

MCOM 3395 – Writing for Public Relations & Advertising – Spring 2018

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Course Description

Examines and applies the writing skills required in public relations and advertising. Competency is developed in writing news releases, feature articles, newsletters, advertising copy, and other mediated tools.

Prerequisite

MCOM 2311 and MCOM 2313 plus MCOM 2375 or MCOM 2340

Student Learning Outcomes

Upon successful completion of the course, students will be able to:

1. Write correctly and clearly using formats and appropriate for public relations/integrated communication or multimedia journalism for the audiences and purposes required.
(Competency: Writing and Storytelling)
2. Conduct research and evaluate information by methods appropriate to public relations/integrated communication or multimedia journalism professions.
(Competency: Analysis and Systematic Inquiry)
3. Apply theories in the use and presentation of images and information using tools and technologies appropriate for public relations/integrated communication or mediated journalism. (Competency: Mediated Presentation)
4. Construct a persuasive message, adapted to the audience, purpose, and context of the situation.
(Competency: Argument)

Required Texts

Christian, Darrell, et.al (2016). 2016 Associated Press Stylebook. New York: Associated Press.
Also available online at: www.apstylebook.org.

Wilcox, D.L., & Reber, B.H. (2016). Public Relations Writing & Media Techniques.
(8th Ed. - REVEL). Boston: Pearson.

RECOMMENDED MEDIA:

Regularly and mindfully consume as many of the following as possible:

Viewing: PBS News hour

Online: Politico.com, bbc.com, TexasTribune.org, propublica.org

Listening: NPR (KERA)

Digital feeds: Twitter (please have an account)

GRADING:

There are 1,000 points possible.

Points contribute to your final grade as follows:

Participation/Attendance	05%
Individual writing assignments	60%
Chapter Quizzes	20%
All-class Projects	15%
Total possible	100%

Grades are based on the overall points you earn.

A: 900-1,000 B: 800-899 C: 700-799 D: 600-699 F: 0-599 I: Incomplete

ASSIGNMENTS:

- Attendance and Participation (50 points): You are expected to be at all classes, ready to participate. You are still subject to University Policies regarding attendance. Please understand and adhere to the UT Tyler attendance policy.
- Individual Assignments (600 points):
 - Reverse-engineered* TV advertisement (scripted with YouTube link)
 - Video New Release (both scripted and produced)
 - Public Service Announcement (prepared script and audio production)
 - Pitch Letter
 - Publicity Photo/Caption sets (3)
 - Written CEO speech on major issue related to organization (fully scripted)
 - TwitterLab*
 - Additional individual exercises (short research, AP style, etc)
- Chapter Quizzes (200 points): 18 short quizzes – each quiz is either a 10 multiply choice quiz or a short Revel posting). **Quizzes are due by midnight the day we cover a respective chapter.**

- All-Class Projects (150 points):

- Branding and commencing a communications plan for the UT at Tyler Communication Club

- Talon Talks 2018 – collaborative, integrated PR and media plan. Teams will divide tasks, edit and critique offerings. All classmates will vote on the final product delivered to the *Patriot Talon*, student Activities, and media outlets. The assignment includes interviewing one guest speaker well in advance of the event.

Grading rubrics: Assignment briefs will be provided for each individual and group project. These will include a marking rubric to help guide you in completing the assignment.

The following, however, apply to all assignments:

- Clean copy is important. Your grade for each assignment will be reduced depending on how many grammar, spelling, punctuation or AP errors you have.
- Facts are important. Your grade for each assignment will be reduced depending on how many errors of fact you have. Three or more errors results in a zero for the assignment.
- Names are important. If you misspell a name, you will get a zero for the assignment.
- Plagiarism will not be tolerated. Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action. Safe Assign will be used on most assignments.
- Go here for more: <http://www.uttyler.edu/judicialaffairs/scholasticdishonesty.php>

WHAT TO KNOW ABOUT THIS CLASS:

Expectations:

Work hard – learning requires constant reading, researching, thinking, discussing and working with your classmates and me. Everyone has something important to contribute.

Participate – you have to be an active part of the course to succeed. You will also have to give effort outside of class.

Be present – mindful engagement of our course content and the skills, interests, and questions brought to our class by you and your classmates is what makes this class a community of learners. Relating to a public, like all moments of communication, is a social accomplishment.

Attendance:

As noted above, attendance and participation will be a part of your grade.

- Students who anticipate being absent due to religious observance or university-sponsored activities should inform the instructor by the second class meeting.
- If you are sick, you must have a doctor's note to receive an excused absent.
- You are responsible for lecture materials, announcements and assignments made during any absence. If you miss class please email me – or catch up with a classmate.

Assignment Policy:

- Unless otherwise specified, assignments are due at the start of class.

- All written assignments must be typed using the format required for the assignment.
- Please MS Word to compose and submit all of your written materials.
- Assignments and due dates may change at the instructor's discretion with fair notice.
- Students must complete all assignments to pass the course. This does not mean, however, that merely completing all assignments guarantees a passing grade.
- All assignments must include student name, date, assignment name, course name and word count.

Classroom Courtesies:

- Please limit your use of cellphone, tablet, laptop or other device use during class unless the assignment specifically calls for the use. If you have child, elder, or other care responsibilities and need to answer an incoming call, please step outside of the classroom to conduct this. You are welcome to return to class immediately upon completion of your call.
- Please do not eat in the classroom. Water, or other appropriate liquids stored in a bottle or container with a spill-resistant lid is allowed.

Access to Technology:

- I use Canvas to share any last-minute changes and to post reading selections. Please check Canvas on a regular basis.
- My email policy: on weekdays, I will do my best to answer your questions in 24 hours. On weekends, I will do my best to answer your questions in 48 hours.

Academic Honesty:

- Practice academic integrity and accept responsibility for your actions.
- Academic misconduct includes, but is not limited to, cheating, unattributed use of others' work (including test and paper "banks"), disruption of class, and discourtesy to, or harassment of, other students or your instructor.
- Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action.

PLAGIARISM WILL NOT BE TOLERATED. This includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit.

Students caught plagiarizing will fail the assignment, may fail this class and will be subject to academic and disciplinary action.

A Tobacco-Free University:

No forms of tobacco are permitted on UT Tyler property. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors and visitors.

There are several cessation programs available to students who need to quit smoking, including counseling, quit lines and group support. For more information, please visit www.uttyler.edu/tobacco-free.

Student Services:

- Crisis Hotline (24/7) 903-566-7254
- Counseling Center 903-566-7254
- Center for Students in Recovery 903-566-7406

University Policies

A. UT Tyler Honor Code:

1. Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do. Students Rights and Responsibilities To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php>

B. Campus Carry:

1. We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

C. UT Tyler a Tobacco-Free University:

1. All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

D. Academic Honesty Policy: Students will adhere to the highest standards of academic honesty. Anyone caught cheating will earn a "0" for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker's or writer's indebtedness to that person) will not be tolerated. This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. Students caught plagiarizing will fail this class and be subject to academic and disciplinary action. (See next section for University Policy)

E. Student Standards of Academic Conduct

1. Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

a) "Cheating" includes, but is not limited to:

- (1) copying from another student's test paper;
- (2) using, during a test, materials not authorized by the person giving the test;
- (3) failure to comply with instructions given by the person administering the test;

(4) possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed “crib notes”. The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;

(5) using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;

(6) collaborating with or seeking aid from another student during a test or other assignment without authority;

(7) discussing the contents of an examination with another student who will take the examination;

(8) divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;

(9) substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;

(10) paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;

(11) falsifying research data, laboratory reports, and/or other academic work offered for credit;

(12) taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and

(13) misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

b) “Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.

c) “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

d) All written work that is submitted will be subject to review by plagiarism software.

F. The U-T Tyler Writing Center provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial.

While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper. Location: BUS 202. Appointments: 903-565-5995.

G. Disability/Accessibility Services:

1. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application.

2. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

H. Grade Replacement/Forgiveness and Census Date Policies:

1. Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Fall, the Census Date is Sept. 11.) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.

2. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average.

Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

3. The Census Date (Sept. 11th) is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- a) Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- b) Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- c) Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- d) Being reinstated or re-enrolled in classes after being dropped for nonpayment
- e) Completing the process for tuition exemptions or waivers through Financial Aid

I. State-Mandated Course Drop Policy:

1. Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

2. Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

J. Student Absence due to Religious Observance:

1. Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

K. Student Absence for University-Sponsored Events and Activities:

1. If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time, the instructor will set a date and time when make-up assignments will be completed.

L. Social Security and FERPA Statement:

1. It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

M. Emergency Exits and Evacuation:

1. Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class.

Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

N. UT Tyler Resources for Students:

1. UT Tyler Writing Center (903.565.5995), writingcenter@uttyler.edu

2. UT Tyler Tutoring Center (903.565.5964), tutoring@uttyler.edu

3. The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.

4. UT Tyler Counseling Center (903.566.7254)

Syllabus subject to revision. Revised: 01/12/2018

**Writing for Public Relations and Advertising – SPRING 2018
PATERNO**

Academic Calendar*

DATE	TOPIC	ACTIVITY
JAN 17	Introduction	Syllabus
JAN 19	Improving our organization	Chapter 1
JAN 20		Quiz #1
JAN 22	Enhancing our writing	Chapter 2/Quiz #2
JAN 24	Journalists and bloggers	Chapter 4/Quiz #3
JAN 26	Making and finding news	Chapter 3/Quiz #4
JAN 29	Writing releases and fact sheets	Chapters 5&5/Quiz# 5
JAN 31	Writing releases and fact sheets	Writing Lab
FEB 2	Opinion and editorial writing	Chapter 7/Quiz #6
FEB 5	Publicity photos	Chapter 8/Quiz #7
FEB 7	Writing for electronic media – Part I	Chapter 9/Quiz #8
FEB 9	Interviewing	Writing Lab
FEB 12	Writing for electronic media – Part II	Chapter 10/Quiz #9
FEB 14	Social Media	Chapter 11/Quiz #10
FEB 16	Newsletters and internal communications	Chapter 12/Quiz #11
FEB 19	Email and memoranda	Chapter 13/Quiz #12
FEB 21	Email and memoranda	Writing Lab
FEB 23	Speeches	Chapter 14/Quiz #13
FEB 26	Meetings and events	Chapter 15/Quiz #14
FEB 28	Direct mail	Chapter 16/Quiz #15
MAR 2	Legal issues	Chapter 17/Quiz #16
MAR 5	Client: Talon Talks 2018	Writing Lab
MAR 7	Client: Talon Talks 2018	Writing Lab
MAR 9	Planning campaigns	Chapter 18/Quiz #17
MAR 12	SPRING BREAK	
MAR 14	SPRING BREAK	
MAR 16	SPRING BREAK	
MAR 19	Client: Talon Talks 2018	Writing/Production Lab
MAR 21	Client: Talon Talks 2018	Writing/Production Lab
MAR 23	Client: Talon Talks 2018	Writing/Production Lab
MAR 26		TBD
MAR 28	Civility in Corporate Communications	Guest lecture
MAR 30		Discussion: Talon Talks

APR 2	Client: Communication Club	Writing/Production Lab
APR 4	Client: Communication Club	Writing/Production Lab
APR 6	Client: Communication Club	Writing/Production Lab
APR 9	TwitterLab	Writing/Production Lab
APR 11	TwitterLab	Writing/Production Lab
APR 13	TwitterLab	Writing/Production Lab
APR 16	Public Service Announcements	Writing/Production Lab
APR 18	Public Service Announcements	Writing/Production Lab
APR 20	Public Service Announcements	Writing/Production Lab
APR 23	Evaluation	Chapter 19/Quiz # 19
APR 25	What have we learned this semester?	Discussion
APR 27	Closing remarks	Discussion
MAY 1-5	FINAL EXAMINATION PERIOD**	

*Subject to revision. Students will receive advanced notice of any changes to dates or activities.

**Portfolios due during this time. Specific date TBD.

Revised: 01/14/2018- D. Paterno