Instructor: Jim Hanchett (call me Jim)

- Office: SPEA 312C
- Office Hours: by appointment and for 30 minutes after class in my office
- Phone: (office) 812 856-5490 (cell) 812 322-0525 (please use only when critical)
- Email: jimhanch@indiana.edu. More on emails below but this is the best way to reach me and I will always respond within 24 hours.


Additional readings will be added during the course of the semester. These will be noted in class and through Canvas.

Course Description and Objectives: Words written with grace, concision and precision are a critical component in the advancement of public policy initiatives and in the advancement of the careers of public affairs practitioners. While technology and trends may change the style of written communications, the demand for accuracy and clarity is ever present.

Public affairs practitioners may be called upon to write policy proposals, white papers, briefing memos, press releases, video scripts and social media postings. Each has its own stylistic requirements, challenges in shaping and writing and measures of effectiveness.

To polish their writing skills and gain a working knowledge of these various forms of communication, students will be expected to: 1) choose a local, state or national policy proposal (e.g. raise minimum wage, lower property taxes, 2) write, edit and rewrite a suite of documents and communications that advance the proposal, and 3) work with fellow students in criticizing writing examples and taking criticism of your own efforts. There can be no duplication of policy proposals within the class. Two students, for example, can’t write about raising the minimum drinking age. Course materials will be presented through lectures, case studies, in-class exercises and videos. The primary objectives of the course are to familiarize students with the basic forms of public affairs communications and to sharpen their writing skills and understanding of style and grammar.

Course Requirements

- Policy Proposal Talk-10 points
- Policy Proposal Summary - 15 points
- Pro-con paper-50 points
- Policy proposal-50 points
- Press release-50 points
- Op-ed or Letter-50 points
- Social media campaign-50 points
- Portfolio-100 points
- 12 random quizzes-100 points

Quizzes: Twelve unannounced pop quizzes will be given. They will cover reading assignments and subject matter reviewed in class including guest speakers. Your
highest 10 scores will determine your overall quiz score. No make-ups will be given. I will attempt to post my Powerpoints and other classroom materials in Canvas but please understand that if you miss class, your quiz grades will suffer.

**Attendance:** It is your money. I have to take attendance the first few class meetings to satisfy the university. After that, it is up to you. But there will be no make-ups for the quizzes, even with doctor notes except in extreme cases. This is one reason you should take full advantage of extra credit opportunities that I will offer.

**Course modules:** A module will offer an outline and key materials for each session. For example, the first session on Jan. 9th will be titled Class 1, Spring 2017 or something similar. In that module, you should find the Powerpoint and links to videos used during the lecture. I usually load the Powerpoint immediately before the class or immediately after.

**Assignments:** Deadlines for communications are relentless and rarely flexible in the professional world, so I will enforce these rules rigorously. Two points will be deducted for each day an assignment is late, including weekends. If you want to submit a rough draft, I will do my best to return it to you promptly with my comments. The rough draft deadlines are flexible but do not wait until the night before an assignment is due and then submit the rough draft. Most assignments include several elements. Do not overlook any of them and review your paper before submitting to make sure nothing is missing.

**A note about grading:** I will grade each written assignment on a rubbery curve. There are about 40 students in the class. If you want to know where you stand, just compare your grades to the average class grade posted in Canvas after each assignment. Additionally, I may offer an opportunity for extra credit by attending one or two campus events during the course of the semester. One final caution: I will not round up. Or down. Be careful about spending your quiz freebies early in the semester. If you get sick toward the end of the semester, you may regret using up your allotment earlier. Except in extreme cases, notes from doctors and family emergencies do not mean much because of the freebies. I do not grade for class participation or demand it but I'm certainly aware of it and when there is flexibility in the grades, I will take into account your participation.

**A note about grading writing:** I will grade your writing based on how well you understand the format and purpose of the assignment and how clearly you communicate. If there are minor grammatical errors that I catch, I’ll note them and expect you to clean them up when you submit your portfolio. I'll expect there to be fewer as the semester progresses. Ghastly typos, missing words and dreadful spelling are more likely to get you in trouble. Why? Professionals can tolerate occasional grammatical flaws but they recoil at slop. You won’t be communicating clearly and it will be a factor in your grade. Again, it is repairable in the portfolio. For each major assignment, we will review a previous submission and its grade so you know the level of work expected.

**Classroom Behavior:**

Students are expected to respect each other, my time and, most especially, the sacrifices of those who are financing their educations. No cellphones, pads or laptops should be open or in use during the class unless by pre-arrangement with me. As often
as possible, we will take a five minute phone break midway through each class to allow you to use your devices or have a snack. Coffee or other beverages are acceptable but please don’t eat until the break. I also expect that you will bring a pen or pencil and paper to class. Note the quiz information above. There will be quiz questions based entirely on the discussion, not exclusively on what is in the Powerpoints or reading.

**Academic Dishonesty:**

The digital copies of some of your assignments will be thoroughly analyzed for indications of pilfered work. You must conform to SPEA’s Academic Policies and the IUB Code of Student Rights, Responsibilities and Conduct. You can read that at [http://dsa.indiana.edu/Code/](http://dsa.indiana.edu/Code/). Also, it is copied below so you have a handy copy for reference. Signing another student’s name on the attendance sheet is forbidden and will result in a deduction of 5 attendance points for both students. Suspicious behavior during a quiz that indicates possible cheating will be handled this way: the student will be asked to turn in the quiz immediately and leave the room; the student must then contact me within 24 hours to arrange for a meeting to discuss the incident. At that meeting, specific sanctions will be discussed. If a student fails to make an appointment within 24 hours, he or she will get a zero on the exam. In the case of written assignments, copying the work of another will result in a 25 point penalty.

**Communicating with me:** I will make every effort to be in the classroom early and stay late for brief conversations. If we need more time to talk, don’t hesitate to make an appointment or visit my office after class. I will try to answer your emails promptly with my iPhone, even on weekends, but ask that you keep emails to logistical issues. If I have to scroll up to read it all, it’s probably best done in conversation. You have my cell number and I carry that phone all the time due to the nature of my job at SPEA. I really don’t want to answer it after 10 p.m. or on Sunday mornings so please try to avoid those times. You don’t have to tell me you’re missing class.

**Class schedule and key dates (these are the best estimates of what we’ll study and when assignments are due. You are expected to keep updated in Canvas and through classroom announcements):**

**Jan. 9th**

**Introduction and course overview**

We will do a classroom exercise to emphasis the power of public policy communication. No preliminary reading is necessary.

**Jan. 11th**

Reading due: You Just Got Out of Prison - New York Times, see assignment list

Reading due: Style - Lesson 1

We will review these writings and the first assignment - the policy conversation in my office.

**Jan. 18th**
Word Crimes revealed
Reading due: Orwell, Politics and the English Language
http://www.orwell.ru/library/essays/politics/english/e_polit/
Reading due: Orwell interpreted
Reading due: Style Lesson 2
Review where policy ideas come from for first assignment

Jan. 23rd
Guest speaker: Cindy Dabney - Maurer School of Law library
First quiz is possible
Review second assignment - the policy summary

Jan. 25th
No class - office meetings

Jan. 30th
No class - office meetings

Feb. 1
Reading due: Style - Lesson 3
Policy proposal summary due

Feb. 6
Writing lab on pro-con

Feb. 8
Reading due: Style – Lesson 4
Reading due and discussion: Sinkhole of Bureaucracy - Washington Post

Feb. 13
Assignment due: pro-con
Writing lab on policy proposal

Feb. 15
Reading due: Style – Lesson 5

Feb. 20
Guest speaker: Mary Catherine Carmichael
Communications Director
Office of the Mayor
City of Bloomington

**Feb. 22**
Reading due: Style – Lesson 6

**Feb. 27**
Reading due: Style - Lesson 7

**Assignment due: policy proposal**
Press releases explained

**Mar. 1**
The inverted pyramid and headlines

**Mar. 6**
Headlines
Reading due: Style – Lesson 8
Policy paper trouble spots

**Mar. 8**
**Assignment due: press release**
The role of news secretaries
Reading reviewed
Spring Break - March 6-12

**March 13**
Op-eds and letters explained
Reading due: Style - Lesson 9
Reading due: Kids in hot cars/Washington Post

**Mar. 15**
Writing lab on op-eds

**Mar. 20**
Discussion of FOIA
Reading due: Style - Lesson 10
Mar. 22
Assignment due: Letter to the editor or op-ed
RFK-MLK in Indy
Speechwriting

March 27
Reading due: Style - Lesson 11
Social media assignment explained

March 29
Social media paper workshop

Assignment due: election victory speech

April 3
Reading due: Crime and Punishment - Sports Illustrated

April 5
readings reviewed, upcoming assignments reviewed, Victory Speeches analyzed

April 10
quiz 9
Video production

Assignment due: Social media campaign paper

April 12
portfolios explained and reviewed

April 17
writing for the web and quiz 10

April 19

April 24
Final assignment: portfolio due
Class highlights relived for quiz preps

April 26
Final quiz
Class summary and discussion
SPEA Academic Policies

Academic Dishonesty

SPEA faculty do not tolerate cheating, plagiarism, or any other form of academic dishonesty. If you have not done so, you should read the IUB Code of Student Rights, Responsibilities, and Conduct, which can be accessed at http://www.iu.edu/~code/code/index.shtml so you will be sure to understand what these terms mean and what penalties can be issued for academic dishonesty. Academic dishonesty can result in a grade of F for the class (an F for academic dishonesty cannot be removed from the transcript). Significant violations of the Code can result in expulsion from the University.

Plagiarism is using another person’s words, ideas, artistic creations, or other intellectual property without giving proper credit. According to the Code of Student Rights, Responsibilities, and Conduct, a student must give credit to the work of another person when he/she does any of the following:

1. Quotes another person’s actual words, either oral or written;
2. Paraphrases another person’s words, either oral or written;
3. Uses another person’s idea, opinion, or theory; or
4. Borrows facts, statistics, or other illustrative material, unless the information is common knowledge.

Civility

Civility is important in an academic community to ensure that all parties—students, staff, and faculty—are working in an environment that fosters achievement of the individual’s and community’s goals and objectives. Civility requires all parties to demonstrate personal integrity and conduct themselves in a manner that shows respect, courtesy and tolerance to others. Examples of discourteous behaviors during class include reading the newspaper, listening to headphones, talking or laughing with others, chronically arriving late, and so forth. These behaviors are distracting to the instructor and classmates, and SPEA faculty will address these problems as they arise. Maintaining and fostering civility inside and outside the classroom is especially important to SPEA, which is a professional school.

Pursuant to the Indiana University Student Code of Conduct, disorderly conduct which interferes with teaching, research, administration, or other university or university-authorized activity will not be tolerated and will be immediately reported to the Office of
The Dean of Students for appropriate disposition which may result in disciplinary action including possible suspension and/or expulsion from the university.

**Communication between Faculty and Students**

In order to verify the identity of all parties involved, effective September 1, 2004, all email communication from current SPEA students to SPEA staff must originate from an Indiana University email account. For email communication with SPEA faculty, current SPEA students should refer to course syllabi for instructors’ preferences (Oncourse, Webmail, etc.). This policy applies to current students only. Instructions for forwarding your IUB email to another account can be found at:

http://kb.indiana.edu/data/beoj.html?cust=687481.87815.30

**CourseWithdrawals**

Students who stop attending class without properly withdrawing from the class may receive a grade of F. It is important to withdraw from a course within specified timeframes (see chart below). Note that withdrawals after Week 12 of a regular session or Week 4 of a summer session are rarely granted. **Poor performance in a course is not grounds for a late withdrawal.**

No withdrawal forms will be processed in the Office of the Registrar after the last day of classes. Any requests for a late withdrawal after the last day of classes must go through the

**SPEA Academic Policies (continued)**

grade appeal process, but each student should remember that in accordance with campus policy, SPEA does not permit a student to withdraw from a course if he/she has completed the course requirements. Grade replacement should be used in this case. To withdraw, obtain a withdrawal slip (DROP/ADD Form) from the SPEA Student Services window. Instructions for completing it are given on the form.

**Withdrawal Deadlines**

| Course deleted from record, no grade assigned, 100% refund (Advisor signature IS NOT required) | Week 1 (last day) |
Withdrawal with automatic grade of W
(Advisor signature IS required)

Week 2–Week 7 (regular session)
Week 2–Week 3 (summer session)

Withdrawal with grade of W or F
(Advisor and instructor signatures ARE required)

Week 8–Week 12 (regular session)
Week 3–Week 4 (summer session)

Incompletes
A grade of incomplete (I) indicates that a ‘substantial portion’ of the work in a course has been satisfactorily but not entirely completed by the student as of the end of the semester. The incomplete can be given to a student facing a hardship such that such that it would be unjust to hold the student to the established time limits for completing the work. To be eligible for the incomplete in a SPEA course, the student’s work must be of passing quality, and the student must have completed 75% of the course requirements. **Poor performance in a course is not grounds for an incomplete.** SPEA follows the campus guidelines in awarding incompletes which may be accessed at the Office of the Registrar’s website at:

http://registrar.indiana.edu/stu_grades.shtml

Incompletes must be removed within a time period not to exceed one year after the semester in which the student was enrolled in the course. The incomplete will revert to an ‘F’ if the work is not completed within the allotted timeframe established by the instructor.

Students Called to Active Duty
SPEA encourages any student who is in the Indiana Military Reserves and is called to active duty to finish his/her coursework if at all possible. Students who cannot complete their courses have the option of withdrawing with 100% fee refund, but this request must be made within one week of being called to active duty. Students who are called to active duty may qualify for an incomplete (provided that all the above criteria have been met). For further information, please see the Office of the Registrar’s website at:

http://registrar.indiana.edu/stu_infopoli.shtml

Final Exam Schedule
If a final exam is given, it must be held on the day and time set in the final exam schedule. If an instructor has changed the final exam date, the student should first consult with the instructor. Students who have more than three final exams in one day or insufficient time to get from one exam to another should consult with their instructors to resolve these conflicts. Exams may not be given in the week before the final exam week. If a student is not able to resolve a final exam problem with the
instructor, the student may report the problem to the Director of Undergraduate or Graduate programs. The final exam week schedule can be found at the Office of the Registrar’s website at: