

Week	Date	In Class			Outside Class	
		Discussion	Activity	Quiz	Reading Due	Assignment Due
1	June 25	Welcome. Introductions. Review syllabus. Basic news release activity	News Release Worksheet			Complete and submit news release
	June 27	Review AP Style 1. Ethics and legal issues	AP Style 1. Ethics		AP Style Round 1	
2	July 2	Quiz for AP Style 1. Review AP Style 2. Key messaging	AP Style 2; Key messaging	AP Style 1	AP Style Round 2	Complete and submit key messaging
	July 4	No Class				
3	July 9	Quiz for AP Style 2. Review AP Style 3. News release	AP Style 3; News release	AP Style 2	AP Style Round 3	
	July 11	Quiz for AP Style 3. Review AP Style 4 News Releases	AP Style 4; News Releases	AP Style 3	AP Style Round 4	News Release
4	July 16	Quiz for AP Style 4. Media Brief, Review for Mid-Term.	Media brief; News Release; AP Style	AP Style 4		Revised News Release
	July 18	Mid-term (Be sure to review all AP Style quizzes, news releases)				
5	July 23	Media Kits. Complete a media kit prospectus (road map to final)	Media Kit prospectus			Media Briefs on Sunday 7/22 11:59
	July 25	Discuss relationships with reporters and develop an email pitch to a reporter	Email Pitches			Revised Media Briefs
6	July 30	Features & Op-Eds. Outline a feature story	Feature outline			Email Pitches; Revised Media Kit Prospectus

	Aug 1	Features & Op-Eds. Receive feedback on the feature story. Write the feature story.	Feature writing			
7	Aug 6	Discuss success stories and develop a success story.	Success story			Feature story; Revised Email Pitches
	Aug 8	TBD				
8	Aug 13	TBD				Revised Feature story
	Aug 15	Final	Present pitches			Media Kits & Final Pitches