

AUG 11 1993

LSC Use Only
Number: _____
Action: _____
Date: _____

UWUCC Use Only
Number: 93-34
Action: App
Date: UWUCC 2/15/94
Senate 5/3/94

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. Title/Author of Change

Course/Program Title: JN 490 Public Relations II
Suggested 20 Character Course Title: JN 490 Public Relations II
Department: Journalism
Contact Person: Dr. James M. DeGeorge

II. If a course, is it being Proposed for:

- Course Revision/Approval Only
- Course Revision/Approval and Liberal Studies Approval
- Liberal Studies Approval Only (course previously has been approved by the University Senate)

III. Approvals

James DeGeorge
Department Curriculum Committee

James DeGeorge (acting)
Department Chairperson

[Signature]
College Curriculum Committee

[Signature] 8/4/93
College Dean *
Rosmar Reginal

Director of Liberal Studies
(where applicable)

Provost (where applicable)

*College Dean must consult with Provost before approving curriculum changes. Approval by College Dean indicates that the proposed change is consistent with long range planning documents, that all requests for resources made as part of the proposal can be met, and that the proposal has the support of the university administration.

IV. Timetable

Date Submitted
to LSC: _____
to UWUCC: _____

Semester to be
implemented: _____

Date to be
published
in Catalog: _____

JN 490 Public Relations II

**3 credits
3 lecture hours
(3c-01-3sh)**

Prerequisite: JN 102, JN 220

A public relations writing class that includes assignments such as releases, features, newsletters, reports, biographies, rewrites, hometown stories, copyediting, interviewing, research, and special projects.

**JN 490--Public Relations II
*Randy Jesick***

How do you teach students to write? Someone once answered that like this: "Make them write and write and write some more until they think they're going to drop and then make them write some more." That's sorta what PR Writing is like. There can be as many as 40 (?) writing assignments of various lengths and degrees of difficulty during the semester. This course, which must be preceded by Basic Journalistic Skills, Journalistic Writing and PR I, has no textbook or tests. Once a week students write in class. Once a week an out-of-class assignment, usually a feature, is due. Consider the possibilities for PR II activities: print releases, electronic releases, hometown releases, copyediting, newsletters, fact sheets, speeches, biographies, reports, professional inquiries, questionnaires, publications copy, mailing lists, slide-show-script and The Week. The Week is the final examination of this course. It usually consists of 10 major writing assignments within a one-week period completed with a daily morning deadline. All assignments in PR II must comply with a grading system that assumes extensive and intensive knowledge of the information presented in Basic Journalistic Skills. Plus, there are incentives for perfect or nearly perfect accuracy throughout the stories: 30 percent deduction for a misspelled name and 25 percent deduction for a factual error. Students who eliminate these kinds of mistakes from their writing usually do very well in this course. If you are interested in improving your writing and in proving that you can write, especially en route to a possible PR career, this writing course should be considered. Prerequisites: JN 106, JN 120 and JN 326.

Part II. 2.

OLD CATALOG NUMBER AND DESCRIPTION

- JN 106 Basic Journalistic Skills (required)
- JN 343 History of American Journalism
- JN 323 Management in Mass Comm.
- JN 346 Advanced Reporting
- JN 349 Public Affairs Reporting
- JN 350 Advertising Writing
- JN 390 Public Relations II
- JN 391 Presentation Making in Pub. Rel.
- JN 392 Problem Solving in Public Relations
- JN 394 Document Design II

NEW CATALOG NUMBER AND DESCRIPTION

- JN 102 Basic Journalistic Skills (required)
- JN 243 History of American Journalism
- JN 423 Management in Mass Comm.
- JN 446 Advanced Reporting
- JN 449 Public Affairs Reporting
- JN 450 Advertising Writing
- JN 490 Public Relations II
- JN 491 Presentation Making in Pub. Rel.
- JN 492 Problem Solving in Public Relations
- JN 494 Document Design II

Part II. 3. Justification/Rational for changes.

The existing system of numbering journalism courses does not adequately reflect the sequence in which students should take them nor the relative level of difficulty of the courses. For instance, the first journalism course our students should take, Basic Journalistic Skills, Jn 106, is not our lowest numbered course. And there are a number of 300 level courses which are actually advanced senior level courses. An example would be our management course, Jn 323, Management in Mass Communications. It requires field experience. It's unquestionably a senior level course.

For reasons no one can remember, the original numbering did not adequately represent the logic and sequence of our program. The changes proposed would accurately mirror a long-existing reality. There are no changes in course content.

The changes in prerequisites proposed will merely be consonant with the renumbering we propose.