

GENERAL FACULTY MEETING AGENDA

October 30, 2007 – 8:00 a.m. – 104 Stuzin Hall

1. **Guest Speaker** | Rick Yost, Senate Chair to talk about Shared Governance.

2. **General Faculty Meeting Minutes:**

April 19, 2007 minutes presented for approval by the faculty.

3. **Undergraduate Committee:**

The Committee approved the following and requests approval by the Faculty.

New Course:

GEB 3091 – Business Case Analysis

◆ Credits: 2 credits

◆ Contact Hours: 2 hours

◆ Description: This class is designed to introduce the topic of case analysis and to prepare students for national and international case competitions.

Course Change:

MAN 4504 – Operations and Supply Chain Management

◆ Prerequisites:

OLD: MAC 2233 - Survey of Calculus 1 and STA 2023 Intro to Statistics 1

NEW: MAC 2233, STA 2023 and the other 6 core courses (BUL 4310, ECP 3703, FIN 3403, MAN 3025, MAR 3023 and QMB 3250.)

4. **Informational Item:**

This item is presented as informational only. The minor in Entrepreneurship is being discontinued and, effective Spring 2008, no new students will be enrolled in the program.

5. **Other**

6. **Dean's Report**

GRADUATE FACULTY MEETING AGENDA

October 30, 2007 – 104 Stuzin Hall

1. **Graduate Faculty Meeting Minutes:**

April 19, 2007 minutes presented for approval by the Graduate Faculty.

2. **Masters Committee:**

The Masters Committee approved the following and requests approval by the Graduate Faculty.

New Courses:

GEB 5213 – Advanced Business Writing

◆ Credits: 1

◆ Contact Hours: 1

◆ Description: Advanced writing techniques, focusing on interdependence between corporate strategy and corporate communication.

◆ Prereq: GEB 5214

3. Other

4. Dean's Report

GENERAL FACULTY MEETING Minutes
April 19, 2007 - 11:30 a.m. - 103 Stuzin

1. A motion was made to approve the March 23, 2007 General Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.
2. The Undergraduate Committee approved the following and requests approval by the faculty. A typographical error was pointed out on the New Description of FIN 3403 (A grade of "C" should read "B"). A motion was made to approve the following course changes with error corrected as noted. The motion was seconded and the faculty voted to approve the following course changes.

Course Changes: (approved)

FIN 4243 – Debt and Money Markets

◆ Prerequisites:

OLD – FIN 3403 and ECP 3703 with a grade of B or higher in each and ACG 2021C and ACG 2071 with a grade of C or higher in each.

NEW – FIN 3403 & ECP 3703 with a grade of 'B' or better & either a grade of 'C' or better in ACG 2021C & ACG 2071 or ACG 3481C

FIN 4504 – Equity and Capital Markets

◆ Prerequisites:

OLD – FIN 3403 and ECP 3703 with a grade of B or higher in each and ACG 2021C and ACG 2071 with a grade of C or higher in each.

NEW – FIN 3403 & ECP 3703 with a grade of 'B' or better & either a grade of 'C' or better in ACG 2021C & ACG 2071 or ACG 3481C

FIN 3403 - Business Finance

◆ Description:

OLD – The acquisition and management of funds by business. A grade of C or better is required in FIN 3403 to register for required finance majors.

NEW – The acquisition and management of funds by business. A grade of C or better is required in FIN 3403 to register for required finance majors.

3. The Professional Communication Requirement was described and presented for approval by the faculty. Prior to voting it was noted that the capacity for 3213 is 50 and the capacity for 3218 is 250. A motion was made to approve the Professional Communication Requirement with the changes to the capacity as noted. The motion was seconded and the faculty voted to approve the Professional Communication Requirement.

Professional Communication Requirement: Beginning with the 2007-2008 catalog, all BSBA and BABA candidates will be required to complete a professional communications course with a grade of at least a C. Course options include: GEB 3213 Professional Business Writing (capacity 40050), GEB 3218 Professional Speaking in Business (capacity 450 250), SPC 2600 Introduction to Public Speaking (capacity 1500), ENC 3312 Advanced Argumentative Writing (capacity 100), and a similar course with prior approval.

4. Other – no items reported
5. Dean's Report – no items reported

A motion was made to adjourn the General Faculty meeting. The motion was seconded and the meeting adjourned.

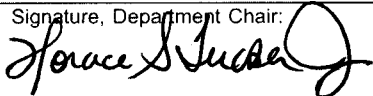
GRADUATE FACULTY MEETING
April 19, 2007

1. A motion was made to approve the March 23, 2007 Graduate Faculty Meeting Minutes. The motion was seconded and the faculty voted to approve the minutes as distributed.

2. Other – no items reported
3. Dean's Report –
 - Dean Kraft passed out some information that was presented at the recent budget review with the Provost.
 - Restoration of Operating Budget to 01-02 levels
 - Financial Transformation discussed
 - Campaign Commitments and Goals – moving forward
 - New Graduate Studies building – moving forward
 - Matching Gift Program – discussed the good and bad depending on what will pass in Tallahassee
 - 2 ½% raises expected

A motion was made to adjourn the Graduate Faculty Meeting. The motion was seconded and the meeting adjourned.

PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution Name: University of Florida	Institutional Code: 001535	Instructional Unit or Department Name, Department Code and SAMAS Number: Business Administration General 011701000		
Recommended SCNS Course Identification:				
Discipline (SMA) <u>1 5 5</u> Prefix <u>G E B</u> Level <u>3</u> Course Number <u>0 9 1</u> Lab Code _____				
Institution's Course Title: <u>Business Case Analysis</u>				
Effective Term (month and year course will first be offered): <u>Fall 2008</u>				
Amount of Credit: 2		If Repeatable Credit or Variable Credit: _____ total repeatable credit allowed _____ minimum / _____ maximum credit within a semester		
Total Clock Hours: <u>N/A</u>		Contact hour base <u>2</u> or Headcount _____		
Course Description (attach a course syllabus): This class is designed to introduce the topic of case analysis and to prepare students for national and international case competitions.				Mark all that apply: Rotating Topic <input type="checkbox"/> yes <input checked="" type="checkbox"/> no S/U Only <input type="checkbox"/> yes <input checked="" type="checkbox"/> no Repeatable for Credit <input type="checkbox"/> yes <input checked="" type="checkbox"/> no
Prerequisites: (This form does not update ISIS or registration prerequisite checking.) None				
Corequisites: None				
All faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				
Degree Type (Mark all that apply): <input type="checkbox"/> Associate of Arts <input checked="" type="checkbox"/> Baccalaureate <input type="checkbox"/> Graduate Study <input type="checkbox"/> Other (specify): _____				
Category of Instruction: <input checked="" type="checkbox"/> Introductory <input type="checkbox"/> Intermediate <input type="checkbox"/> Advanced				
Department Contact, Telephone Number and PO Box: Horace Tucker, 273-0165 PO Box 117160		(Date)	Signature, Department Chair:  8-14-07	
College Contact, Telephone Number and PO Box: Sharon Haughton, 392-8436 PO Box 117150		(Date)	Signature, College Dean:	
Signature, Graduate Dean (if applicable):		(Date)	Signature, Registrar (institutional contact):	
		(Date)	(Date)	

PART 2: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code):	
If not the same as recommended by institution, please explain:	
SCNS Course Title (if new): _____	
Decade Title (if new): _____	
Century Title (if new): _____	
Signature, Faculty Discipline Committee Representative:	Date:

PART 3: SCNS STAFF USE ONLY

Signature, SCNS Staff	Date Entered	Correspondence Number
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GEB4930: Business Case Analysis

Monday, 6-7 periods

Instructors

Horace Tucker, M. HRD.
Horace.tucker@cba.ufl.edu

Office hours:
352-273-0165

Josh Funderburke, M.Ed.
joshua.funderburke@cba.ufl.edu

Office hours: Monday 2-4 pm, Bryan 232
352-273-0165

Course Objectives/goals

This course is designed to introduce you to case studies in business and to prepare you for participating in national and international case competitions. Through this course you will gain valuable communications, teamwork, and analytical skills that are transferable to any situation.

In this course you will learn:

- The fundamentals of business cases
- How to become involved in case competitions through the Warrington College of Business
- How to break down and analyze a business case
- How to analyze and report financial information contained in a case
- Fundamentals of group presentations

Methods of Evaluation/Grading

Your final presentation for this class will be sole grade you receive for this course.

Attendance Policy

This is a lecture/participation based class. Other than your group presentation there is no outside work, so it is crucial that you are at every class meeting. You will have one excused absence for the term. Every absence beyond that will result in a half grade deduction per absence in your final grade.

ADA Statement

The University of Florida provides high-quality services to students with disabilities, and we encourage you to take advantage of them. Students with disabilities needing academic accommodations should 1) Register with and provide documentation to Disability Resources (<http://www.dso.ufl.edu/drp/>), and 2) Bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week of class.

Course Topic Outline

	Facilitator	Topic
August 27	Josh/Horace	Expectations, team building, intro to case competitions
September 3	NO CLASS - Labor Day	
September 10	Dr. Rossi	Overview of case studies
September 17	Dr. Rossi	Overview of case studies
September 24	Dr. Radcliffe	Analysis of financial statements
October 1	Dr. Tapley	Financial analysis
October 8	Dr. Tapley	Financial analysis
October 15	Dr. Limon	Presentation techniques
October 22	Dr. Limon	Presentation techniques
October 29	Josh/Horace	Teams 1 & 2 present
November 5	Josh/Horace	Teams 3 & 4 present
November 12	Josh/Horace	Teams 5 & 6 present
November 19	Josh/Horace	Finalize case competition assignments

PART I: TO BE COMPLETED BY THE INSTITUTION

Institution: University of Florida	Institutional Code: 001535	Instructional Unit or Department Name, Department Code and SAMAS Number: Decision & Information Sciences, 11707000
Current SCNS Course Identification: Discipline (SMA) _____ Prefix <u>M A N</u> Level <u>4</u> Course Number <u>5 0 4</u> Lab Code _____ Institution's Course Title: <u>Operations and Supply Chain Management</u>		

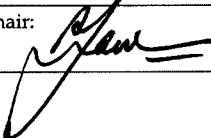
PART II: REQUESTED ACTIONS

Terminate Current Course Yes Date Termination Effective: _____

NEW SCNS Course Identification: (Complete all appropriate areas)
 NEW Discipline (SMA) _____ Prefix _____ Level _____ Course Number _____ Lab Code _____
 NEW Institution Course Title (if applicable): _____

EFFECTIVE TERM FOR CHANGES: (Mo/Yr) Summer 2008

Other Items to Change	Change From	Change To
Amount of Credit	N/A	N/A
Type of Credit	N/A	N/A
Total Clock Hours (Contact Hour Base or Head Count)	N/A	N/A
Type of Degree	N/A	N/A
Gordon Rule	N/A	N/A
General Ed Requirement	N/A (areas)	N/A (areas)
Prerequisites/Corequisites (This form does not update ISIS or registration prerequisite checking.)	MAC 2233 Survey of Calculus 1 and STA 2023 Intro to Statistics 1	MAC 2233, STA 2023, and ^{the other} six core courses (BUL 4310, ECP 3703, FIN 3403, MAN 3025, MAR 3023 and QMB 3250)
Change of Course Description (Course syllabus must be attached):	Mark any changes that apply: Rotating Topic <input type="checkbox"/> yes <input type="checkbox"/> no S/U Only <input type="checkbox"/> yes <input type="checkbox"/> no Repeatable for Credit <input type="checkbox"/> yes <input type="checkbox"/> no	

Department Contact, Telephone Number and PO Box: Pat Brawner, 846-1374, PO 117169	(Date) 03/13/07	Signature, Department Chair: 	(Date)
College Contact, Telephone Number and PO Box: Sharon Haughton, 392-2397 X-1225	(Date)	Signature, College Dean:	(Date)
Signature, Graduate Dean (if applicable):	(Date)	Signature, Registrar (Institutional Contact):	(Date)

PART III: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code): _____

If not the same as recommended by institution, please explain: _____

SCNS Course Title (if new): _____

Decade Title (if new): _____


Century Title (if new): _____

Signature, Faculty Discipline Committee Representative _____ Date _____

PART IV: SCNS STAFF USE ONLY

Signature, SCNS Staff _____	Date Entered _____	Correspondence Number _____
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PART 1: TO BE COMPLETED BY THE INSTITUTION

Institution Name: University of Florida		Institutional Code: 001535	Instructional Unit or Department Name, Department Code and SAMAS Number: Center for Management Communication		
Recommended SCNS Course Identification:					
Discipline (SMA) <u>1 5 5</u>		Prefix <u>G E B</u>	Level <u>5</u>	Course Number <u>2 1 3</u>	Lab Code _____
Institution's Course Title: <u>Advanced Business Writing</u>					
Effective Term (month and year course will first be offered): <u>Fall 2008</u>					
Amount of Credit: 01		If Repeatable Credit or Variable Credit: _____ total repeatable credit allowed _____ minimum / _____ maximum credit within a semester			
Total Clock Hours: <u>N/A</u>		Contact hour base <u>1</u> or Headcount _____			
Course Description (attach a course syllabus): Advanced writing techniques, focusing on interdependence between corporate strategy and communications.				Mark all that apply: Rotating Topic <input type="checkbox"/> yes <input checked="" type="checkbox"/> no S/U Only <input type="checkbox"/> yes <input checked="" type="checkbox"/> no Repeatable for Credit <input type="checkbox"/> yes <input checked="" type="checkbox"/> no	
Prerequisites: (This form does not update ISIS or registration prerequisite checking.) GEB 5214					
Corequisites:					
All faculty teaching this course have completed at least 18 graduate semester hours in the teaching discipline and hold at least a master's degree. <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
Degree Type (Mark all that apply.): <input type="checkbox"/> Associate of Arts <input type="checkbox"/> Baccalaureate <input checked="" type="checkbox"/> Graduate Study <input type="checkbox"/> Other (specify): _____					
Category of Instruction: <input type="checkbox"/> Introductory <input type="checkbox"/> Intermediate <input checked="" type="checkbox"/> Advanced					
Department Contact, Telephone Number and PO Box: Fiona R. Barnes 392-2397 x1261 P.O. Box 117150		(Date) 09/27/2007	Signature, Department Chair: 		(Date) 9/27/07
College Contact, Telephone Number and PO Box: Sharon Houghton, 392-2397 x1225 P.O. Box 117150		(Date) 09/27/2007	Signature, College Dean:		(Date)
Signature, Graduate Dean (if applicable):		(Date)	Signature, Registrar (institutional contact):		(Date)

PART 2: TO BE COMPLETED BY THE FACULTY DISCIPLINE COMMITTEE REPRESENTATIVE

Approved Course Classification (Prefix, Number, Lab Code):	
If not the same as recommended by institution, please explain:	
SCNS Course Title (if new): _____	
Decade Title (if new): _____	
Century Title (if new): _____	
Signature, Faculty Discipline Committee Representative:	Date:

PART 3: SCNS STAFF USE ONLY

Signature, SCNS Staff	Date Entered	Correspondence Number
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MSM University of Florida ♦♦♦ Fall 2007
GEB 6930, Section 8663 - Advanced Business Writing

CLASS MEETING

Day and Time: Wednesday 11 - E1 (6:15 - 8:10 p.m.)
Place: Stuzin 102

INSTRUCTOR

E-mail	Office	Hours	Phone
Dorothy.mccawley@cba.ufl.edu	BRY 125F		392-7992x1286#

REQUIRED TEXT

☞ Article Course Pack available at Target Copy

OBJECTIVES

Building on the foundation of solid writing skills laid down in GEB5214, students will learn more advanced writing techniques, focusing on the interdependence between corporate strategy and corporate communication. The course will cover powerful persuasion techniques, media relations strategies, change management, and crisis communication, preparing students to communicate corporate decisions to employees, business partners, the media, and the public.

REQUIREMENTS & EVALUATIONS

To pass this class, you must complete all required coursework.

Class participation is a significant part of this course. Participation includes asking questions in class about readings, answering questions, offering suggestions, and completing peer evaluations. You must do in-class work in class on the assigned day and may not make it up another time. You must type all out-of-class work in the appropriate format and submit by the specified deadline.

GRADING SCALE

A	450-500		C+	390-399
B+	440-449		C	350-389
B	400-439		D+	340-349

REQUIRED ATTENDANCE

This course requires you to do more than listen to lectures. You must watch, listen, and critically evaluate other students' work. You'll lose the true value of the course—your classmates—if you do not attend class. You are responsible for submitting assignments on their due date.

You may miss one class for any reason. For every additional absence, you'll lose 40 points from your total in the course. In order to receive credit for full attendance you must attend at least 90 minutes of a class meeting. Arriving late or leaving early will cost you 5 points each time. (In the real world, you just get disrespected and gossiped about.)

If an accident or medical or family emergency keeps you from class, notify your instructor as soon as possible and provide written documentation (doctor or infirmary note, obituary, police report) by the next class meeting. If you miss more than one class, meet with your instructor and, if possible, make plans to make up your work or retake the course. We will work with you fairly and kindly.

ACADEMIC HONESTY

University policy requires that we remind you of the common sense values embodied in the University Honor Code. We assume that you are all familiar with the policy on academic honesty as

stated at [http://www.reg.ufl.edu/01-02-catalog/student life/](http://www.reg.ufl.edu/01-02-catalog/student_life/). I assume that the following pledge will pertain to all work you submit in this and all courses at UF: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Needless to say, plagiarizing the work of others or of online documents is not only a sign of inadequate character, but unnecessary insecurity about one's writing or speaking ability.

STUDENTS WITH PHYSICAL DISABILITIES

The classrooms used for your class should prove effectively accessible, but please let your instructor know if you require any special accommodations. The official statement on ADA issues states: "Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation." Moreover, please rest assured that your instructors will do everything they can to support your individual needs and concerns.

SCHEDULE AND ASSIGNMENTS

*schedule is subject to change

MEETING 1: October 26

- ◇ Intro: schedule, syllabus
- ◇ Review of writing strategies
- ◇ Collaborative Writing

Read

"Foundations of Management Communication"
"Assessing Organizational Communication Quality"

MEETING 2: November 2

- ◇ Executive Summaries
- ◇ Long Reports (Business Plans, Annual Reports)

✍ Write executive summary (in class exercise)

Read

"Understanding 'People' People"
"Designing Effective Documents and Visuals"
"The Long Report"

MEETING 3: November 9

- ◇ Productive Meetings
- ◇ Crisis Management

✍ Crisis Analysis and Recommendations (in class exercise)

Read

"Giving Presentations and Conducting Meetings"
"Crisis Communication"

MEETING 4: November 16

- ✍ Intercultural Communication
- ✍ Generational Communication Issues
- ✍ Press Releases, Mission Statements and Media Management

✍ Hiring Debate (in class exercise)

Read

"Intercultural Communication and the Organization"
"Media Relations"

MEETING 5: November 30

- ◇ Persuasive Promotional Material
 - ◇ Brochures
 - ◇ Web Pages
 - ◇ Forms

✍ Introduce Your Company/Yourself (in class exercise)

Read

"Writing for the Web"

MEETING 6: December 7

- ◇ Final Exam & Evaluations

ASSIGNMENTS

Agenda and minutes of team meeting.....	50	due by 11:59 p.m. on Nov. 16
Team Report MAN 6635 (16 pages).....	200	due by 11:59 p.m. on Nov. 30
Individual Executive Summary of team report.....	100	due by 11:59 p.m. on Dec. 4
Press Release/Mission Statement.....	100	due by 11: 59 p.m. on Dec. 7
Class Participation	100	
Final Exam.....	50	

Your **formatting** should be:

- ◇ 1-inch margins, 12-point businesslike font
- ◇ Ragged right margin (left justified only)
- ◇ Block formatting (no indented paragraphs)

Grading Points Guide per Error
(on a 100-point scale)

Clarity

- Vague Subject (pronouns or expletives [there is/there are]) -2 pts
- Use of passive construction -2 pts when avoidable or inappropriate
- Faulty bulleted or numbered list: too many items in list/ no introductory/closing phrase/ no parallel structure in list -2 pts

Continuity

- Discontinuity between sentences - 2 pts
- Important information not in stress - 2 pts

Structure and Coherence

- No/poor briefing/frontloading/buffering (when necessary) - 2 pts
- No roadmap/preview - 2 pts
- No/confusing head for paragraph - 2 pts
- Body too insubstantial for head - 2 pts

- Poor resolution to paragraph -2 pts
- Weak concluding paragraph (cliché) - 3 pts
- Need for transition words/phrases -2 pts
- Paragraph too long -2 pts

Concision

- Redundant phrasing - 2 pts
- Nominalizations - 2 pts
- Negative phrasing - 2 pts
- Throat-clearing/hedging - 2 pts

Other

- Lack of audience consideration -2 pts
- Poor word choice (tone) -2 pts
- Formatting - 2 pts
- Typo/grammar error - 5 pts
- Generalizing w/o concrete evidence - 5 pts
- Poor use of writing strategy -10 pts
- Poor logic in paragraph -10 pts

Assignment: Team Report

Save your document as: TeamName_teamreport.doc

Purpose: Practice collaborative writing and organizing using persuasive and analytical strategies

You will submit your team case exercise writing assignment for Dr. Erez's MAN 6635 Course.

Evaluation Criteria

I will be looking for the following elements:

- ✍ Clear and consistent organization
- ✍ Reader-friendly design, content and style
- ✍ Early statement of purpose: frontloading and briefing
- ✍ Careful and detailed presentation
- ✍ Logical development of ideas, paragraphs, and sentences
- ✍ Concise and direct sentence structure
- ✍ Cohesive and clear paragraphing
- ✍ Use of at least one graphical element (photo, table, graph, or drawing)
- ✍ Persuasive presentation of recommendations

Formatting

Since your report will be bound, use a wide left margin (1.75 inches). Your report should include a cover page (specify your audience on your cover page, e.g. "Prepared for XYZ Committee") and a table of contents.

Use headings to guide your reader and to focus your writing.

Proofread your document to correct mechanical errors.

Writing Strategy

For this assignment, use the topic specified in MAN 6635. Then, gather research-based sources to analyze material, draw conclusions, and make a recommendation. You need to go beyond just reporting the facts; the purpose of your report should be analytical rather than simply informational.

After the report, each student will write a short note to me about your interpretation of the collaborative writing process, your understanding of your audience, and your writing strategy.

Assignment: Executive Summary

Save the document as yourlastname_execsumm.doc

Purpose: Now, you must write the most important part of your team's analysis: the executive summary. Your summary needs to present the strongest points of the team report and thereby make a persuasive case for the team's analysis.

Evaluation Criteria

I will be looking for the following:

- Considering your audience
- Selecting and presenting key issues
- Logical and persuasive organization (usually follows **structure of original** presentation)
- Clarity and conciseness (active and direct sentences)
- Design clarity (use—but not overuse—of subheadings, bullets)
- Professionalism (proofread!)

Remember to:

- ◆ Use a brief title (*Executive Summary, Abstract, Synopsis*)

- ◆ Include your team name
- ◆ Put your name on the summary (in the header, preferably)

Assignment: Press Release/Mission Statement

Save the document as yourlastname _pressrelease.doc or yourlastname _missionstatement.doc

Purpose: you will have the chance to apply persuasive strategies.

NOTE: This document should be double-spaced with indented paragraphs.

First, remember that you're writing a "news" release. If it's not news (e.g. if the paper was published last month in a weekly journal) and you attempt to send it out as news, you'll hurt your credibility and that of your institution.

Write the release in the form of a "hard news" newspaper story for the lay reader with all of the basic information in the first three paragraphs. (Avoid technical terms, follow AP or NYT stylebooks). This strategy allows many publications to print your news release "as is" and helps editors with little knowledge of the subject evaluate its newsworthiness.

Keep the release short, simple and to the point (the shorter, the better). Reporters can get the rest of the story from you or your sources.

Highlight your organization or individuals in your organization prominently (a news release differs from a news story) in the first few paragraphs. Also, make certain your news release, if printed, goes out on your organization's official letterhead.

Include

- ✍ contact information for the news media
- ✍ date of the news release or an embargo date (day and the time when information may be released)
- ✍ headline

Headline should be no more than two lines, summarize conclusion and, if possible, include a strong verb "UCSD Scientists Discover..."

On the first page, the date or embargo should be listed first, followed by news media contact information, then the headline, then the body of the news release. Include in the body of the news release quotes that summarize or discuss the implications of the study or report to help reporters who may not have time to conduct their own interviews. Don't include datelines if the location of the organization issuing the news release is obvious.

If you can, include a comment from a noteworthy second party who can provide additional perspective about the conclusion of the study/report. Also include graphics or photographs to help illustrate the story. Good graphics can often compel a publication to run your story.

OPTION (Mission Statement Analysis):

Find a well-written mission statement and write a one-page paper analyzing the characteristics of the mission statement. Write you analysis as a memo to your boss explaining how this mission statement could serve as a model for your "company." Make a persuasive case for adopting a similar style for your company's mission statement. Attach the mission statement as an appendix to the end of your memo.

READINGS

Book/Article	Author	Pages
Understanding "People" People	Timothy Butler, James Waldroop	Entire article
Management Communication	Michael Hattersley, Linda McJannet	Chapter 1: "Foundations of Management Communication" p. 3 – 15
Writing that Works	Walter Oliu, Charles Brusaw, Gerald Alred	Chapter 15: "Giving Presentations and Conducting Meetings" p.518-560
Writing that Works	Walter Oliu, Charles Brusaw, Gerald Alred	Chapter 16: "Writing for the Web" p. 562-588
Writing that Works	Walter Oliu, Charles Brusaw, Gerald Alred	Chapter 8: "Designing Effective Documents and Visuals" p.251-301
Corporate Communication	Paul Argenti	Chapter 6: "Media Relations" p. 111 -136
Corporate Communication	Paul Argenti	Chapter 10: "Crisis Communication" p. 211 -253
Professional Communication	Plung Montgomery	Chapter 13: "The Long Report" p. 368-406
Organizational Communication	Alan Jay Zaremba	Chapter 11: "Intercultural Communication and the Organization" p. 294-319
Organizational Communication	Alan Jay Zaremba	Chapter 13: Assessing Organizational Communication Quality" p. 342-366