

Point Loma Nazarene University
WRI355 Public Relations Writing
Spring 2017

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 156
Tuesday, Thursday from 9:30 am to 10:45 am
Final: Thursday, May 4 from 10:30 am - 1 pm

Professor

Stephen Goforth, stephengoforth@pointloma.edu
Office phone: (619) 849-3458
Office location: room 126, Bond Academic Center

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

There is no required text. These books are recommended:
The New Rules of Marketing and PR, David Meerman Scott, (2010)
Platform: Get Noticed in a Noisy World, Michael Hyatt, (2012)

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.

Journalism Program Learning Outcomes

- Exhibit effective research and reporting practices
- Students will display strong interpretive, analytic, quantitative reasoning, and critical thinking skills in their assignments.
- Communicate ideas clearly and accurately in forms appropriate to the purpose, medium, and audience.
- Employ appropriate ethical and legal standards and professional codes in their service to their communities and cultures.

Criterion for Success

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 academic standards for completion of this course as established by the instructor, students with disabilities may require academic accommodations. At Point Loma Nazarene University, students requesting academic accommodations must file documentation with the Disability Resource Center (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual learning needs of the student. This policy assists the University in its commitment to full compliance with Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities (ADA) Act of 1990, and ADA Amendments Act of 2008, all of which prohibit discrimination against students with disabilities and guarantee all qualified students equal access to and benefits of PLNU programs and activities.

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".

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.

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.

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.