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Prepared by

Lynne Lott

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Signature, C	Buf Chair, Program Department of:	Date	2/15/12	
Signature, C	Chair College/School Curriculum Cou	uncil for: C LA	3-19-2012	
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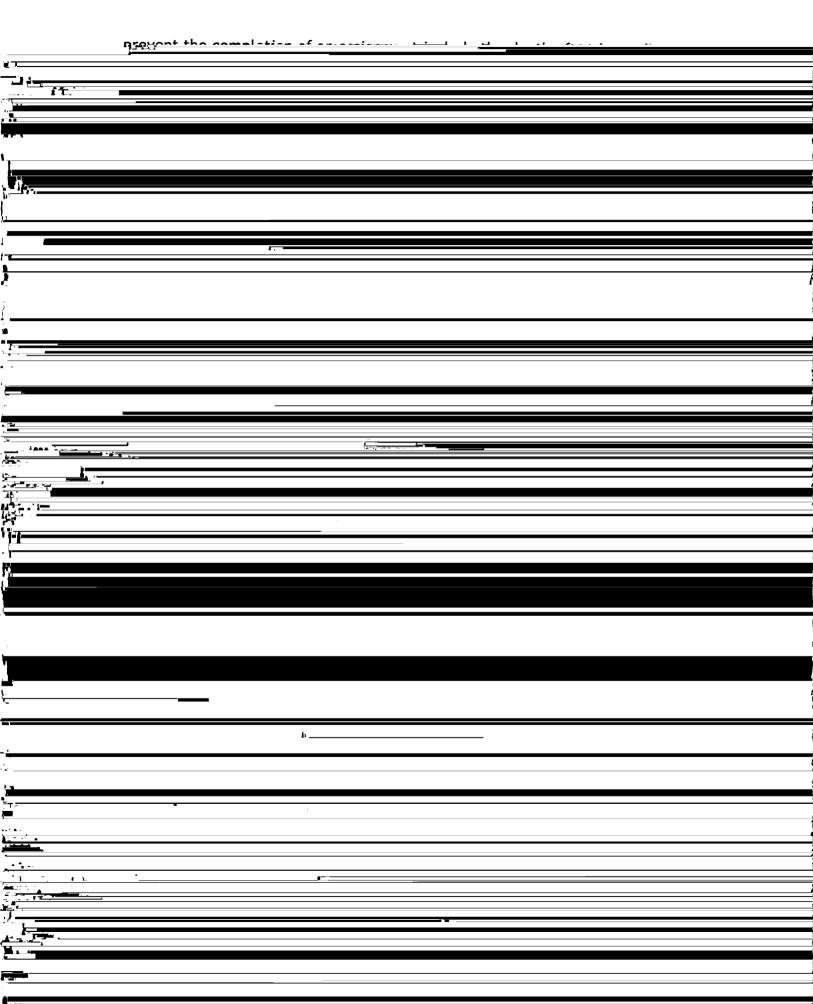
JRN F433W PUBLIC RELATIONS TECHNIQUES (3 CREDITS) FALL 2012



	Ynuare expected to have mastered the basics of journalistic writing in Inklana
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	is strongly recommended. Proficiency in AP Style is expected.
	INSTRUCTIONAL METHODS
	This course includes lectures, class discussion, small group discussion, videos, practical exercises, guest speakers, individual student-professor writing
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	I notice that you have a particular problem in these areas, I will point it out to
	Mail and refer you to the Writing Center for tutoring After your first starred
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	assignment, expect to lose points for improper word usage, grammar, etc.
	Research
	I expect a significant amount of original research for each of your case studies, strategic plans and press releases. I will clarify "significant amount" in class,
	but generally this means quoting from Wikipedia or boilerplate information on
	an organization's website will not suffice.
D	Revision
	Revising one's work is perhaps the best habit for any working journalist. For
	that reason, you will be required to rewrite each of your major assignments
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class the previous period on the other end of campus) please see me within the first two weeks of the semester. Mobile Devices You may not use your mobile phone in class for receiving or placing calls or texts If I chserve you doing either your phone will be beened from class for



prepared to work hard, follow through, contribute original ideas and participate generously.

4/B	GRADING: Midterm: Five Press Releases (and rewrites) 10 Case Study/Short Essay/Analysis Final Paper/Presentation	20% 15% 25% 25%	
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DISABILITIES

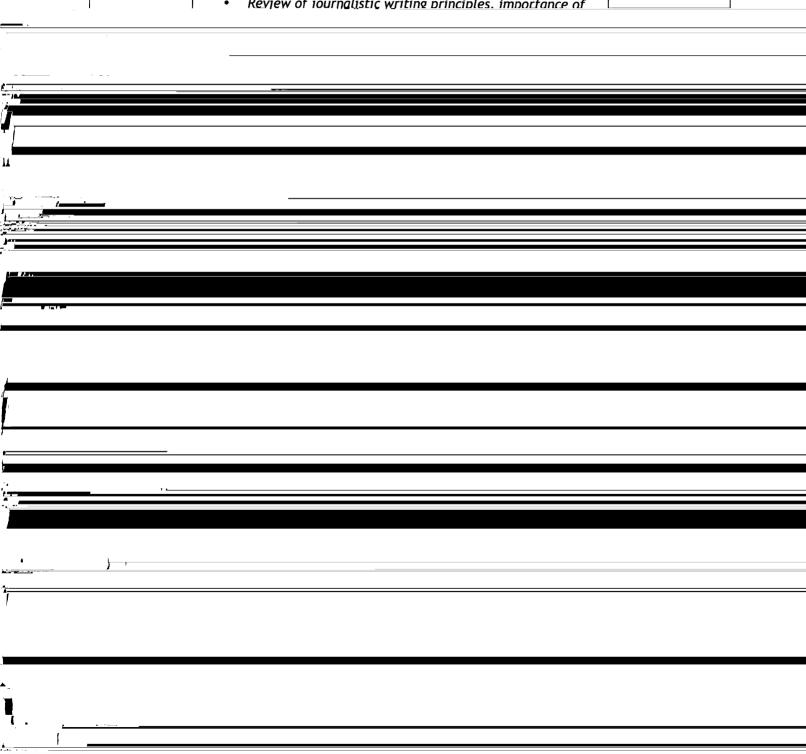
I will happily work with the Office of Disability Services to provide reasonable accommodation to students with disabilities. If you have any special needs,

possible. (208 Whitaker Building; 474-5655) After your appointment/assessment with the ODS, please see me after class or come to my office hours to discuss your accommodation needs.

JRN F433W PUBLIC RELATIONS TECHNIQUES FALL 2012

TENTATIVE SCHEDULE:

Week	Subject/Assignments	Due
	Introduction to Public Relations/Public Communication	
	 Review of iournalistic writing principles, importance of 	



	communications manager/UAF	
	the press conference (with live demo!)	
	Reading Completed: Strategic Writing, pp. 95-103 Assignment(s): Press Release 1 (final), Press	
	Conference exercise	
	21 st Century PR • the impact of digital communication and the loss of "mass" audiences	
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EIGHT 10.15	Writing for Internal Audiences • Emails, memos, business letters	
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Writing for Broadcast the radio or TV psa four principle vehicles for broadcast publicity TWELVE The "face" of a campaign or crisis		
the VNR and other visual treatments 11.12 Reading Completed: Strategic Writing, pp. 122-139;	4 (ress Release draft (Tue.) Case Study

during the final exam period.
