

Point Loma Nazarene University
JRN355 Public Relations Writing
Spring 2019

PLNU Mission Statement

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

Location & Time

Bond, room 155
Tuesday, Thursday from 9:30 am to 10:45 am
Final: Thursday, May 2 from 10:30 am - 1 pm

Professor & Department

Stephen Goforth, stephengoforth@pointloma.edu
Office phone: (619) 849-3458
Office location: room 126, Bond Academic Center
Department: Literature, Journalism, Writing, & Languages (LJWL)

Prerequisites

WRI 250, Introduction to Journalism

Course Description

Practice in the planning, research, writing, editing, and evaluation skills needed to craft informative and persuasive messages in various media for various external and internal publics. Formats include print, broadcast, and web-based news releases, features, media kits, public service announcements, radio and video packages, brochures and newsletters, backgrounders and position papers. Offered in the spring semester of even numbered years typically.

Text and materials

Required: The Associated Press Stylebook 2018

Articles and links will be posted on Canvas related to our discussions throughout the semester. You will be responsible for knowing the material for tests and completing any assignments given out any day you miss. If you miss an in-class exercise for an unexcused

absence, you will be given a zero. These quizzes and exercises cannot be made up unless you have an excused absence.

Course Learning Outcomes

Students who complete JRN355 will be able to:

1. demonstrate (**comprehension**) a practical grasp of the public relations process. (MUJO PLO 1)
2. exhibit (**application**) increasing competence in professional public relations writing. (MUJO PLO 5)
3. exhibit (**application**) ethical decision making in public relations writing. (MUJO PLO 3)

Multimedia Journalism Program Learning Outcomes (PLOs)

1. Students will exhibit effective research and reporting practices including the creation (**Synthesis**) and editing (**Application**) of a news story based on accepted industry standards and values. [**Written Communication, Information Literacy, Critical Thinking**]
2. Students will identify (**Knowledge**) and apply (**Application**) appropriate ethical and legal standards in their service to their communities and cultures. [**Critical Thinking**]
3. Employ (**Application**) oral communication appropriate to various news performance situations. [**Written Communication, Oral Communication**]
4. The student will be able to describe (**Knowledge**) how technologies shape the way people perceive and interact with the world and apply (**Application**) these digital tools and technologies appropriately for the communications professions in which they work. [**Written Communication, Information Literacy, Critical Thinking, and Quantitative Reasoning**]

The terms inside the brackets indicate the relationship of the learning outcome to WASC's five Core Competencies: Written Communication, Oral Communication, Information Literacy, Critical Thinking, and Quantitative Reasoning. WASC is the organization through which PLNU receives accreditation.

Grading

Your final grade will be computed based on the following scale:

- A 90 – 100%
- B 80 – 89%
- C 70 – 79%
- D 60 – 69%
- F Below - 60%

Here are the standards for specific letter grades:

- A = Substantially error-free
- B = Solid effort; only minor editing errors
- C = Average work; needs some reorganization and rewrite
- D = Multiple errors; needs major rewrite
- F = Gross factual errors; unsuitable for publication
- 0 = Missed deadline; ignored assignment

No plus/minus grades will be given.

Breakdown of Grading Percentages:

Daily Quizzes & Exercises	50%
Midterm	20%
Final	20%
Attendance and Participation	10%

Attendance

Missing a class means losing points for attendance, participation and in class work. If you must miss a class for a valid reason (illness, family emergency, school activity, etc.) then documentation will be required.

If you miss an in-class exercise for an unexcused absence, you will be given a zero. There are no makeups for in-class work you miss unless you have an excused absence.

Tardiness disrupts the class environment and hinders your own learning. If you arrive after the role has been sent around for everyone to sign in, you'll be docked half of an absence. You will also lose half credit for class attendance any day you leave early.

Articles and links will be posted on Canvas related to our discussions throughout the semester. You will be responsible for knowing the material for tests and completing any assignments given out any day you miss.

Please read the Class Attendance section of your PLNU Catalog, carefully. If students miss more than 10% of class meetings (approx. 4 for a MWF course and 3 classes for a TTH course), faculty members may file a written report which may result in de-enrollment from the course. If you miss more than 20% of class meetings (approx. 8 for a MWF course and 6 classes for a TTH course), you may be de-enrolled without notice. De-enrollment may have serious consequences on residence, athletic, and scholarship requirements; it may also necessitate a reduction or loss in your financial aid.

Academic Accommodations

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center. (DRC@pointloma.edu or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the

Rehabilitation Act and the Americans with Disabilities Act. Section 504 (a) prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

Academic Honesty

The LJML Department deems intellectual and academic integrity critical to academic success and personal development; therefore, any unethical practice will be detrimental to the student's academic record and moral character. Students who present the work of others as if it were their own commit plagiarism. Presenting another's work as one's own includes, but is not limited to, borrowing another student's work, buying a paper, and using the thoughts or ideas of others as one's own (using information in a paper without citation). Plagiarized work will result in a failing grade for the assignment and possibly for the course. In either event, a written report will be filed with the department chair and the area dean. The dean will review the report and submit it to the Provost and the Vice President for Student Development. It will then be placed in the student's academic file. You can find out more in the online PLNU Catalog under "Academic Honesty".

Diversity Statement

Point Loma Nazarene University is committed to diversity in the classroom, in its publications and in its various organizations and components. Faculty and staff recognize that the diverse backgrounds and perspectives of their colleagues and students are best served through respect toward gender, disability, age, socioeconomic status, ethnicity, race, culture and other personal characteristics. In addition, the department of Literature, Journalism, and Modern Languages is committed to taking a leadership position that calls for promoting a commitment to diversity in and out of the classroom and in the practices of writing, journalism, and the study of literature and languages.

Sexual Harassment & Assault

Federal Law, Title IX, and Point Loma Nazarene University policy prohibits gender discrimination, including sexual harassment, domestic and dating violence, sexual assault, and stalking. Alleged violations can be reported non-confidentially to the University's Title IX Office (619) 849-2479, Third Floor of Nicholson Commons, Room 303. Reports to law enforcement can be made to the PLNU Department of Public Safety (619) 849-2525. For emergencies call 911.

I will seek to keep information you share with me private to the greatest extent possible, but as a professor I have mandatory reporting responsibility to share information regarding sexual misconduct and crimes I learn about to help make our campus a safer place for all.

FERPA

In compliance with federal law, neither PLNU student ID nor social security number should be used in publically posted grades or returned sets of assignments without student written permission. This class will meet the federal requirements by (each faculty member choose one strategy to use: distributing all grades and papers individually; requesting and filing written student permission; or assigning each student a unique class ID number not identifiable on the alphabetic roster.). Also in compliance with FERPA, you will be the only person given information about your progress in this class unless you have designated others to receive it in the "Information Release" section of the student portal. See [Policy Statements](#) in the undergrad student catalog.

Public Discourse

Much of the work we will do in this class is cooperative, by nature of the class discussions and general feedback given to written work and/projects; thus you should think of all your writing and speaking for and in class as public, not private, discourse. By continuing in this class, you acknowledge that your work will be viewed by others in the class. Thinking of our class work as public and shared also gives us the chance to treat one another with gentleness and compassion.

Flexibility

The aforementioned requirements, assignments, policies, evaluation procedures, etc., are subject to change. Students' experiences and needs, as well as emerging knowledge, will be considered in modifying this course syllabus.

Final Examination Policy

Final Examinations are the culminating learning event in a course, and they are scheduled to take into account all the different courses and departments across the university. The exam schedule varies from year to year. The final examination schedule is posted on the Class Schedules site. You are expected to arrange your personal affairs to fit the examination schedule. In the rare case that you may be scheduled for more than three (3) final examinations on the same day, you may work out an alternate time for one of your exams with your professors. This is the only university-sanctioned reason for taking a final exam at a time other than the officially scheduled time for the exam. Please confirm your final examination schedule the first week of classes, and schedule those exam times into your daily planners and calendars now. If you find that your final exam schedule is the one described above, please meet with your professors as soon as possible so that they may help you to make alternative arrangements for taking your exams. Department chairs/school deans and college deans need not be involved in the process of making this accommodation.

Disclaimer

This syllabus is subject to change at the discretion of the instructor and does not constitute a contractual agreement between the student and the instructor or Point Loma Nazarene University.