



2015
teaching
SHOWCASE

PHILLIP MADISON

mass communication



WIN-WIN-WIN

Using Real Clients to Teach Writing for
Public Relations



THE SITUATION

- Fall 2013: First unsupervised classroom experience
- The course has
 - 12 required assignments
 - A final mini-campaign with collateral pieces (i.e. brochures, news releases, etc.)
- Canned exercises with the occasional ad-hoc assignment.
- Everybody was BORED with this arrangement.
- For Spring 2014, I made things more interesting by upping the stakes.



GOALS

- ◉ **Goal 1:** Get students interacting as PR professionals with org. leadership.
- ◉ **Goal 2:** Get students to take work seriously.
- ◉ **Goal 3:** Make every assignment something students can add to a resume or portfolio.



CLIENTS TO-DATE

- Bright Ideas Conference (hosted by OSRP)
- Pride Nac
- Public Relations Student Society of America (PRSSA)
- KSATV-2
- Alzheimer's Association
- Love, INC
- Rabbi Neal Katz (Chanuklez)
- Nacogdoches Guild of Dance and Ballet
- United Way
- Louisiana Communication Association (LCA)
- Toxic Water
- Solid Foundation
- Nacogdoches Naturally (Extra Credit social media assignment)



RESULTS

- ◉ **Goal 1 Met:** Students interacted with various campus organizations as PR professionals.
- ◉ **Goal 2 Met:** Grades improved by 3/10 of a point (on a 4-point scale)
- ◉ **Goal 3 Almost Met:** In Spring 2014 the students produced 8 portfolio pieces; in Fall 2014 the students produced 10 pieces.

OTHER RESULTS

- ◉ Jobs for grads: (One student credited MCM 381 for her current job).
- ◉ Students feel working for “real” clients is more meritorious than hypothetical work.
- ◉ Students emerge with a “can-do” attitude.
- ◉ Clients speak well of our department -- a good set of circumstances for recruitment and retention.
- ◉ SFA gets a local image boost.
- ◉ Work has led to new relationships which translates into internships/jobs for graduates.

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