**Course Outline**

**PRL 2301**

January 19, 2024 (F) Introduction and Review Syllabus & Course Outline

**HW - Choose a client for HW Writing Assignments (Due 1/26/24)**

January 23, 2024 (T) Chapter 1 PPT & Chapter 3 PPT

January 26, 2024 (F) Discuss AP Style

**In Class Worksheet – AP Abbreviations**

**In Class Worksheet – AP Addresses**

**HW - AP Abbreviations Worksheet\* (Due 2/2/24)**

**HW – AP Addresses Worksheet (Due 2/2/24)**

January 30, 2024 (T) Chapter 2 PPT

Grammar & Punctuation PPT

February 2, 2024 (F) **In Class Worksheet – AP Capitalization**

**In Class Worksheet – Eliminating Unnecessary Words**

**In Class Worksheet – Simplify Writing**

**HW – AP Capitalization Worksheet (Due 2/9/24)**

February 6, 2024 (T) Chapter 7 PPT

February 9, 2024 (F) **In Class Worksheet – AP Numerals**

**In Class Worksheet – AP Punctuation & Spelling**

**HW – AP Numerals Worksheet (Due 2/16/24)**

**HW – AP Punctuation & Spelling Worksheet (Due 2/16/24)**

February 13, 2024 (T) Chapter 8 PPT

**HW Writing Assignment #1 – Write a Bio on the CEO or president of your client company.\*\* (Due 2/20/24)**

February 16, 2024 (F) **In Class Worksheet – AP Time**

**In Class Worksheet – AP Titles**

**HW – AP Time Worksheet (Due 2/23/2024)**

**HW – AP Titles Worksheet (Due 2/23/24)**

February 20, 2024 (T) Chapter 9 PPT – Part 1

**HW Writing Assignment #2 – Write a new product/service press release for your client. (Due 3/5/24)**

February 23, 2024 (F) Chapter 9 PPT - Part 2

**February 27, 2024 (T) NO CLASS - SPRING BREAK**

**March 1, 2024 (F) NO CLASS - SPRING BREAK**

March 5, 2024 (T) Chapter 4 PPT

**HW Writing Assignment #3 – Write a pitch letter to a for-profit or nonprofit company for cobranding/collaboration. (Due 3/12/24)**

**REVISED BIO DUE**

**March 8, 2024 (F)** **AP STYLE QUIZ #1\*\*\***

March 12, 2024 (T) Chapter 5 PPT

**HW Writing Assignment #4 – Write a press release announcing cobranding/collaboration with organization. (Due 3/19/24)**

March 15, 2024 (F) Digital PR PPT

**In Class Worksheet – News Release Lead Paragraph #1**

**In Class Worksheet - Condensing Leads**

March 19, 2024 (T) Chapter 6 PPT

**HW Writing Assignment #5 – Write a media advisory for an event that will promote the collaboration your client is participating in.**

**(Due 3/26/24)**

**REVISED NEW PRODUCT/SERVICE PRESS RELEASE DUE**

March 22, 2024 (F) **In Class Worksheet – AP Comprehensive**

**In Class Worksheet – News Release Lead Paragraph #2**

**In Class Worksheet – Related Thoughts**

March 26, 2024 (T) Chapter 10 PPT

**HW Writing Assignment #6 – Write a pitch letter to a member**

**of the media. (Due 4/2/24)**

**REVISED COLLABORATION PITCH LETTER DUE**

March 29, 2024 (F) **NO CLASS – EASTER BREAK**

April 2, 2024 (T) Chapter 12 PPT

**HW Writing Assignment #7 - Write a press release that deals with a “crisis” your client is facing. (Due 4/9/24)**

**REVISED COLLABORATION PRESS RELEASE DUE**

**April 5, 2024 (F)** **AP STYLE QUIZ #2**

April 9, 2024 (T) Chapter 11 PPT

**REVISED MEDIA ADVISORY DUE**

April 12, 2024 (F) Chapter 13 PPT

April 16, 2024 (T) Chapter 14 PPT

**REVISED PITCH LETTER TO A MEMBER OF THE MEDIA DUE**

**April 19, 2024 (F)** **AP STYLE QUIZ #3**

April 23, 2024 (T) Chapter 15 PPT

**REVISED CRISIS PRESS RELEASE DUE**

April 26, 2024 (F) Chapter 16 PPT

April 30, 2024 (T) **NO CLASSES – SNOW/STUDY DAY**

**May 3 – 7, 2024 (F – T)**  **FINAL – PR vs Media Analysis\*\*\*\***

**\*All AP Style homework worksheets are due by the end of day the following Friday unless otherwise noted. For example, the AP Style homework worksheet assigned on Friday, 1/26/24, is due by 11:59 p.m. on Friday, 2/2/24. Assignments will be locked at this time and no submissions will be accepted afterwards.**

**\*\*All homework writing assignments are due by the end of day the following Tuesday unless otherwise noted. For example, the homework assignment given on Tuesday, 2/13/24 is due by**

**11:59 p.m. on Tuesday, 2/20/24. A detailed description of the homework assignment is found in Canvas for each specific assignment. An individual specific rubric is attached to each assignment. *One point will be taken off for every day the assignment is late.***

**Once your assignment is graded, you will have the opportunity to make corrections and resubmit it for a higher grade. Please look at the course outline and modules for specific due dates for revised pieces. Only one revision is allowed. Since I am allowing revisions, the assignment will be locked after the revision submission date. No submissions will be allowed afterwards.**

**\*\*\*Quizzes are due by the end of the class period. For example, Quiz #1 is due by 12:05 p.m. on Friday, 3/8/24. The quiz will be locked and no submissions will be accepted after this time.**

**\*\*\*\*Final - PR vs Media writing analysis can be handed in any time after 4/26/24 but must be submitted no later than 11:59 p.m. on 5/7/24 The assignment will be locked at that time and no submissions will be accepted afterwards.**

**GRADING & ASSIGNMENTS**

***Attendance/Participation: 15% of final grade***

***AP Style HW Worksheets: 15% of final grade***

***AP Style Quizzes: March 8, 2024, April 5, 2024 and April 19, 2024 - 20% of final grade***

***Writing Assignments:******30% of final grade***

There will be regularly assigned writing assignments. Assignments are due by the end of day the following Monday, unless stated differently. Make sure you consider the following when writing your assignments:

* Is AP style used?
* Are spelling, grammar and punctuation correct?
* Is it in the correct format?
* Is content clear, concise and accurate?
* Does it fulfill all rubric requirements?

***Final: PR vs Media Analysis – by 11:59 p.m. on May 7, 2024*** *–* ***20% of final grade***

You are to find an official press release and a corresponding news article from the mainstream media. For example, if you are interested in U.S. politics, you may want to find a press release from the Biden and DeSantis campaigns about fundraising efforts and find a news article from the New York Times, Washington Post, Wall Street Journal, etc. that discusses the same topic.

The key to this assignment is analyzing the similarities and differences between the two documents.

This requires three steps.

First, in a PDF format, please highlight, circle or write on both the press release and news article. You can do this electronically or take a photo of a printed copy of the press release and article and upload them to Canvas. In this part of the assignment, you should clearly identify the following information:

1. The lead of the article and release

2. The focus of the article’s and release’s newsworthiness or angle

3. The pieces of evidence used to support the article’s and release’s focus

Second, write an analysis of how the press release and news article approach the topic. In this analysis, you should answer the following questions.

1. Does each document contain the same kind of lead?

2. Does the press release contain more/less information than the news article? Why is this the case?

3. How (and why) does the angle or newsworthiness differ between the two?

4. Is additional evidence used in one over the other? If so, why do you think they differ?

5. Are there writing differences between the two documents? Why?

(i.e., AP style, grammar, tone, etc.)

6. What information does the end reader learn from both documents? Is this the same or different? Why would it be different?

Lastly, in your response paper, indicate what you think is the main difference between a press release and news article and why you think that.

Your analysis should be at least three double spaced pages. Use at least two sources (not including the press release and news article you have chosen) to back up your analysis. Make sure you cite them on a separate page.