



## MEJO 332.007 Public Relations Writing: Fall 2024 Edition



**Instructor:** Professor Esther Campi [she/her/hers]

**Classroom:** Carroll Hall 011

**Time:** T/R @2 p.m.-3:15 p.m.

**Office hours:** By appointment only, via Zoom or 388 Carroll Hall

**Email:** Esther.Campi@unc.edu

### **Congratulations, you're hired!**

This course simulates the working conditions of a real-world PR firm. Think of it as PR Boot Camp. Work hard. Actively participate. And by the end you'll be a pro — with the skills to excel at any PR firm, nonprofit or corporation. You will also have a professional portfolio of work *you* created for *real* clients. Exciting!

In class, I will treat you as PR pros. That means I expect preparedness, professionalism and a high level of engagement. **You are the next generation of writers and spokespersons for the institutions that shape our world** — whether you choose to lend your talents to companies, nonprofits, governments or the causes you care about. The best part of our profession is that we have a front-row seat on history. And we get to craft the words and ideas that shape how that history unfolds. Together, we'll explore how to wield our power effectively and ethically.

My teaching philosophy is based on the premise that every student who walks through the door is brimming with potential. I believe you can change the world. My job is to teach you something — whether that's a specific skill or the ability to imagine new possibilities for your life — that helps you on that journey.

### **A Word About Grades**

Like death and taxes, grades are a part of life. As professors, we need a quantifiable way to evaluate the efforts you exert and the skills you have gained. But here's the thing: I promise that no satisfied client ever took a PR win that you delivered and then asked, "Yeah, but what grade did you get in college?" What your future clients and colleagues *do* want to know is that you are "**ready on day one**" (my motto!) to write clear, compelling work — and to offer insightful counsel when they need it most. That's our goal in this class, to learn the skills that will help you build your dream PR career, do satisfying work and serve the public interest. Bring your passion and talent to class and we'll cross the finish line together, victoriously.

### **Real-World Skills You Will Gain**

By the end of the course, you will be able to:

- Create a **PR plan** to accomplish a client's PR goals on time and on budget.
- Quickly write top-notch **PR materials**, including press releases, speeches and more.
- Manage **client** relationships.
- Pitch **media** and prep your clients for media interviews.
- Market yourself as a PR pro with a polished **portfolio, personal elevator pitch and cover letter.**

## Course Format and Structure

This course meets in person unless specified for a rare virtual session, and is made up of two parts:

- **Writing Skills Lab** (80 percent of your grade) – This consists of lectures, timed writing drills and out-of-class writing assignments. See page 3 for more details.
- **Client Portfolio** (20 percent of your grade) – You will be assigned in teams to work with real nonprofit clients. Your work for these clients will be packaged into a portfolio that your team will present to the class and the client at the end of the semester. This portfolio is an excellent tool for internship applications and job interviews. See pages 4-6 for more details.

## Components of Your Grade

I will calculate your final grade as follows. More details about each category are on the following pages.

<b>Writing Skills Lab</b>		<b>80%</b>	
In-Class Writing Drills	20%		These are individual assignments. They are pass/fail. They do <i>not</i> receive letter grades. Be in class and put your best effort forward. <i>The point is to relax and learn.</i>
Graded Assignments	20%		These are individual assignments, usually three. They <i>do</i> get letter grades. <i>The point here is mastery — to be real-world ready.</i>
Midterm Exam	15%		
Final Exam	15%		
Participation	10%		
<b>Client Portfolio</b>		<b>20%</b>	This is group work. See more on the following pages.

## Calculating Your Grade

A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	60-69
F	Below 60

## Canvas

Canvas is our hub for everything. Check it daily. The syllabus, class readings, lectures and instructions for graded assignments will be posted there. And you will submit all assignments on this platform. Live it. Love it!

## Writing Skills Lab (80% of Grade)

All assignments should be posted to Canvas as Word documents. I do not accept paper copies.

### In-Class Writing Drills (20%)

- Class drills are timed, in-class writing exercises designed to help you produce professional PR materials under deadline pressure. Occasionally, we may begin in class and complete as homework — at my discretion.
- These drills must be typed, in the proper format and posted to Canvas on deadline as Word documents. While class drills are not assigned individual letter grades, in aggregate they account for 20 percent of your grade and often provide valuable tips and feedback on them. ***If you are absent, you get a zero for that day's drill. Even if the drill is due on a later date, you may NOT turn it in if you were absent for the instruction – unless you and I make arrangements well in advance.*** If you are present and turn in a drill of poor quality, I will give you a "0."
- Don't wait until the last moment to post. Give yourself time to proofread. Save, save, save!

### Out-of-Class Graded Assignments (20%)

- You will complete **three** out-of-class writing assignments that each receive a letter grade. These assignments must be posted to Canvas at the **beginning** of class on their due date. Once class starts, assignments are considered late. ***Late assignments (even one minute late) are docked 25 points. Assignments turned in 24 hours or more after deadline will not be accepted at all.***
- All writing assignments must be typed, in the proper format, and posted to Canvas as Word documents. In the "real world," computer glitches happen but are not excused. Leave yourself plenty of time to cope with these problems and still make your deadline.
- Graded assignments should be **picture perfect** when they are turned in.
- You may rewrite any assignment that receives a grade of 60 or lower. I will average the original grade and the rewrite grade to derive your final grade for that assignment.

### Midterm Exam (15%)

This is an in-class, timed exam. Failure to show up for the exam will result in a grade of F on the midterm.

### Final Exam (15%)

This is an in-class, timed exam. Failure to complete the final exam will result in an AB.

### Participation (10%)

This is a lab class, so attendance and participation are critical.

- I permit students to miss up to **3 classes** without being penalized for class participation. You do still lose points for in-class drills, per above, unless you and I make arrangements well in advance.
- Students who miss **4 classes** for any reason will receive **half points** for class participation. In addition, you also lose points for in-class drills.
- Students who miss **5 classes** for any reason will receive **ZERO points** for class participation. In addition, you also lose points for in-class drills.
- Students who miss **more than 5 classes** will receive an **automatic F for the overall course.**

## Client Portfolio (20% of Grade)

As part of the [APPLES](#) service-learning program, you will work in teams to produce PR plans and materials for nonprofit organizations. They will be your clients. You will be their pro bono PR consultants. Designate one student to be the **client's main contact**, and copy all team members on any emails to the client. Meet with your team regularly, and your clients as needed. I have carved out several days exclusively for your team and client meetings. Plan for that now. Remember that you are representing the university. *The highest level of professionalism is expected.*

Your team will be building your client portfolio as you go. Due dates for important client pieces are on the class schedule. As we near the end of the semester, your team will package all of the PR pieces you produce for your client into a **digital portfolio** – and give a 15-minute team presentation to the class about your experience. **To protect client confidentiality, we will NOT publish these portfolios in any form that is accessible to the public.** More on that later. But there are several free website and/or portfolio builders (GoDaddy, Wix, Weebly, Wordpress, etc.). Explore!

**Below is a list of elements that your final digital portfolio should include.** For your convenience, I have also attached the actual “Portfolio Checklist and Evaluation Form” that I use to calculate your team’s portfolio grade. Your team will fill in the red blanks and post the form to Canvas with your portfolio.

1. **Client Information:** Logo, what they do, etc.
2. **Team Bios:** Update each team member’s bio. Include your client work for this semester.
3. **PR Plan:** This plan must follow the format we learn in class.
4. **Press Release:** This must be an *original* hard news or feature release written *by the team* for the client, NOT one already turned in as one of your individual class drills or assignments.
5. **Client’s Choice (5 points):** Working with the client, prepare pieces of the client's choice. These pieces must total at least **five points**. Suggestions for pieces and point values follow. Other ideas are welcome but must be cleared with me in advance. Label each of these pieces so I know what they are (flyer, pitch letter, etc.) and include the point value for each.

### 1 point

social media post series  
fact sheet  
letter  
media alert  
direct mail piece  
flyer  
media list update

### 2 points

updated website  
feature release  
company or donor list  
newsletter template  
blog posts (3 or more)  
media list from scratch  
PowerPoint with script

### 3 points

brochure (design and text)  
written & designed newsletter

### 4 points

media relations guide  
website from scratch  
special-event plan

You must also turn in a separate “Grading Packet” that includes the following elements. All of this is posted to Canvas under “Assignments: Client Portfolio.” This is why we love Canvas!

1. **Portfolio Checklist & Evaluation Form** – See below. This is the actual form I use to calculate your team’s portfolio grade. I will post a Word version of this form on Canvas that your team can fill out.
2. **Reflection Essay** – As a group, write a 1-page or 2-page essay that answers these questions: How did this experience prepare you for the real world? What was the most valuable part of your service-learning experience? What obstacles did you overcome and how? What were your biggest “wins” for the client?
3. **Signed Time Log & Client Survey** – *Your portfolio will NOT be graded without a time-tracking log signed by the client certifying that each team member provided at least **20 hours of work**. Each team member should contribute to this form by inputting their time and activities. The client must also complete one short survey.* The relevant forms will be posted to Canvas.

## Portfolio Checklist & Evaluation Form

Instructions: **Complete only the sections marked in red.** Type the answers. Turn in with your team portfolio.

<b>Client Organization</b>	X
<b>Team Members</b>	X X X X

### Content (90%)

Item	Grade
<b>PR Plan</b> This is the plan your team submitted as <b>Team Client Portfolio Piece #1.</b> (Submit a cleaned-up, latest version that incorporates professor feedback. Also attach the original version so I can see what edits I had suggested.)	Enter number grade your team got
<b>Press Release</b> This is the release your team submitted as <b>Team Client Portfolio Piece #2.</b> (Submit a cleaned-up, latest version that incorporates professor feedback. Also attach the original version so I can see what edits I had suggested.)	Enter number grade your team got
<b>Client's Choice</b> – List each item and expected points for each. <b>Must total at least 5 points.</b> Item Name (X point/s) Item Name (X point/s) Item Name (X point/s) Item Name (X point/s)	
<b>Total</b>	
<b>Divided by 3</b>	
<b>X .90</b>	

### Appearance (10%)

<b>Good elements:</b> Color, graphics, general attractiveness, easy to navigate  +0 Sloppy, unprofessional, unattractive +3 Some of the above good elements are present +5 Most, but not all, of the above good elements are present +10 All of the above good elements are present, professional and attractive	
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### Deductions for Missing Elements

<p>The following elements are mandatory. If missing, the penalties below apply.</p> <div style="text-align: right; margin-right: 20px;">             Client Info              Team Bios              Team reflection essay         </div> <p>-3     if one element is missing          -5     if two elements are missing          -10    if three elements are missing</p>	<p>YES/NO              YES/NO              YES/NO</p>
<p><b>Time Log &amp; Client Survey</b></p> <ul style="list-style-type: none"> <li>• <b>Time Log:</b> Has the team submitted a time log document signed by the client, certifying that each student served at least 20 hours, with a log of how each student met that requirement?</li> <li>• <b>Team Client Survey:</b> Has the team as a whole submitted <i>one survey</i> completed by the client and signed by the client?</li> </ul>	<p>YES/NO               YES/NO</p>

**Final Portfolio Grade:**

**Notes from Professor Campi:**

## Additional Course Information

### Prerequisites

To take this course as an undergraduate, you must have successfully completed:

- MEJO 153: News Writing
- MEJO 137: Principles of Advertising and Public Relations

### Readings

This syllabus, class readings, lectures, writing drills and instructions for graded assignments will be posted to Canvas. Required textbooks for this course are:

- ***PR Writing: Essential Tools for Effective Storytelling (1st Edition)***, by Valerie “VK” Fields; ISBN-13: 9781071856468.
- ***The Associated Press Stylebook, 57th edition***. (You may use the 56th edition if you already have it. But be sure to read the “What’s New” section in the library’s copy of the 57th.)

***You should always carry your Stylebook with you or have online access.*** All assigned readings should be completed before class to generate discussion and ensure that you’re prepared to write. Also, you are expected to keep up with current events by reading and watching national and local news. To be an effective PR pro, you must know what’s going on in the world and what issues your clients face. You would never walk into a client’s office without knowing what’s in the news. The same rule applies here.

### Office Hours

I am available for office hours **by appointment only**. If you have a question about an assignment, I strongly prefer talking with students in person or via Zoom rather than trying to keep up with multiple emails. If you must email me about an assignment, be sure to email me **AT LEAST 48 hours** before deadlines to ensure that your questions are answered. If queries are received after this time, there is no guarantee that I will be available. Please plan in advance so that you can avoid last-minute stress.

### University Attendance Policy

As stated in the University’s [Class Attendance Policy](#), no right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities: [University Approved Absence Office \(UAAO\) website](#) provides information and [FAQs for students](#) and [FAQs for faculty](#) related to University Approved Absences
2. Disability/religious observance/pregnancy, as required by law and approved by [Accessibility Resources and Service](#) and/or the [Equal Opportunity and Compliance Office](#) (EOC)
3. Significant health condition and/or personal/family emergency as approved by the [Office of the Dean of Students](#), [Gender Violence Service Coordinators](#), and/or the [Equal Opportunity and Compliance Office](#) (EOC).

### Honor Code

All students are expected to follow the guidelines of the UNC honor code. In particular, students are expected to refrain from “lying, cheating, or stealing” in the academic context. If you are unsure about which actions violate that honor code, please consult [honor.unc.edu](http://honor.unc.edu).

### Artificial Intelligence (AI) Use Policy

The following uses of generative AI tools are permitted in this course: topic selection, brainstorming, idea generation, research, outlining and planning, and polishing a draft you created. **If you use AI, add a note at the bottom indicating how you used it.** What you should **not** do is plug in an assignment description and have drafts written for you. **I also don’t allow AI to be used at all for in-class writing drills or exams.**

## **Syllabus Changes**

The instructor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

## **Accessibility Resources and Service**

[Accessibility Resources and Service](#) (ARS – [ars@unc.edu](mailto:ars@unc.edu)) receives requests for accommodations, and through the Student and Applicant Accommodations Policy determines eligibility and identifies reasonable accommodations for students with disabilities and/or chronic medical conditions to mitigate or remove the barriers experienced in accessing University courses, programs and activities. ARS also offers its Testing Center resources to students and instructors to facilitate the implementation of testing accommodations.

## **Counseling and Psychological Services**

UNC-Chapel Hill is strongly committed to addressing the mental health needs of a diverse student body. The [Heels Care Network](#) website is a place to access the many mental health resources at Carolina. CAPS is the primary mental health provider for students, offering timely access to consultation and connection to clinically appropriate services. Go to their website <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health building for an initial evaluation to learn more. Students can also call CAPS 24/7 at 919-966-3658 for immediate assistance.

***Our school also has an embedded counselor. To initiate services with the Hussman embedded counselor, Carolyn Ebeling, email them at [cebeling@email.unc.edu](mailto:cebeling@email.unc.edu) to schedule. Carolyn meets with students by appointment only and works exclusively with Hussman majors and minors. Available services include an initial assessment of needs, individualized planning for reported concerns, initiating engagement in brief therapy, connection to group therapy services, medication management, and referral coordination. Services are offered both in-person and by telehealth (as long as the student is located in North Carolina at the time of services). Same-day, walk-in services are available at CAPS (3rd floor, Campus Health) Monday-Friday, 8AM-5PM. For crisis or 24/7 support, call CAPS at 919-966-3658 or call/text 988 for the Suicide and Crisis Lifeline.***

## **Title IX and Related Resources**

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/> or by contacting the University's Title IX Coordinator (Elizabeth Hall, [titleixcoordinator@unc.edu](mailto:titleixcoordinator@unc.edu)) or the Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)). Confidential resources include Counseling and Psychological Services and the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu)). Additional resources are available at [safe.unc.edu](http://safe.unc.edu).

## **University Policy on Non-Discrimination**

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered, and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (email [reportandresponse@unc.edu](mailto:reportandresponse@unc.edu) or see additional contact info at [safe.unc.edu](http://safe.unc.edu)) or the Equal Opportunity and Compliance Office at <https://eoc.unc.edu/report-an-incident/>.

## **Diversity**

I value the perspectives of individuals from all backgrounds and all personality types, reflecting the diversity of our students. I broadly define diversity to include race, gender identity, national origin, ethnicity, religion, social class, age, sexual orientation, political background, and physical and learning ability. I also try to make space for all personality



types, whether extroverted, introverted, something in between or neither. **I strive to make this classroom an inclusive space for all students. My job is not to dictate to you any single way of being in the career world, but to help you unlock your own inner talents and style to have a satisfying career that makes a positive impact on the world.** Please let me know if there is anything I can do to make learning accessible for you.

### Grading Standards

I follow the University's Grading Standards.

"A" students read and critically engage in all the assigned textbook chapters and any optional readings before the material is covered in class. Written assignments and exams are not only complete but also cover more than just the minimum requirements. The assignments exhibit proper style and format, are well organized, integrate strategic planning and targeting, and are written precisely and concisely. All materials are turned in on time or early. These students keep up with current events.

"B" students usually read the assigned textbook chapters and some of the optional readings before the material is covered in class. Written assignments and exams usually exhibit proper style and formatting, integrate strategic planning and targeting, are well organized, and are written precisely and concisely. All materials are turned in on time. These students tend to keep up with current events.

"C" students read the assigned textbook chapters and some of the optional readings just before the material is covered on the exam. Written assignments and exams usually exhibit proper style and formatting, but they do not always integrate strategic planning and targeting and are not always well organized or written precisely and concisely. All materials are turned in on time. These students sometimes keep up with current events.

"D" students skim assigned readings. Written assignments and exams usually exhibit proper style and formatting, but they often lack integrated strategic planning and targeting and are often not well organized or written precisely and concisely. Materials are not always turned in on time. They don't keep up with current events.

"F" students fail to come to class on a regular basis. They miss exams and written assignments.

**Please Note:** Students who earn less than a C-minus in the course will have to retake the class.

### Assignment-Grade Disputes

There could be times in which I overlook something or make a math error in calculating scores, in which case I will correct the grade immediately when brought to my attention. In all other cases, for an assignment to be regraded, you must submit a typewritten document no longer than one page explaining why you believe this assignment should be regraded. This petition must be filed within **three days** of receiving the original grade. If your request is deemed reasonable, the entire assignment will be regraded and returned within a week of your petition.

## Detailed Criteria For Grading Writing Assignments

There are two components to each of your grades: Writing addresses appropriateness and accuracy of the content and approach. Mechanics addresses spelling, grammar, punctuation, AP style and other formatting issues.

### I. Writing

- +5 for an exceptionally effective lead and supporting material
- +5 to +10 for exceptionally effective organization and treatment of material
- +2 for effective transition or introduction of material
- +2 to +10 for excellence in quality of information gathered and used
- +2 to +10 for excellence in determining targeting strategy
- 2 to -5 for ineffective or missing treatment of material, including, but not limited to: wordiness; use of jargon or clichés; inclusion of unnecessary or obvious information; redundancy; inappropriate choice or use of quoted material; incorrect word choice, including biased language
- 5 to -10 for an ineffective lead that needs work or for lack of supporting material for lead
- 15 to -20 for missing the lead entirely or burying it
- +/-5 to 10 for resource selection: quality and number of sources used; appropriateness of individual sources, including the level of expertise or authority involved
- +/-5 to 20 for thoroughness of material: existence of loose ends, holes, or unanswered questions; development of significant angles; inclusion of needed detail
- +/-5 to 15 for backgrounding; research necessary to make the work complete or to provide needed explanations
- +/-20 for handling of legal matters, such as libel, violation of legal right of privacy and copyright violations
- +/-15 for addressing material to appropriate publics
- +/-15 for making the message or statement clear (i.e., a news peg; inclusion of key message)

### II. Mechanics

- 25 for misspelling a proper name***
- 5 for each error or inconsistency in style
- 2 for excessively long or complicated sentences or paragraphs
- 5 for each spelling error (yes, typos are spelling errors)
- 5 for each punctuation error
- 5 for each grammatical error
- 10 for each minor factual error
- 10 for failure to include contact information on pieces
- 10 for failure to include phone number, address, etc., of your organization or your client's organization

#### **Note:**

Many of these plus and minus points may be applied to the same story for recurring errors or for continual superior performance.

## Class Schedule

### MEJO 332.007 — Public Relations Writing — Fall 2024

*\*The class schedule is subject to change. There might be opportunities for guest speakers (hooray!), or burning PR topics in the news that redirect our attention (intriguing!).  
My pledge: You will always know what I expect from you well in advance.  
Also, always check Canvas for additional readings and resources for each class session.*

#### Unit #1: Planning & Strategy

Date and Topic	Readings	Deadlines and Notes
08.20.24 <b>Session #1 – Welcome!</b>	<i>See Canvas for the syllabus, etc.</i>	We'll use this session to introduce the class, go over the syllabus and set expectations for the semester.
08.22.24 <b>Session #2 – “PR 101”</b>	<b>Fields Chapter 1:</b> Introduction to Public Relations Writing  <b>Fields Chapter 2:</b> Public Relations Industry Standards and Ethics	In this session, I'll tell you everything it's taken me 30 years to learn about PR — in 75 minutes or less.  We'll also discuss key concepts from the textbook readings.
08.27.24 <b>Session #3 - Working with Clients</b>	<i>See Canvas for readings.</i>	
08.29.24 <b>Session #4 - Writing a PR Plan</b>	<i>See Canvas for readings, especially the PR Plan template.</i>	
09.03.24 <b>NO CLASS – Well-Being Day</b>		There is no class today.
09.05.24 <b>Session #5 – Reputation Research: What's the Buzz?</b>	<i>See Canvas for readings.</i>	<b>During the first 10 minutes of class, we will hear from:</b> <b>Carolyn Ebeling, MSW, LCSW (they/them)</b> Embedded Counselor – Hussman School of Journalism and Media Counseling and Psychological Services Student Affairs
09.10.24 and 09.12.24 <b>Group &amp; Client Meetings</b> <b>NO FORMAL CLASS</b>		This week is reserved for your teams to meet amongst yourselves and with clients. Use this time wisely. Schedule your client meetings right away!

## Unit #2: Writing

Date and Topic	Readings	Deadlines and Notes
09.17.24 <b>Session #6 - Media Alerts</b>	<b>Fields Chapter 5:</b> PR Documents Created for the Media  <i>See Canvas for other readings.</i>	<b>*** Individual Graded Assignment #1 “Buzz” — due at the start of class.</b>
09.19.24 <b>Session #7 - Press Releases (1 of 3)</b>	<b>Fields Chapter 4:</b> Creating Newsworthy Content  <i>See Canvas for other readings.</i>	
09.24.24 <b>Session #8 - Press Releases (2 of 3)</b>	<i>See Canvas for readings.</i>	<b>Career Services will speak with us for the first 10 minutes of class. Good stuff!</b>
09.26.24 <b>Session #9 - Press Releases (3 of 3)</b>	<i>See Canvas for readings.</i>	
10.01.24 <b>Session #10 – Writing for Action and Change</b>	<b>Fields Chapter 14:</b> Writing for Action and Change  <i>See Canvas for readings.</i>	<b>*** Individual Graded Assignment #2: “Press Release” — due at the start of class.</b>
10.03.24 <b>Session #11 - Op-Eds</b>	<i>See Canvas for readings.</i>	<b>*** Team Client Portfolio Piece #1: PR Plan — due at the start of class.</b>
10.08.24 <b>Session #12 – Websites, Online, Social Media Content, and AI</b>	<b>Fields Chapter 7:</b> Websites, Online, Social Media Content, and AI <i>See Canvas for readings.</i>	<b>*** Individual Graded Assignment #3: “Op-Ed” — due at the start of class.</b>
10.10.24 <b>Session #13 - Midterm Exam</b>		Open book, open notes Generative AI not allowed on exams
10.15.24 <b>DAY OFF</b> courtesy of professor		No class. Get a head start on your break!
10.17.24 <b>NO CLASS</b>		Fall break. No class.
10.22.24 <b>Session #14 – Speeches (1 of 2)</b>	<i>See Canvas for readings.</i>	
10.24.24 <b>Session #15 – Speeches (2 of 2)</b>	<i>See Canvas for readings.</i>	

### Unit #3: Media Relations & Crisis Management

Date and Topic	Readings	Deadlines and Notes
10.29.24 <b>Session #16 - Media Relations: Pitching</b>	<b>Fields Chapter 6:</b> Proactively Pitching and Attracting Media Coverage  <i>See Canvas for readings.</i>	<b>*** REVISED Team Client Portfolio Piece #1: PR Plans Due</b>
10.31.24 <b>Group &amp; Client Meetings NO FORMAL CLASS</b>		This day is reserved for your teams to meet amongst yourselves and with clients. Use this time wisely. And look ahead (below) to the Team Client Portfolio Piece #2: Press Release that is due next week.
11.05.24 <b>Session #17 - Prepping Clients for Media Interviews</b>	<i>See Canvas for readings.</i>	<b>*** Team Client Portfolio Piece #2: Press Release — due at the start of class.</b>
11.07.24 <b>Session #18 - Crisis Comms 101</b>	<b>Fields Chapter 8:</b> Writing Socially Conscious Content  <i>See Canvas for other readings.</i>	
11.12.24 <b>Session #19 - Crisis Simulator</b>	<i>See Canvas for readings.</i>	Step into the “Crisis Simulator,” where you’ll manage crises ripped from the headlines.

## Unit #4: Marketing Yourself

Date and Topic	Readings	Deadlines and Notes
11.14.24 <b>Session #20 - Marketing Yourself:            The Elevator Pitch</b>	<b>Fields Chapter 16: Branding</b>  <i>See Canvas for other readings.</i>	
11.19.24 <b>Session #21 - Marketing Yourself:            The Cover Letter</b>	<i>See Canvas for readings.</i>	
11.21.24 <b>Session #22 - Team Presentations</b>		Batch 1 of team presos.
11.26.24 <b>Session #23 - Team Presentations</b>		Batch 2 of team presos.
11.28.24 <b>NO CLASS – Holiday</b>		This is a holiday. There is no class.
12.03.24 <b>Session #24 – Last Day of Class            Portfolios Due and            “PR Pro Bowl”</b>		<p><b>*** Team Client Portfolios due at start of class.</b></p> <p>After you turn in portfolios, we’ll have some PR fun. Face off with classmates to see who wins bragging rights as this year’s “PR Pro Bowl” champions.</p>
12.07.24 Saturday @Noon <b>Session #25 – Final Exam</b>		<p>Please note that our final exam for this class is on <b>Saturday, Dec. 7, at noon</b>. See the university’s Final Examination Schedule for Fall 2024 <a href="#">here</a>. The exam will be held in person in our regular classroom.</p>