JAMS 307, section 001: Persuasive Media Writing and Production (Public Relations)

Class Days / Times:
UW-Milwaukee
Room:

Instructor: Jackie Bradway
Office Location: Bolton Hall 536
Office Hours: Or by appointment
Email: leonarjm@uwm.edu

Catalog description
Writing, design, and production of persuasive media elements through individual and group work and skills-based activities. May not be retaken for cr. Prereq: declared JAMS major/minor; grade of C or better in JAMS 207.

Overview
In this course, students will learn how strategies of public relations are tactically applied and executed. Students will learn how to effectively write various PR materials including key messages, press releases, fact sheets, advisories, pitch emails, radio copy and social media posts. Students will also learn basic layout and design skills while receiving rudimentary instruction on programs such as InDesign and Photoshop.

Objectives
Upon completion of JAMS 307, students should be able to:
• Refine knowledge of AP Style and learn how/when/why to apply to PR materials
• Understand how to write effective, strategic, and persuasive messages
• Learn the differences between PR materials, when/how to use each, and how to write various PR materials
• Develop an understanding of creative aspects and processes of public relations
• Develop skills necessary to complete writing tests for internships and entry level positions

Required Texts
Public Relations Writing: The Essentials of Style and Format (8th edition)
Thomas H. Bivens
Publisher: McGraw Hill

The Associated Press Stylebook 2018
(Note: All AP quizzes will be based on the 2018 edition of the Stylebook. You may use an earlier version, but there may be some discrepancies in style rules. Grading will be based on the 2018 edition. No exceptions.)

Additional readings will be posted on D2L through the semester.
**Assessment**

Grades will be based on a point system, with 1,000 points possible this semester. There may be, at the instructor’s discretion, opportunities for extra credit.

- AP Style quizzes (best 4/5 scores) 40 points
- Participation / Attendance / Show and Tell 60 points
- Reading quizzes (2 total) 100 points
- Final 150 points
- Assignments (50 each) 650 points  
  - Biography  
  - Creative brief  
  - Messaging doc  
  - Release 1 and pitch 1  
  - Fact sheet  
  - Advisory  
  - Brochure  
  - Release 2 and pitch 2  
  - Social plan  
  - Social posts  
  - Blog post or native content  
  - Release 3  
  - Radio scripts  

I approach grading very seriously, and I have very high expectations of students at this level. An “A” symbolizes outstanding work, relative to the level necessary to meet project requirements. A “B” means work was above average, relative to the level necessary to meet project requirements. A “C” means the work was average, meeting basic project requirements at this level. A “D” represents work that deserves credit, but does not meet the level of the project requirements. An “F” represents a project that fails to meet the requirements.

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<thead>
<tr>
<th>Points</th>
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<tbody>
<tr>
<td>1,000-950</td>
<td>A</td>
<td>833-800</td>
<td>B-</td>
<td>699-667</td>
<td>D+</td>
<td>949-900</td>
<td>A-</td>
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<tr>
<td>899-867</td>
<td>B+</td>
<td>766-734</td>
<td>C</td>
<td>633-60</td>
<td>D-</td>
<td>866-834</td>
<td>B</td>
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If you have any questions or concerns about your grade, please make an appointment to discuss your work with me. I am happy to discuss your grade up to seven days after the assignment was handed back to you. After seven days, the grade is considered final, and I will not entertain a change.

**Show and Tell**

Part of your participation grade will be to present two “show and tells” to the class. You’re a PR/ad student and you need to start paying attention to the PR and advertising world around you. As part of your grade, you will need to talk about an ad or PR material (print/social/broadcast ad, flyer, article, press release, social post, etc.) TWO times this semester. It can be two good examples, two bad examples or one of each. You will explain to the class what makes the piece work or not work (2-3 minutes) and provide a written paragraph or two about the same to be turned in. Until I get the written part, it will not count. A tally of the number of show and tells you’ve done will be kept on the attendance sheet – it is YOUR responsibility to make sure this number is accurate. Failure to complete two show and tell examples will result in points being deducted (25 points per Show and Tell, either not presented to class or missing written component).

Show and Tell does a few things:
- Gets you looking around your world, observing and analyzing what you see in terms of PR/ad/social
- Gets you thinking about what makes something work – and NOT work in terms of communication devices
- Gives you experience talking to a group. Not everyone is comfortable speaking in front of people but in the worlds of PR and advertising, you need to get over it. You need to be comfortable communicating your POV (point of view) to others – internally at a brainstorm or externally to your client or the media. This is a “no risk” way to start to get comfortable with that.

Please note the Show and Tell exercise cannot use material more than one-year old (unless it’s being used as a comparison to something recent), cannot include Super Bowl commercials, and cannot repeat anyone else’s example given in class (another reason to attend class on time).

**Project Redo**

Because this is a required class to advance in the PR/ad sequence, I will allow you to revise one assignment on which you received a grade of 38 or lower (for a 50 point project) or 78 or lower (for a 100 point project). The highest grade you can receive on a revised project is 39/50 or 79/100. All revised projects are due at the beginning of the last class of the semester. You cannot use Project Redo to turn in a project for credit that you failed to turn in on time or if you received an F because of cutting and pasting information.

**Course Policies**

**Due dates and late/missed projects**

All assignments are due at the beginning of class (unless otherwise noted). No more than five minutes will be allowed to print projects at the start of class. Those turned in after this five-minute period will be considered late and will receive a maximum of half credit (maximum of 25 points if the assignment is worth 50 points). All assignments turned in after the class period ends, and for a second late offense and beyond, will receive a grade of 0. Late work and work not turned in at all will not be eligible for Project Redo.

If you have a circumstance that prohibits you from attending class to hand in an assignment, I must be notified in writing (email) PRIOR to class starting. If that is not possible (i.e., you’re in jail or the hospital), I will require tangible proof before the assignment will be accepted.

All assignments and projects should be PRINTED OUT and HANDED IN. Electronic submissions (including D2L dropbox and email) will not be accepted unless prior approval is received. The reason for this: I make a lot of notes on your projects and I need a printed copy to do so. Occasionally, a student is using a program or version that is not completely compatible with what I have and the result is a printed version that may not be as intended (margins messed up, design not translating, etc.). The only way for me (and you) to guarantee that I’m seeing what you intended is the hand me a printed/hard copy.

All of your work for this class must be your original work. There is to be no cutting and pasting of any writing from the web or anywhere else. Anything taken from another source must be clearly identified as such. Cutting and pasting, especially without attribution, is not what professional advertising and public relations writers do, and that is not what you will do in this class. If you simply cut and paste items, your grade for the project will be an F, and the project will be ineligible for Project Redo.
Most important of All:
If you are having trouble understanding materials, concepts or content from class, please see me early in the semester or before you turn in assignments. The last week or two of class is too late for us to help. And we do want to help anyone who is having trouble. But if you don’t tell us you are having trouble early in the semester, then we can’t help. And if you don’t do it early in the semester (before midterm), then we will not be able to help you improve your grade.

A Note about Plagiarism:
All of your work for this class must be your original work. There is to be no cutting and pasting of any writing from the web or anywhere else, unless the source is very clearly marked and indicated. Simply cutting and pasting, especially without attribution, is not what professional advertising and public relations writers do, and that is not what you will do in this class. If you simply cut and paste items, your grade for the project will be an F.

Cutting and pasting material off of the web: In general, just don’t do it. We will reduce your grade if you do it with any amount of frequency, even if you cite your source. PR and advertising professionals create original work and write original work. Agencies want to hire people who are creative and can write their own material and write it well. If you have questions about this, ask us!

What is plagiarism? Using someone’s work/writing without his/her knowledge and permission and failing to cite that person/author, thereby declaring it your own. Declaring work your own, when someone else wrote or created it, is plagiarism.

Pulling papers / Assignment material off the Internet: It is not difficult for me to distinguish work that is not a student’s own work. There are a number of telltale signs. And it is not difficult, given new Internet technology, for instructors to find exact sites, books, pre-written advertisements or news releases where information was illegally obtained and used by a student. (Yes, plagiarism is illegal and we do experience students doing it.)

Penalties for plagiarizing include receiving an F for the assignment or the class and possible expulsion from the University. In the professional world it will mean the loss of livelihood and reputation, so develop your ethical framework now. Plagiarism and cheating are very risky activities. The entire JAMS staff takes these activities very seriously. If you have questions about citing information on assignments or if you are having difficulty understanding how to properly use or reference other people’s work, come see me and I will help you. For more information on this or other school policies see the official UW-Milwaukee Web site for complete information.
http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/

NOTE: In this class, there will be times where I will allow you to pull photos off the Internet, use photos or graphics produced by other people in order to produce work for your assignments. I will discuss this more in depth as we start producing our work. This is an acceptable practice for educational purposes, as long as:
- You are honest and upfront about what you did and did not produce.
- As long as you are not using another person’s work for commercial purposes.

Attendance/participation
You will get out of this class what you put into this class. That means showing up – ON TIME for all lectures and discussions. Attendance is critical to success in this class. We will talk about things not in the reading and review examples that will not be posted on D2L.
Acceptable and excused reasons to miss class (documentation required before it will be considered excused): illness, death in the family, court appearances, UWM athletic event in which you are participating, etc. Unacceptable/unexcused reasons to miss class: job/internship (working or interviewing), travel/vacation, oversleeping, “I forgot what day it was,” appointments, “I don’t feel well,” etc.

There will be a sign in sheet at the front of the room for lectures, and one passed around at the start of every discussion. It is YOUR responsibility to sign in (especially if you’re late). Missing classes and/or frequent tardiness will affect your grade, and we will review the sign in sheets to assign your attendance/participation grade. There will not be any bonuses for perfect attendance, but missing class and/or repeatedly showing up after class has started will result in points being deducted.

Absences will be figured as follows:
- Minus zero points for excused absences. Excused absences include illness, death in the family, court appearances, UWM athletic event in which you are participating. You may make up missed work and submit your assignments with proper documentation. Note: documentation is required.
- Minus five points after the first three tardy appearances (tardy days one and two = no loss of points; tardy day three = five points off). For the fourth tardy and beyond, five points will be deducted per offense. Tardy is defined as the start of class. If the door is closed, you are tardy. We understand things happen that may make you late (weather, bus schedules, etc.), which is why we allow a little wiggle room with the first few tardies, but we also expect you to allow for the unexpected and be in class on time.
- Minus five points for every unexcused absence. Unexcused absences are those that do not include documentation, and may include job/internship (working or interviewing), travel/vacation, oversleeping, “I forgot what day it was,” appointments, “I had a headache,” etc. You may not make up any missed work and assignments will be expected to be delivered prior to the due date or be considered late.

Your participation is important to your experience. You will be required to read the material as noted in the syllabus and contribute your POV (point of view) on what you read. Coming to discussion and lecture with questions and examples will be appreciated and rewarded.

Participation in this class is not limited to “having the answers.” You can participate in class discussions by asking questions, providing critique of ad/PR work or examples, or sharing personal experience relevant to the class discussion of the day. Some of our discussions may contradict what you believe, and that is okay. The classroom is a safe space for all students to feel respected in sharing their opinions. However, under no circumstances will discriminatory language, disrespect, or personal attacks be tolerated.

Additional Information
- Computer labs and working on projects outside this class

To secure a good grade, you will need to work on your projects outside of class time. Please note the hours for open lab time. Working on class assignments may include spending weekends, holidays, evenings on projects – this is called the real world, particularly in the career fields of PR and advertising.

You will be required to work on computers during this class. This means you should have a means to BACK UP YOUR WORK regularly and in multiple places. Losing your work or not being able to open a corrupt file is not a valid excuse for late work. Again, in the “real world,” losing your work will not be tolerated by your boss or your client.
Also, there will be a point in the semester in which you will need to access your previous projects. Failure to have access to a previous project will drop your grade by 10 points.

You should be prepared to work on your projects during class, in case there’s some free time. I don’t want to hear, “it’s at home” – you should be prepared, especially the design projects. Leaving class because you’ve left your work at home will result in point reduction from your attendance/participation grade.

- **Accessibility Resource Center (ARC)**
  If you are having issues that keep you from being your best as a student (personal issues, learning issues, medical issues, stress issues, etc.) then you must contact ARC (formerly Student Accessibility Center – SAC), fill out proper forms, and bring them to me (personal and confidential). If you do, I can help you. If you don’t, we are limited in how much help we can offer. If you wish to speak to me in private about this, just let me know. Here is ARC’s web address: [https://uwm.edu/arc/](https://uwm.edu/arc/)

**About the Instructor: Jackie Bradway**

**Jackie Bradway (lecturer)** has more than 20 years experience in public relations and publishing/editing. Before joining UWM’s Journalism, Advertising and Media Studies department in 2012 as a lecturer, she worked for 12 years at FleishmanHillard, one of the world’s largest integrated communications consultancies. Her clients included Papa John’s, McDonald’s, UPS, Great Wolf Resorts, Proctor & Gamble and ConAgra Foods. Her experience also includes an executive position in the public relations department of a Fortune 500 company and editorial positions at two publishing companies. Jackie has blogged for more than 12 years, and she is currently a contributor to the MKE Moms Blog ([http://milwaukee.citymomsblog.com/](http://milwaukee.citymomsblog.com/)). She graduated from Saint Joseph’s College with a bachelor of arts in Literature and from Webster University with a masters in Organizational Communication. Jackie serves as Vice President of Communications for the Saint Joseph’s College Alumni Association, Inc., and she’s frequently interviewed in matters related to her alma mater’s recent closing. When she’s not teaching, grading, writing, or serving her alma mater, Jackie is mom to four kiddos, and she enjoys hiking, geocaching, organizing stuff, and experimenting with new recipes. Additional professional information is available on her LinkedIn profile: [http://www.linkedin.com/in/jackieleonardtackett](http://www.linkedin.com/in/jackieleonardtackett).

**Workload Statement**

This is a three-hour course, so the expected time commitment from students is approximately 150 hours. Although the exact breakdown will vary by student and by week, my expectation is that the average student will spend approximately 45% on projects (including final exam prep), 30% on class readings and reviewing class notes and 25% attending class. Please note that this is an estimate for a student wishing to receive an average grade. Also students are assessed on performance, not the amount of time invested in the class.

**University Policies**

1. **Students with disabilities.** Notice to these students should appear prominently in the syllabus so that special accommodations are provided in a timely manner. [http://www4.uwm.edu/sac](http://www4.uwm.edu/sac)
2. **Religious observances.** Accommodations for absences due to religious observance should be noted. [http://www4.uwm.edu/secu/docs/other/S1.5.htm](http://www4.uwm.edu/secu/docs/other/S1.5.htm)
3. **Students called to active military duty.** Accommodations for absences due to call-up of reserves to active military duty should be noted. Students: [http://www4.uwm.edu/current_students/military_call_up.cfm](http://www4.uwm.edu/current_students/military_call_up.cfm)
   Employees: [http://www4.uwm.edu/secu/docs/other/S40.htm](http://www4.uwm.edu/secu/docs/other/S40.htm)
4. **Teaching evaluations.** Evaluations will be distributed at the end of the semester. [https://www4.uwm.edu/secu/docs/other/S52.5.htm](https://www4.uwm.edu/secu/docs/other/S52.5.htm)

5. **Student privacy.** FERPA requires students be advised of their rights concerning education records and public information which the university has designated “directory information.” [https://uwm.edu/registrar/ferpa/](https://uwm.edu/registrar/ferpa/)

6. **Grades.** University policy regarding grading and grad records can be found here: [https://www4.uwm.edu/secu/docs/other/S29.htm](https://www4.uwm.edu/secu/docs/other/S29.htm)
   - **Grade appeal procedures.** A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School. [http://www4.uwm.edu/secu/docs/other/S28.htm](http://www4.uwm.edu/secu/docs/other/S28.htm)
   - **Incompletes.** A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work. [http://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf](http://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf)

7. **Discriminatory conduct (such as sexual harassment).** Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff. [http://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf](http://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf)

8. **Academic misconduct.** Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University. [http://www4.uwm.edu/osl/dean/conduct.cfm](http://www4.uwm.edu/osl/dean/conduct.cfm)

9. **Complaint procedures.** Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy. [http://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf](http://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf)

10. **Final Exam.** The final exam requirement, the final exam date requirement, etc. [http://www4.uwm.edu/secu/docs/other/S22.htm](http://www4.uwm.edu/secu/docs/other/S22.htm)
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<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Reading (done prior to class)</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td></td>
<td>Intro to class, instructor, the biography</td>
<td>ASSIGN: Biography</td>
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<tr>
<td>2</td>
<td>Chapters 1 and 3</td>
<td>AP style – BRING BOOK TO CLASS Writing 101: PR writing basics, writing for editors, persuasion ASSIGN: Creative brief</td>
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<td>3</td>
<td></td>
<td>Planning and research, strategy and the creative brief DUE: Biography</td>
<td>AP Quiz 1 (in class)</td>
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<tr>
<td>4</td>
<td>Chapters 4</td>
<td>Messaging and Q&amp;A development DUE: Creative brief ASSIGN: Message doc</td>
<td>Backgrounderers and fact sheets ASSIGN: Fact sheet</td>
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<tr>
<td>5</td>
<td>Chapters 5 and 7</td>
<td>Media relations DUE: Message doc AP Quiz 2 (in class)</td>
<td>Press release and pitching DUE: Fact sheet ASSIGN: Release and pitch 1</td>
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<td>6</td>
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<td>Press release and pitching</td>
<td>Advisories and events ASSIGN: Media advisory</td>
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<td>7</td>
<td>Chapters 2 and 10 D2L reading: radio scripting</td>
<td>PR ethics and legal considerations DUE: Release and pitch 1</td>
<td>Radio ASSIGN: Radio scripts DUE: Advisory</td>
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<tr>
<td>8</td>
<td>Chapters 8 and 9 D2L reading: design</td>
<td>Design and brochures ASSIGN: Brochure</td>
<td>DUE: Radio scripts DESIGN CLASS</td>
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<td>9</td>
<td></td>
<td>AP Quiz 3 (in class) Reading Quiz 1 (in class)</td>
<td>DESIGN CLASS</td>
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<td>AP Quiz 4</td>
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<td>11</td>
<td>6 and 11</td>
<td>Release review</td>
<td>Brochure</td>
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<td>12</td>
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<td>Blogging and native content</td>
<td>Blog/native</td>
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<td>13</td>
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<td>Review for exam, press releases, what’s news</td>
<td>Release and pitch 3</td>
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<td>14</td>
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<td>Last day for Show and Tell</td>
<td>Release and pitch 3</td>
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<tr>
<td>15</td>
<td></td>
<td>Final exam (in class)</td>
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*Note: the instructor reserves the right to revise this schedule at any time during the semester. All efforts will be made to provide adequate notice to students in advance of any changes.*