V260 – Professional Writing for Public Affairs
Fall 2013
1:00 pm – 2:15pm T/Th

Learn Professional Writing for Public Affairs from a former NBC TV correspondent who covered the contested Bush-Gore election and impeachment of President Clinton. This course will give you the framework for effectively communicating critical information with the written word. You will learn how to assess your audience, determine your goals and analyze the success of your communications. Whether you work for a government or nonprofit agency or in the private sector, your ability to persuade and inform through written communications will likely play a major role in the success of your projects and your ability to grow in your career.

You will learn the basics of writing a press release, a policy proposal and a video script and of creating a social media campaign. Course material will be delivered through a combination of lectures, textbooks, guest speakers and real world examples of what to do and what not to do. Significant class time will be devoted to writing, revising and the pursuit of precision. This course will count toward SPEA’s professional writing requirement.

About the instructor:

Jim Hanchett is the director of marketing and communications at SPEA and, for more than 30 years, was a professional journalist communicating online, on local and network television, on the radio and in newspapers. He has won numerous awards for his writing and reporting and received an Emmy for broadcast writing. At SPEA, he writes press releases, speeches, op-eds and pamphlets and has designed and executed a social media strategy. He believes strongly in the use of humor in written communications and thinks he’s funny. On rare occasions, that assessment is accurate.