Office hours: To be announced once the semester gets going, more than likely, the hour before and the hour after this class. However, regardless of the hours, you are urged to make an appointment so that I will be sure to be there. Please feel free to talk to me at any time.

Text: Public Relations Writing and Media Techniques, Wilcox & Reber

Objectives: The Mass Media program at ASU has three objectives. They are:

1. Synthesize information for transmission to the public through media channels.
2. Create effective messages for dissemination to the public.
3. Recognize and understand key legal and ethical implications of synthesizing and producing information for transmission to the public through media channels.

Objectives 1 and 2 are essential objectives of this class. Objective 3 is important. All assignments, lectures, tests and other activities are designed to meet these objectives.

Evaluation: The primary makeup of this course will be writing. The main purpose of the course is to teach students the rudiments of news writing style, organization and to recognize what makes a good news story and how to commit it to print or electronic format.

The above course objectives will be assessed by using the writing assignments developed in and out of class. Each assignment will be judged on whether the writer used proper news values, effective quotes, correct style and punctuation and whether the assignment is complete and balanced.

Methods of evaluation: The class will be based on percentage of total points earned on weekly quizzes, two examinations and several writing assignments. Those earning 90 percent or more of the total available points will receive grades of A. Students earning 80 to 89 percent, 70 to 79 percent and 60 to 69 percent will receive grades of B, C or D, respectively. Students earning less than 60 percent will not pass the course.

Because deadlines are so important to any writing for mass media, late work will not be accepted. Assignments due each day will be placed in a folder when it is due. If an assignment is not in the folder it is considered late and will receive a zero. If you must miss a class period, email me and I will give you the day’s assignment if possible.

Attendance: It is mandatory that you attend class each day if you are to be successful in this course. In accordance with departmental and University policy, attendance will be taken each day. As an added incentive, if you do not miss any classes, three points will be added to your final grade. Other points will be awarded as follows: one absence, two points; two absences, one point.

Academic Honesty Code: Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both the print and web versions for the Student Handbook. The current student handbook is found on the ASU web site under publications at the https://www.angelo.edu/student-handbook/code-of-student-conduct/

Americans with Disabilities: Persons with disabilities which may warrant academic accommodations must contact the Student Life Office, Room 112 University Center, in order to request such accommodations prior to any accommodations being implemented. You are encouraged to make this request early in the semester so appropriate arrangements can be made.

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Academic Advising: The College of Arts and Sciences and the Department of Communication, Mass Media and Theatre require that students meet with a faculty adviser as soon as they are ready to declare a major. The Faculty Adviser will set up a degree plan, which must be signed by the student, faculty Adviser, and the department chair. Communication or Mass Media majors who have questions about advising or declaring a major in the department, can call 942-2031.

Grade Appeal Process. As stated in Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at https://www.angelo.edu/content/files/14196-op-1003-grade-grievance

Title IX at Angelo State University: The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

Class schedule (subject to change)

1. Getting prepared to write
2. Understanding the context for PR writing
3. What is news and why do we care?
4. Media Relations
5. The news release
6. Other forms of writing
7. Features
8. Electronic media
9. Social media
10. Organizing meetings and events
11. Legal issues
12. Writing the proposal
13. Evaluation

Final exam: Monday, May 4, at 10:30 a.m.