

## Fundamentals of Public Relations

### Week 1: Intro to PR; Writing Press Releases and Bios

**Lesson 1:** Different fields in

**Lesson 2:** Key PR skills; PR vs. marketing

**Lesson 3:** Press Releases and How to Write Them

**Lesson 4:** Writing Client and Company Bios

**Assignment:** Edit the sample press release provided or write an original press release and write bio for yourself or someone else (mini, medium and long as seen in lecture).

### Week 2: Engaging with Journalists

**Lesson 1:** Tools for Building Media Lists and Distributing Press Releases

**Lesson 2:** Pitching to Journalists, Digital Media and Online Bloggers

**Lesson 3:** Rules for Engaging via Social Media

**Assignment:** 1) Draft a pitch to a real reporter based on your press release or topic of your choosing.

### Week 3: PR Plans, Press Kits, and Crisis Communications

**Lesson 1:** Best Practices for Press Kits and Online Newsrooms

**Lesson 2:** Key Components and Talking Points of a Press Plan

**Lesson 3:** 10 Steps of Crisis Communications

**Assignment:** Create a press plan based on your press release or another topic (an event, a new product or company launch, a campaign, etc.)

### Week 4: Media Relations and Landing a Job

**Lesson 1:** Vetting Interview Requests and Preparing Spokespeople for Interviews

**Lesson 2:** Writing Letters to the Editor

**Lesson 3:** Preparing Resumes and Cover Letters to Land a PR job

**Assignment:** 1) Write a letter to the editor based on a real article 2) Create a resume and cover letter for a PR job (optional)