

Journalism 383
WRITING FOR PUBLIC RELATIONS
Fall 2007

- Instructor: Frank Krystyniak, APR
Director of Public Relations, Adjunct Faculty Member
Sam Houston State University
- Accredited, Public Relations Society of America
B. S., M. A., Sam Houston State University
Professional experience also includes *Business Week*, *The Houston Post*, U. S. Army, *Baytown Sun*
- Office Hours 8-5 M-F, 115b Administration Building
Phone 294-1833; e-mail: frankk@shsu.edu (preferable)
- Course Description: This course will provide instruction and writing practice designed to develop the professional-level writing skills expected of beginning public relations practitioners, emphasizing the different approaches required for particular audiences and media.
- Course Objectives: To be able to write clear, concise copy that is accurate and logically organized; to write with correct grammar, spelling and punctuation; to know how to find and use reliable sources of information, and; to use basic information in different formats.
- Grading:
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|------------------------|------|
| Daily quizzes..... | 10 % |
| Mid-term exam..... | 20 % |
| Final exam..... | 20 % |
| Writing exercises..... | 50 % |
- Text: *The Public Relations Writing Exercise Book*; 7th Edition. Doug Newsom and Jim Haynes. *Associated Press Stylebook*, 2004 or later, *Houston Chronicle Business* Section, issue previous to class meeting.

Attendance Policy: The first element necessary for success in any profession is good attendance habits. This means being at work and being on time. That is why in this class there will be a daily grade for almost every class session. Class sessions will begin on time. Daily grade answer sheets will be turned in soon after the beginning of each class, so late arrivals will not receive credit. You will also find it difficult to make passing grades on the major exams without attending daily classes.

Course Outline

- Aug. 21 -- Welcome, Computer Familiarization, Letterhead Template.
Aug. 23 -- Personal Profile Writing Exercise
Aug. 28 --Profile Discussion

Aug. 30 --One-Page Public Relations Primer
Sep. 4 -- Writing, Editing Exercises
Sep. 6 -- Public Relations Writing Exercise Book Pgs. 0-33, 153-161
Sep. 11 -- Exercises
Sep. 13 -- Exercises
Sep. 18 -- Public Relations and the Writer; Exercise(s)
Sep. 20 -- Ethical and Legal Responsibilities of the PR Writer; Exercise(s)
Sep. 25 -- Persuasion; Exercise(s)
Sep. 27 -- Research for the Public Relations Writer; Exercise(s)
Oct. 2 -- Writing to Clarify and Simplify the Complex: Style and Content; Exercise(s)
Oct. 4 -- Grammar, Spelling and Punctuation; Exercise(s)
Oct. 9 -- E-mails, Memos, Letters, Reports and Proposals; Exercise(s)
Oct. 11 -- Backgrounders and Position Papers; Exercise(s)
Oct. 16 -- News Releases for Print Media; Exercise(s)
Oct. 18 -- News for Broadcasting Exercises(s)
Oct. 23 -- Mid-Term Exam
Oct. 25 -- Features for Print and Broadcasting; Exercise(s)
Oct. 30 -- Message Design Concepts; Exercise(s)
Nov. 1 -- Writing Advertising Copy; Exercise(s)
Nov. 6 -- Writing for Web Sites; Exercise(s)
Nov. 8 -- Media Kits and Media Pitches; Exercise(s)
Nov. 13 -- Speeches and Other Presentations; Exercise(s)
Nov. 15 -- Newsletters; Exercise(s)
Nov. 20 -- Brochures; Exercise(s)
Nov. 22 -- Thanksgiving
Nov. 27 -- Magazines and Annual Reports; Exercise(s)
Nov. 29 -- Crisis Communication and the Planning Process; Exercise(s)
Dec. 4 -- Wild Card
Dec. 6 -- Last Class Day; Summary
Dec. 13 -- Final (8 a.m. to 10 a.m.)