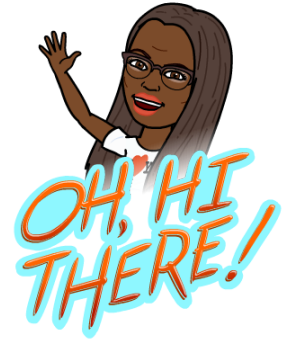


## University of Central Arkansas Communication

**Professor:** Riva Brown, Ph.D.  
**Office Location:** Thompson Hall | Room 204G  
**Office Hours:** Monday + Wednesday + Friday | 11 a.m. to noon (Friday virtual)  
Tuesday + Thursday | 9-10:30 a.m., 2:30-4:30 p.m.  
**Phone:** 501-450-3655 (office) | 769-218-8252 (Google Voice)  
**Email | Twitter:** [rbrown@uca.edu](mailto:rbrown@uca.edu) | [@rivarbrown](https://twitter.com/@rivarbrown) | #rbonpr | #prls3310  
**Time | Location:** 12:15-1:30 p.m. Tuesday + Thursday | Thompson 114



### COURSE DESCRIPTION

Required course for public relations majors that emphasizes clear, concise strategic writing. Focuses on gathering information to write public relations materials, including fact sheets, news releases, feature articles, brochures and email newsletters using Associated Press style.

### UPPER DIVISION UCA CORE

This course is designated [D] which means it satisfies your Diversity component of the Upper Division Core. Diversity courses promote the ability to analyze familiar cultural assumptions in the context of the world's diverse values, traditions, and belief systems as well as to analyze the major ideas, techniques and processes that inform creative works within different cultural and historical contexts. For more information, go to <http://uca.edu/core>.

### COURSE APPROACH

This is a service-learning course. UCA defines academic service-learning as a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities (National Service-Learning Clearinghouse). You will complete a research-based service-learning project that involves gathering and presenting information on areas of interest and need. For details, visit <http://uca.edu/servicelearning/>.

UCA is committed to service-learning through its stated mission: The University of Central Arkansas aspires to be a premier learner-focused public comprehensive university, a nationally recognized leader for its continuous record of excellence in undergraduate and graduate education, scholarly and creative endeavors, and engagement with local, national, and global communities.

*The service-learning community partner is [Children's Advocacy Alliance](#).* The client expects students to develop a fact sheet, media advisory, various news releases, and innovative ideas for earned media. Students will complete before, during and after reflections in an online survey.

### COURSE STUDENT LEARNING OUTCOMES/GOAL

PR graduates will demonstrate the ability to write news releases, feature stories and Web-based content. PR graduates will demonstrate the written communication skills needed by public relations professionals (Program Level Continuous Improvement Process).

### COURSE OBJECTIVES

At the end of this course, you should be able to:

- Analyze and avoid common errors PR writers make
- Analyze the important characteristics of newsworthy information
- Express the objectives, audiences and channels PR writers use
- Plan and create fact sheets, media advisories, blog posts and a variety of news releases
- Apply basic Associated Press (AP) style rules to PR writing
- Write and edit PR materials for proper structure, content, clarity, accuracy, format and style

**REQUIREMENTS**

- Wilcox, Dennis L. and Reber, Bryan H. (2016). *Public Relations Writing and Media Techniques (8<sup>th</sup> ed.)*
- The Associated Press (2016). *The Associated Press Stylebook and Briefing on Media Law (48<sup>th</sup> ed.)*
- Laptop computer or tablet (for in-class writing assignments)
- Google Docs (to write assignments)
- Blackboard (<https://bblearn.uca.edu/> to submit assignments)

**COURSE EVALUATION/ASSIGNMENTS**

Activities (points vary from week to week)	(up to) 100 points
Quizzes (10 @ 10 points each)	100 points
<a href="#">Blog posts</a> (5 @ 50 points each)	250 points
<a href="#">Assignment 1</a> : Fact sheet and media advisory	100 points
<a href="#">Assignment 2</a> : Event news release	100 points
<a href="#">Assignment 3</a> : Feature release	100 points
<a href="#">Assignment 4</a> : Multimedia/online news release	150 points
<a href="#">E-Portfolio</a>	100 points
<b>TOTAL</b>	<b>(up to) 1,000 points</b>



A = 900-1,000 points    B = 800-899 points    C = 700-799 points    D = 600-699 points    F = 0-599 points

**Activities**

You can earn points for activities completed in class or for homework.

- Points:** Up to 100 total (points vary per activity)  
**Deadline:** End of class, or 11:59 p.m. via Blackboard on designated day

**Quizzes**

You will complete 10 timed quizzes via Blackboard (bblearn.uca.edu) outside of class. The quizzes will cover assigned AP stylebook material (discussed in class in advance) and textbook chapters (sometimes prior to class discussion). The quizzes will be multiple choice, short answer, fill-in-the-blank, and/or true and false.

- Points:** 100 total (10 @ 10 each)  
**Deadline:** 11:59 p.m. Sundays

**Blogging**

You will earn points for using WordPress.com to write five posts based on assigned topics.

- Points:** 250 total (5 @ 50 each)  
**Deadline:** 11:59 p.m. on designated Thursdays, unless stated otherwise

**Writing Assignments**

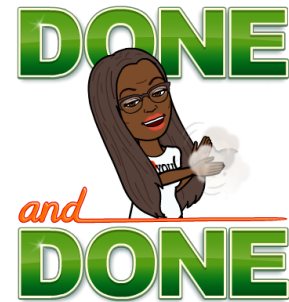
You will complete four major writing assignments. You will submit a first draft, receive feedback, and submit a revised second draft. **Misspelled proper names and factual errors will automatically result in losing 50% of the total points for that assignment.** *If you earn 70% or below on a writing assignment, you can resubmit it within two days via email, if you choose to do so. You will not be reminded to do so.* The final grade on a resubmitted writing assignment will be the average of the original grade and the rewrite grade.

- Points:** 100 total, including 20 for complete first draft (Assignments 1, 2, 3)  
 150 total, including 20 for complete first draft (Assignment 4)  
**Deadline:** 11:59 p.m. on designated days, unless stated otherwise

### *E-Portfolio*

The final portfolio grade will be based on the following:

- |   |                   |
|---|-------------------|
| ● Online portfolio (OrgSync or chosen platform) | 25 points         |
| ● Revised résumé*                               | 10 points         |
| ● Revised writing assignments and blog*         | 50 points         |
| ● <u>Presentation</u>                           | 15 points         |
| <b>TOTAL</b>                                    | <b>100 points</b> |
- \* = included in portfolio



### ATTENDANCE/DROP POLICY

- You are expected to attend class regularly and arrive on time.
- You must sign in by answering the question of the day to be counted present.
- If you miss **five** classes without an official medical or university excuse, you will be dropped automatically.
- **You cannot earn activity points if you are absent. Points will be deducted if you are late.**
- **If you arrive after the door is locked, you will be required to sing a song (class or professor choice) or teach an AP style lesson.**

### DEADLINES/MAKEUP WORK

- To reinforce the importance of deadlines, any work submitted late, without prior permission from the professor, will result in an automatic zero (0).
- Makeup work is not allowed -- unless it is a university-sponsored trip, or medical or family emergency.
  - Official documentation is required for any makeup work.

### PLAGIARISM

- *Plagiarism is strictly prohibited and will not be tolerated.*
- If you are caught plagiarizing, you will get an automatic zero (0) on the assignment and will not be allowed to rewrite it.
- According to [www.plagiarism.org](http://www.plagiarism.org), all of the following are considered plagiarism:
  - Turning in someone else's work as your own
  - Copying words or ideas from someone else without giving credit
  - Failing to put a quotation in quotation marks
  - Giving incorrect information about the source of a quotation
  - Changing words but copying the sentence structure of a source without giving credit
  - Copying so many words or ideas from a source that it makes up the majority of your work, whether you give credit or not.

### ACADEMIC INTEGRITY STATEMENT

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the *Student Handbook*. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

**CLASSROOM BEHAVIOR**

It is the policy of the department that any student in a department class whose behavior regularly interferes with the instructor's ability to conduct the class and foster student learning, or who exhibits a behavior so outrageous as to severely impede the conduct of a class, may be dropped by the instructor after the instructor consults with the department chair. Prior warning will be provided to the student when possible, but under extraordinary circumstances such warning may not be possible.

**AMERICANS WITH DISABILITIES ACT STATEMENT**

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Support Services, 501-450-3613.

**BUILDING EMERGENCY PLAN**

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

**TITLE IX DISCLOSURE**

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member (as it relates to "student-on-student" or "employee-on student"), the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific sets of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit <https://uca.edu/titleix>.

**EVALUATIONS**

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. You may evaluate courses you are taking starting on the Monday of the 13th week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button in the top right.


**OTHER POLICIES**

You are encouraged to familiarize yourself with all policies included in the *Student Handbook*, particularly the sexual harassment policy and academic policies.



**TENTATIVE! SUBJECT TO CHANGE! NOT ETCHED IN STONE!**

<b>DATES</b>	<b>TOPICS</b>	<b>ASSIGNMENTS DUE (11:59 p.m.)</b>
Aug. 18	Introduction <i>AP: academic degrees, classifications, majors, punctuation</i>	
Aug. 23 + 25	Chapter 1: Getting Organized <i>AP: months, dates, days of the week, years, decades, punctuation</i>	<b>Classmate story (11:59 p.m. 8/21)</b>
Aug. 30 + Sept. 1	Ch. 1: Getting Organized Ch. 10: Blogs (blog setup) <i>AP: times, time of day, time element, punctuation</i>	<b>Quiz 1 8/28</b>
Sept. 6 + 8	Ch. 3: News <i>AP: cities and towns, state, state names</i>	<b>BLOG POST 1 9/8</b> <b>Quiz 2 9/4</b>
Sept. 13 + 15 <i>CAA class visit 9/15</i> <i>Twitter #APstylechat, 1:30 p.m. 9/13</i> <i>Twitter #PRSSA millennial ethics chat 7 p.m. 9/14</i>	Ch. 6: Fact Sheets, Advisories <i>AP: addresses, highway destinations, ZIP code</i>	<b>Quiz 3 9/11</b>
Sept. 20 + 22 <i>Career Carnival 9/21</i>	Ch. 6: Fact Sheets, Advisories, Media Kits and Pitches <i>AP: titles: courtesy, occupational, formal, legislative, military, academic</i>	<b>ASSIGNMENT 1:</b> <b>Fact sheet and media advisory</b> <b>Draft: 9/19</b> <b>Final: 9/22</b>
Sept. 27 + 29 <i>A Salute to Young Millennials 9/30</i>	Ch. 5: News Releases <i>AP: numerals, money</i>	<b>BLOG POST 2 9/29</b> <b>Quiz 4 9/25</b> <i>(Activity points: résumé 9/29)</i>
Oct. 4 + 6 <i>Spotlight Internship Program 10/4</i>	Ch. 5: News Releases <i>AP: internet, social media, etc.</i>	<b>Quiz 5 10/2</b>
Oct. 11 + 13 <i>Fall break 10/13</i>	Ch. 5: News Releases	<b>ASSIGNMENT 2:</b> <b>Event news release</b> <b>Draft: 10/10</b> <b>Final: 10/13</b>

DATES	TOPICS	ASSIGNMENTS DUE (11:59 p.m.)
<p>Oct. 18 + 20 <i>Homecoming Week</i> <i>CAA Festival of Chairs 10/20</i> <i>CAA interviewee class visit 10/20 TBD</i></p>	<p>Ch. 6: Creating Feature Content <i>AP: ages, abbreviations</i></p>	<p><b>BLOG POST 3 10/20</b> <b>Quiz 6 10/16</b></p>
<p>Oct. 25 + 27 <i>CAA interviewee class visit 10/25 TBD</i></p>	<p>Ch. 6: Creating Feature Content <i>AP: political parties, party affiliation</i></p>	<p><b>Quiz 7 10/23</b>  <i>(Activity points: Career Services résumé critique proof 10/27)</i></p>
<p>Nov. 1 + 3  <i>Election Day 11/1</i> <i>Fall Career Fair 11/2</i></p>	<p>Ch. 6: Creating Feature Content</p>	<p><b>ASSIGNMENT 3:</b> <i>Feature release</i> <i>Draft: 10/31</i> <i>Final: 11/3</i></p>
<p>Nov. 8 + 10</p>	<p>Ch. 8: Publicity Photos <i>AP: diversity: race, ethnicity, gender, sexuality, disability, socioeconomic background, etc.</i></p>	<p><b>BLOG POST 4 11/10</b> <b>Quiz 8 11/6</b></p>
<p>Nov. 15 + 17</p>	<p>Ch. 9: Radio, TV and Online Video</p>	<p><b>Quiz 9 11/13</b></p>
<p>Nov. 22 + 24 <i>Thanksgiving 11/24</i></p>	<p>Ch. 9: Radio, TV and Online Video</p>	<p><b>ASSIGNMENT 4:</b> <i>Multimedia/online news release</i> <i>Draft: 11/21</i> <i>Final: 11/28</i></p>
<p>Nov. 29 + Dec. 1 <i>Final week of class</i></p>	<p>Ch. 2: Becoming a Persuasive Writer  <b>PRESENTATIONS 12/1</b></p>	<p><b>BLOG POST 5 12/1</b> <b>Quiz 10 11/27</b></p>
<p>Dec. 4 + 6 <i>Finals Week</i>  <b>NO FINAL; JUST TURN IN ASSIGNMENT</b>  <i>Final exam 12/6 11 a.m. to 1 p.m.</i></p>	<p>  <i>You at the end of the semester!</i></p>	<p><b>E-PORTFOLIO:</b> <i>1 p.m. Tuesday, Dec. 6</i>  <i>I will be available in the classroom 11 a.m. to 1 p.m. to assist you</i></p>

**NOTE: Details about weekly activities and assignments will be posted on Blackboard.**