PR 351B: Strategic Public Relations Media and Content
4 Units

Fall 2021 – Wednesdays – 6-9:20 p.m.
Section: 21201D
Location: ANN 413

Instructor: Darryl Ryan, MBA, MS
Office: Room or meeting area
Contact Info: darryl.ryan@usc.edu

I. Course Description

In this class, we will examine media that is created and published by today's public relations practitioner. New platforms have enabled brands, organizations and individuals to become publishers and directly engage their audiences. This class examines strategies and tactics needed to be an effective publisher including digital content created for social and owned media channels.

This course is designed to teach students about the array of public relations tools available to them, with particular emphasis on writing, digital content creation and production of communications collateral. Students will be exposed to audience research and segmentation, social media and digital communications writing, multi-media content creation, feature writing, newsletter preparation, basic principles of design, writing for the ear, creating and making presentations and brainstorming.

Case histories will illuminate the use of these tools and examples of materials will be used extensively throughout the course. This is a lab course; a great deal of hands-on activities such as writing, graphic design, video production and oral presentations will be assigned.

II. Student Learning Outcomes

Students will leave this course prepared to:
▪ Research, write and edit professional-quality social media content, videos, newsletters, and PR controlled content for external and internal audiences.
▪ Execute basic promotional video production for product demonstrations, crisis response and other PR driven scenarios.
▪ Execute basic design and layout; understand design software.
▪ Produce visual elements such as photos, graphics, infographics, special effects and motion graphics.
▪ Identify and communicate with an array of audiences.

III. Course Elements
▪ In-class writing, content creation and video production assignments
▪ Take-home writing and content creation assignments
▪ Midterm
▪ Final project
▪ Participation
▪ Reading

IV. Text/Reference Materials
▪ Reading assignments will be posted to Blackboard throughout the semester, along with handouts and other readings.

WHAT I EXPECT FROM YOU:

1. Class starts on time. Chronic tardiness will affect your final grade, as will absences. You don't have to ask me for permission to miss a class, leave early or come late, or provide a written excuse. I leave those decisions to you. You receive no credit for in-class work that day.
2. Assignments are due to me at the time I designate. All assignments will be complete and submitted as directed. Assignments completed that do not follow directions will be graded lower. If you are absent, you are responsible for getting your homework to me by the due date/time. No late assignments are accepted.
3. There will be no make-ups for the midterm. There will be no extensions for the final project. You must complete the midterm and final project to pass the class.
4. If you miss class, you are responsible for getting notes and assignments from a fellow student. I do not email notes or handouts.
5. No texting or any use of cell phones or other forms of electronic communication during class. Doing so will have a negative impact on your grade. Computers for class work ONLY.
6. The syllabus is our guideline and will change during the course of the semester to accommodate current events and speaker schedules
7. You are expected to check Blackboard every week for updates on homework and assignments. You are also responsible for checking your USC email account, which is how I will communicate with you.

WHAT YOU CAN EXPECT FROM ME:
1. I love teaching and come to class each week with enthusiasm and a strong desire to help you learn. My goal is to help you prepare for the world of public relations.
2. I am open to your questions and welcome the opportunity to discuss any issues concerning you. Please don't hesitate to speak with me about anything.
3. I am fair. When you get a paper back from me, you'll have a good idea why you earned the grade you did and what can be done to improve your writing. However, if things are not clear, let's talk. The more discussion, the better the understanding.
4. This syllabus is a general guideline for what we will cover during the semester. Other assignments, such as written homework and class projects will be assigned. In addition, we will have in-class writing most weeks.
5. I'll guide you along to improve your writing, but feel free to help guide our discussions. Bring to class your questions, observations and opinions about how you see the role of public relations at work in the real world. Our most pertinent and interesting class time will come from what's happening in our world today.
6. I am available for questions and conversations before and after class and by appointment. Ready access is through email. I will respond to all messages within 24 hours.

V. Assignments
- Class participation
- In-class assignments/Homework
- Midterm exam
- Video Project
- Final Project

VI. Assignment Submission Policy
All assignments are due on the dates specified. Without prior discussion and agreement with the instructor, late assignments will not be accepted.

VII. Required Readings and Supplementary Materials
You must bring your laptop to every class. Please bring these to class each week as you will need them for in-class writing exercises. As needed, additional reading assignments will be given during the semester.

VIII. Laptop Policy
All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the Annenberg Virtual Commons for more

information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website.

IX. Add/Drop Dates for Session 001 (15 weeks: 8/23/21 – 12/3/21)
Link: https://classes.usc.edu/term-20213/calendar/
Friday, September 10: Last day to register and add classes for Session 001
Friday, September 10: Last day to change enrollment option to Pass/No Pass or Audit for Session 001
Friday, September 10: Last day to purchase or waive tuition refund insurance for fall
Tuesday, September 14: Last day to add or drop a Monday-only class without a mark of "W" and receive a refund or change to Pass/No Pass or Audit for Session 001
Friday, October 8: Last day to drop a course without a mark of "W" on the transcript for Session 001. Mark of "W" will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]
Friday, October 8: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]
Friday, November 12: Last day to drop a class with a mark of "W" for Session 001

X. Grading Breakdown

Assignment	% of Grade
Class Participation	10%
Midterm	25%
In-Class Assignments Homework	25%
Video Project	15%
Final Project	25%
TOTAL	**100%**

Grading Scale

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

Grading Standards
"A" projects have writing near professional quality; one or no mistakes; clearly proofread and edited material. All required elements included (catchy headline, solid lead, varied vocabulary; supporting facts/figures; quotes as required). Excellent organization and flow; original thinking. Showed creativity in packaging/distribution method. High end of scale: publishable today as is.

"B" projects have two to five spelling, grammar or AP Style mistakes.   One or more required elements missing or poorly displayed (i.e., boring headline; confusing lead, etc.). Shows potential as a good writer. Adhered to inverted pyramid. High end of scale will have at least one extraordinary element such as astonishing lead or little-known facts or pithy quote. Some creativity shown. Publishable with medium editing.

"C" projects have more than five errors (spelling, grammar, AP style). Poorly edited and/or proofread. May

have adhered to inverted pyramid but strayed at beginning or end. Hackneyed elements such as trite headline or uninteresting lead. Little or no facts/figures included. Passive rather than active verbs become the norm. Little or no creativity shown. Publishable with major editing.

"**D" projects** have more than 10 errors (spelling, grammar). Needs to be completely rewritten. Poorly organized with little or no understanding of journalistic style/standards. Needs to work with writing coach.

"F" projects are not rewritable, late or not turned in. A grade of F also will be assigned for any plagiarized and/or fabricated material that is submitted.

XI. Course Schedule: A Weekly Breakdown
Important note to students: Be advised that this syllabus is subject to change – and probably will change – based on the progress of the class, news events, and/or guest speaker availability.

SCHEDULE OF CLASSES
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	Topics/Daily Activities	Readings and Homework	Deliverable / Due Dates
Week 1 Aug. 25	▪ **Student/Prof. introductions** ▪ **Course and Syllabus Review** ▪ **"Controlled Media"** ▪ **Internal Communication** ▪ **Brand Piece**	**Favorite Brand** **Well-written article**	September 1
Week 2 Sep 1.	▪ **Article Review** ▪ **Reverse Engineering an Article** ▪ **The Cover Letter**	**Vehicle Cover Letter** **Reverse Engineered News Release**	September 8
Week 3 Sept. 8	▪ **Audience Segmentation** ▪ **Targeting** ▪ **Writing for Audiences** ➢ Lay ➢ Expert ➢ Managerial	**Uncover the 'Best Brand' & 'Product for Segmented Millennials'**	September 15
Week 4 Sept. 15	▪ **More on Writing for Audiences** ➢ Lay ➢ Expert	**500-word Byline**	September 22

	➢ Managerial ▪ **Bylines**		
Week 5 Sept. 22	▪ **Byline Leads** ▪ **Byline Conclusions** ▪ **Newsletters** ▪ **Power/Value of Newsletters**	**E-Newsletters** *(SEO links to stories)*	September 29
Week 6 Sept. 29	▪ **Writing for the electronic medium** ▪ **Media mix and traditional writing** ▪ **Blog stories (Internal Comms)**	**Blog**	October 6
Week 7 Oct. 6	▪ **In-Design Tutorial** ▪ **SEO'ing** ▪ **Video Pre-Storyboarding** ▪ **Mid-Term Review**	**Study** **Shot List**	
Week 8 Oct. 13	▪ **Midterm**	**Midterm**	October 13
Week 9 Oct. 20	▪ **Adobe Illustrator: Creating Infographics (Annenberg Digital Lounge)** ▪ **Infographics**	**Adobe Illustrator: Creating Infographics (Annenberg Digital Lounge)** **Telling 3 stories with infographics**	October 27
Week 10 Oct. 27	▪ **More story telling with Infographics** ▪ **Photo of a scene** ▪ **Final Project Discussion**	**Telling the story with 3 astonishing photos and their infographic**	November 3
Week 11 Nov. 3	▪ **Video Production** ▪ **Storyboarding**	**Individual video**	November 10
Week 12 Nov. 10	▪ **Team Video Production**	**Group Video Work**	November 17

	▪ **Team storyboarding**		
Week 13 Nov. 17	▪ **Group Storyboard Discussion/Shooting Content** ▪ **Video Editing**	**Group Video**	November 24
Week 14 Nov. 24	▪ **No Class: Thanksgiving Break**	**Group Video**	By December 1
Week 15 Dec. 1	▪ **Final Project Prep** ▪ **Group Video Presentation**	**Edit Group Video**	December 1
Final Exam Period Dec 8. . 17, 7-9 p.m.	▪ **Final Project Due/Presentation**	**Presentation**	December 8

XII. Policies and Procedures

Internships
The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must by unpaid and can only be applied to one journalism or public relations class.

Statement on Academic Conduct and Support Systems
a. Academic Conduct
Plagiarism
Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, policy.usc.edu/scientific-misconduct.

USC School of Journalism Policy on Academic Integrity

The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

b. Support Systems

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call
suicidepreventionlifeline.org
Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press "0" after hours – 24/7 on call
studenthealth.usc.edu/sexual-assault
Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298
equity.usc.edu, titleix.usc.edu
Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776
dsp.usc.edu
Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710
uscsa.usc.edu
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101
diversity.usc.edu
Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call
dps.usc.edu, emergency.usc.edu
Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call
dps.usc.edu
Non-emergency assistance or information.

Annenberg Student Success Fund
https://annenberg.usc.edu/current-students/resources/additional-funding-resources
The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

XIII. Professor Biography:

Darryl Ryan is a seasoned global communications leader with deep expertise in developing and leading proactive brand reputation and integrated communications programs focused on brand positioning, storytelling, thought leadership, and multi-stakeholder engagement for executives and their organizations.

Currently, Darryl is executive senior director and head of corporate communications for Hologic, Inc. In this role, he provides strategic leadership, management and oversight of communications strategy and communications activities for the organization.

Previously, Ryan has served executive director and chief of communications for Kaiser Permanente. Additionally, he has held executive and senior-level communications roles with Wells Fargo, Time Warner, Southern California Edison and All Nippon Airway as well as press secretary for Los Angeles Mayor Antonio Villaraigosa.

Ryan holds a Master of Business Administration from the University of Michigan's Ross School of Business, Master of Science degree in public relations from Boston University's College of Communication and Bachelor of Arts degree in political science from UCLA.