

Fundamentals of Public Relations

Session 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).

Session 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.

Session 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.)

Session 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)