

Fall 2011

COURSE: Basic Public Relations Writing

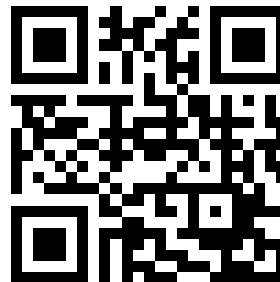
INSTRUCTOR: M. Larry Litwin, APR, Fellow PRSA
856-767-7730 (Home); *Fax--856-673-0717*
(Please leave message and you will get a return call)
e-mail: larry@larrylitwin.com [www.larrylitwin.com]

OFFICE: Room 138 – Bozorth [256-4224]

Scan for contact info:



Scan for website:



BOOKS, readings and PowerPoints for this class will be discussed during first class meeting. Visit www.larrylitwin.com to view and download PowerPoints and other handouts [Student Resources > Handouts].

Each student must complete all assignments. Class participation is also considered for semester grade. Therefore, it is important that students attend all classes, interact and ask questions. Anyone who arrives late should inform Professor Litwin. Deadlines and accuracy are vital in the communication profession and are factored into final grades. **Missed tests may not be made up. Late assignments will be downgraded 10 points. Cell phones are off limits during class: No calls – no texting – no IMing. An occasional glance to check the time is acceptable. But don't "push it."** A key to your contributions: **No excuses. No exceptions.**

More than three absences WILL affect a student's grade.

Professor Litwin uses SMU's "Teaching Naked" approach in the classroom. Therefore, it is imperative that students visit www.larrylitwin.com and www.slideshare.net on a regular basis (prior to classes) in addition to relying on previous lecture notes. Knowing assignment content in advance of class makes classes more stimulating and enjoyable. Three more important points: Late assignments **emailed** must be sent to rowanassignment@gmail.com; and it is each

student's responsibility to check his/her e-mail at least once a day. Professor Litwin sends many emails – pdf handouts throughout the semester. Their intent is to save students money. Also, student report cards are posted regularly. Students may link to their report card via www.larrylitwin.com > [Student Resources](#) > [MicroGrade](#). The log in is your **LAST** name. Your password is your Banner Number.

BOOKS NEEDED FOR *THIS* COURSE:

The Public Relations Practitioner's Playbook

(Third Edition [Purple Cover], AuthorHouse, 2009)

Author – M. Larry Litwin, APR, Fellow PRSA

The ABCs of Strategic Communication

(Second Edition [Green Cover], AuthorHouse, 2008)

Author – M. Larry Litwin, APR, Fellow PRSA

Write Right

(First Edition, AuthorHouse, 2005)

Author – Roger A. Shapiro

The Associated Press Stylebook

(2011 Edition)

OBJECTIVE: To write effectively for mass – and not so *mass* – media audiences and to refine both oral and written communication skills. Basic Public Relations Writing introduces students to the tasks of writing and editing required in a public relations position. Students will learn to write for print and electronic media, develop their skills in grammar, syntax and usage, and learn to copy edit their own work and the work of others.

Each student must complete all assignments. Class participation is also considered for semester grade. Therefore, it is important that students attend all classes, interact and ask questions. Anyone who arrives late should inform Prof. Litwin. Deadlines and accuracy are vital in the communication profession and are factored into final grades. **Missed tests may not be made up. Late assignments will be downgraded 10 points. Cell phones are off limits during class: No calls – no text messaging – no IMing. An occasional glance to check the time is acceptable. But don't "push it." More than three absences will affect a student's grade.**

Students are responsible for reading assigned chapters in ***The Public Relations Practitioner's Playbook*** and PR terms used in class, which are in ***The ABCs of Strategic Communication***.

Your professor's personal objective is to prepare students for ***their future*** rather than ***his*** past. He is here to **HELP – Hear** what he says so you can be **Educated to Learn**, which will **Prepare** you for your future. You've come to Rowan University to learn. You leave here to serve.

Students should carry with them, at all times, the textbooks, a dictionary and the *Associated Press Stylebook and Briefing on Media Law*. There are a number of other books that should be part of a PR practitioner's tool kit. Among them: *Grammar Gremlins* by Don K. Ferguson and *The Elements of Style* by William Strunk Jr. and E.B. White. Professor Litwin will discuss other books that should be included in your professional library.

All assignments and reports must be **typed or computer printed, double spaced and correctly labeled**. Since writing is a key skill in the public relations profession, a half a grade is deducted for every grammar, syntax, spelling, punctuation, typographical and/or A-P style error. We must strive for perfection. Always have someone (other than yourself) edit your copy. **Assignments may not be e-mailed.**

ASSIGNMENT DUE NEXT CLASS (Tuesday, September 6, 2011):

We are calling it...***Follow a Leader***. Set your sights on a person you would most like to emulate – possibly someone who has influenced you. In 250 words or less (one page – double-spaced), tell me why you admire this person and how your education can help you follow in their footsteps.

Basic Public Relations Writing is an aggressive course that includes as many of the following as time allows:

- Placement test
- Follow the Leader (1st assignment)
- Special Assignment (2nd assignment)
- Six-word Story
- Basic grammar
- Pitch Letter (Business Letter)
- Business Memo
- Media (PRESS) Kit
- Media Advisory (Media Alert)
- Public Service Announcement (PSA)
- News Leads News Release – Print
- News Release – Broadcast
- News Release – Feature (print)
- Social Media Release Template
- Letter to Editor
- Photo Captions and Cut lines
- Fact Sheet
- Backgrounder
 - Historical
 - Statistical
- Editing Handouts
- Style Tests
- Fog Index [Advanced also]
- Spelling Tests
- Current Events Test
- Final Exam

TENTATIVELY we will cover *The PR Practitioner's Playbook* in the following order:

Chapters:
1...History of Public Relations
5...Basic Public Relations Writing Techniques
2...Synergy
3...Total Effort to Communicate
11...Researching and Writing Speeches
14...Other Public Relations Tools

(Other chapters and outside reading as assigned)

Grading for Writing Classes
A = 0 errors D+ = 8 errors
A- = 1 errors D = 9 errors
B+ = 2 errors D- = 10 errors
B = 3 errors F = 11 and more errors
B- = 4 errors
C+ = 5 errors
C = 6 errors
C- = 7 errors

Students are responsible for reading *Write Right* on their own as the semester progresses.

Overall Grading

Assignment Breakdown

A = 95-100 C = 77-74
A- = 94-92 C- = 73-72
B+ = 91-88 D+ = 71-67
B = 87-84 D = 66-64
B- = 83-82 D- = 63-60
C+ = 81-78 F = 59 and below

Placement test = 10%
Writing Assignments = 50%
Tests, Quizzes and Class Participation = 5%
Media Kit = 15%
Final Exam = 20%

The following is university policy: Once drop-add ends, students are permitted to add a course only in cases of documented emergency. The special form (hardship form) for late schedule adjustment specifically calls for a description and attached documentation of the particular emergency in that student's case.

**STUDENTS ACCOMMODATION STATEMENT
PASSED BY UNIVERSITY SENATE: 5/10/05
APPROVED BY INTERIM PROVOST: 8/25/05**

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact me. Students must provide documentation of their disability to the Academic Success Center in order to receive official University services and accommodations. The Academic Success Center can be reached at 856-256-4234. The Center is located on the 3rd floor of Savitz Hall. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. We look forward to working with you to meet your learning goals.

If you have a question about a class being held, call me at 856-767-7730. Best wishes for an enjoyable and successful semester!

UNDERGRADUATE STUDENTS COLLEGE OF COMMUNICATION

Student Information

Your Name _____

College Address _____

City _____ State _____ Zip _____

Primary (Home/Cell) Phone _____

Secondary (Work) Phone _____

Home Address _____

City _____ State _____ Zip _____

Home Phone _____

Work Phone _____

Email _____

High School _____ Town _____

Declared Major _____ Year _____

Other Colleges Attended _____

Profession/Employer _____

Professional Goal _____