Design of logo, letterhead, envelope &amp; business card (Assignment #7)</td>
<td>• Exercise 6 - Simplifying the Complex</td>
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<td>Complete Letter on New Letterhead (Assignment #8)</td>
<td>• Fact Sheets</td>
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<td>#10</td>
<td>Feb 16</td>
<td>PRW Chapter 7, GSP; take online quiz</td>
<td>• The GSP Challenge</td>
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<td>#11</td>
<td>Feb 21</td>
<td>PRW Chapter 8, Media; take online quiz on portion of the chapter dealing with</td>
<td>• Fact Sheet due at start of class</td>
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<td>traditional media</td>
<td>• Backgrounders</td>
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<td>Develop a Fact Sheet about one of your client’s upcoming events (Assignment</td>
<td>• Feature Articles</td>
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<td>#9)</td>
<td>• Exercise 7 – Media Fact Sheet</td>
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<td>#12</td>
<td>Feb 23</td>
<td>PRW Chapter 9, Media Kits, Media Pitches and Backgrounders; take online quiz</td>
<td>• Backgrounder due at start of class</td>
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<td>(NOTE: Position Papers will not be covered in this course.) Develop a</td>
<td>• Media Pitches, Media Kits</td>
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<td>Backgrounder for your client organization (Assignment #10)</td>
<td>• In-class Exercise 8 – Prioritizing Facts</td>
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<td>#13</td>
<td>Feb 28</td>
<td>PRW Chapter 10, Message Design; take online quiz</td>
<td>• Media Pitch due at start of class</td>
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<td>Develop a Media Pitch about your client’s upcoming event (Assignment #11)</td>
<td>• Discuss print media outlets</td>
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<td>Post on Blackboard the name of your Print Media Outlet; secure approval</td>
<td>• Media pitches</td>
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<td>Date</td>
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<td>Assignments/Activities</td>
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<td>#14 Mar 1</td>
<td><strong>PRW Chapter 11, Email, Memos &amp; Letters; take online quiz</strong></td>
<td>• News Release for Print Media due at start of class&lt;br&gt;• Email, memos &amp; letters</td>
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<td>Develop a News Release for Print Media (Assignment #12)</td>
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<td>#15 Mar 6</td>
<td><strong>PRW Chapter 12, Reports and Proposals; take online quiz</strong></td>
<td>• Memo Assignment due at start of class&lt;br&gt;• Proposals, reports&lt;br&gt;• Annual Reports, financial news releases&lt;br&gt;• Exercise 9 – Annual Report</td>
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<td>Write a Memo (Assignment #13); see “Assignments“ for details</td>
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<td>#16 Mar 8</td>
<td>Prepare for Mid-term Exam covering PRW Chapters 1-7 and 9-12, plus</td>
<td>• Mid-term Exam</td>
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<td>everything covered in class to date</td>
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<td>#17 Mar 13</td>
<td><strong>PRW Chapter 13, Writing Advertising Copy; take online quiz</strong></td>
<td>• News releases&lt;br&gt;• Publicity photos&lt;br&gt;• Advertising&lt;br&gt;• Public Service Announcements (PSAs)&lt;br&gt;• Exercise 10 – PSAs</td>
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<td>Bring your copy of PRW to class.</td>
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<td>#18 Mar 15</td>
<td><strong>PRW Chapter 14, Newsletters; take online quiz</strong></td>
<td>• Written questions for speaker due at start of class&lt;br&gt;• Communicating with the internal constituency&lt;br&gt;<strong>Guest speaker: Carolyn Bobo, APR, Fellow PRSA, UNT Div. of University Relations</strong></td>
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<td>Write questions about internal communications (Assignment #14);</td>
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<td>bring 2 paper copies to class</td>
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<td>#19 Mar 27</td>
<td>Write article covering Carolyn Bobo's presentation (Assignment #15)</td>
<td>• Article on Carolyn Bobo's presentation due at start of class&lt;br&gt;• Exercise 11 – Print and Broadcast News releases</td>
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<td>#20 Mar 29</td>
<td><strong>PRW Chapter 8, Media; take online quiz on portion of the chapter dealing with social media</strong></td>
<td>• Written questions for Steve Lee are due at the start of class&lt;br&gt;<strong>Guest speaker: Steve Lee, CEO, President &amp; Chief Pathfinder, QuickSilver Interactive Group, Inc.</strong>&lt;br&gt;• The Internet; using social media</td>
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<td>Write questions on PR use of the Internet and social media for Steve Lee (Assignment #16). Bring 2 copies to class. QuickSilver’s website is <a href="http://www.qsigroup.com">www.qsigroup.com</a></td>
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<td>#21 Apr 3</td>
<td><strong>PRW Chapter 8, Media; take online quiz on portion of the chapter dealing with “traditional media”</strong></td>
<td>• Internet/Social Media Strategy for your client due at start of class&lt;br&gt;• Group Exercise: Prioritizing Facts</td>
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<td>Develop an Internet/Social Media Strategy for your client (Assignment #17) using information from Steve Lee’s presentation on Social Media</td>
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<td>Assignment/Activity</td>
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| #22 Apr 5  | Prepare Media Advisory (Assignment #18)                                             | • Media Advisory due at start of class  
• Exercise 12 – “Bad News” release                                         |
| #23 Apr 10 | PRW Chapter 15, Brochures; take online quiz                                        | • Bring brochure(s) to class  
• Exercise 13 – Brochure                                                     |
| #23 Apr 10 | PRW Chapter 15, Brochures; take online quiz                                        | • Bring brochure(s) to class  
• Exercise 13 – Brochure                                                     |
| #24 Apr 12 | PRW Chapter 16, Magazines; take online quiz                                        | • Magazines                                                              |
| #25 Apr 17 | PRW Chapter 17, Speeches; take online quiz                                         | • Speeches                                                               
• Exercise 14 – Speech Writing                                                |
| #26 Apr 19 | PRW Chapter 18, Crises; take online quiz                                           | • In-class Exercise 15: Crisis communication roleplaying  
• Q&A: Professional Portfolio Q&A with Publication  
• Draw number for order of presentation of your Professional Portfolio       |
| #27 Apr 24 | Be sure you have proof of publication of your article (Assignment #19)              | • Professional Portfolio and Publication of Article due.  
• Begin presentations of Professional Portfolios                             |
| #28 Apr 26 | Presentation of Professional Portfolios                                             | • Continue presentation of Professional Portfolio                        |
| #29 May 1  | Presentation of Professional Portfolios                                             | • Complete Presentations of Professional Portfolio                      |
| #30 May 3  | Last class before Final Exam                                                        | • Complete Presentations of Professional Portfolio                      
• Review for final exam                                                      |
| May 8      | Prepare for final exam covering PRW Chapters 8 and 13-18 plus everything covered in class. | Final Exam 8:00 a.m – 10:00 a.m.                                        |

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