Date: January 13, 2003

To: Class members of Communications 268, Section 003

From: Thomas A. Lamonica, instructor

Subject: Course Syllabus

Attached is the basic information necessary for all students to be successful in Communication 268, Section 003, Public Relations Writing and Production. The course is built around learning the basics of not only professional communications for your client, but also establishing and enhancing the professionalism of class members.

This format is a teaching tool designed to introduce students to the basics of memorandum writing. Use this example when communicating internally to class members. Also included in this packet are the following:

- lecture outlines.
- newsletter production aids.
- a newsletter evaluation format.
- information on assignments
- a schedule of class activities and assignments (separate document).

Students should read this memo information carefully and completely, retaining all information in the packet for the entire term. Refer all questions about the information listed to the instructor.

About the Course

Communications 268, Section 003

Instructor: Tom Lamonica (438-5746, email: talamon@ilstu.edu)
Assistants: Tiara Tucker, (436-1629, email: tmtucke2@ilstu.edu)
Office Hours: By appointment--please make arrangements in advance
Meetings: 7 p.m. to 9:50 p.m. Tuesdays at 102 Fell Hall
Lab Phone: 438-2973

Requirements

- TEXT: Shelburne, Merry Clare. Walking the High Wire, Effective Public Relations
- Computer skills & Macintosh format zip disc.
- Successful completion of Comm. 111 plus Comm. 161 or 165 (per ISU undergraduate catalog).
- The desire to become a professional.

Class Rules

1. Arrive on time for class meetings. Class attendance is worth three points per class for those who arrive on time and remain until the meeting ends. Members missing four or more classes will not receive a passing grade. Professionals do not "blow off" meetings--a phone call to notify the instructor prior to missing a class meeting is required, or make up work will not be accepted.
2. Deadlines are essential to effective communication. All assigned work due on a particular date must be placed on the counter of the teaching station not later than 7 p.m. on the date due. Late work may receive reduced credit or no credit at the instructor's discretion.
3. Read all required material on schedule and be prepared to explain it to the rest of the class.
4. Read and proof your own work before submitting it. Those who edit their own work, and get others to proofread it, will receive higher grades because most reductions on written work are for writing and style errors.
5. There are no 'dumb' questions in this class. Class members who do not understand assignments, readings or lecture information are urged to ask questions of the instructor or teaching assistant.
6. Criticism of your work by the instructor is designed to enhance learning and improve performance. Please do not read that criticism any other way.
7. Strive to improve and don't ever give up. The concepts of public relations may seem vague and elusive, but all class members can learn them.

### Grading

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<th>Number</th>
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<tr>
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<tr>
<td>Releases/Media Rel.</td>
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<td>Newsletter Assignments</td>
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<td>Final Newsletter</td>
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<tr>
<td>Report</td>
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<td>50</td>
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<tr>
<td>Midterm Exam</td>
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#### Final Grade

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<td>432-485</td>
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<tr>
<td>C</td>
<td>70-79</td>
<td>378-431</td>
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<td>D</td>
<td>60-69</td>
<td>324-377</td>
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<tr>
<td>F</td>
<td>less than 60</td>
<td>324 or fewer</td>
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**Note:** Any member not completing the report and newsletter projects on time will NOT receive a passing grade.

### Plagiarism

Plagiarism is not tolerated by the instructor, the department, the college or the university. Copying another's work on an examination, assignment or project will result in an "F" for the semester.

### Newsletter

Your two-page (minimum) newsletter is to support a real client and be desk-top published on a computer. This lab is open for general use by students during hours to be posted on the door. You are responsible for accomplishing tasks necessary to complete this newsletter, including learning to use software and hardware. Here are the standards:
- Real live client or organization to publicize.
- A target audience
- A letterhead
- News stories and features
- Photographs and/or graphics
- Headlines for all stories
- Cutlines for all photos
- A masthead

### Report

Develop and write a three- to five-page report outlining a plan to promote two-way communication between your client and a client's public. Include the following as part of your plan:
- Identify the client and constituency public.
- Explain how your client's goals would be served through interaction with the constituency public.
- Identify and explain the key messages to be communicated and received -- both ways.
- Present a timetable for implementation of your plan.
- Suggest potential outcomes of the plan (favorable and unfavorable).
- Show a method of review of the plan (measuring the plan's effectiveness).

### Summary

This class is designed to be instructional and fun. In my years of teaching, I have learned that students who are treated like professionals will develop professionally. As an instructor, I believe I don't succeed unless you do, so I want you to succeed. Best wishes on successful completion of this course and remember, what you learn is far more important than the grade you receive.