

Writing for Strategic Communication

COMM 2321 Spring 2025

Course Information

- **Course times and location:** Biweekly on Thursdays 3:55-5:15 p.m. (see Carmen calendar for in-person dates) JR 281 and remote work
- **Credit hours:** 3
- **Mode of delivery:** Hybrid

Instructor

- **Name:** Monica Lombardo
- **Email:** lombardo.93@osu.edu
- **Office hours:** Virtual by appointment. Please email me to set up a time.
- **Preferred means of communication:**



THE OHIO STATE UNIVERSITY

College of Arts & Science
School of Communications

- My preferred method of communication for questions is **email**.
- My class-wide communications will be sent through the announcements tool in CarmenCanvas. Please check your [notification preferences](https://go.osu.edu/canvas-notifications) (go.osu.edu/canvas-notifications) to be sure you receive these messages.

Course Description

Modern technology has made written content easy to create and distribute. An abundance of content, available at our fingertips, means audiences have a low attention span and tolerance for errors. It's essential that you (the communicator) produce accurate and concise writing that meets your deadline and audience. The more you do it, the better and faster you become. This is a high-intensity course designed to prepare you for the deadlines and forms of writing required in a professional environment. Opportunities for writing a variety of types of copy for print, broadcast media, web and public relations will be incorporated into the assignments. This course also will give you an appreciation for the importance of being a strong editor and giving constructive feedback to other writers.

This is a hybrid class. We will be meeting in-person every other Thursday (see Carmen calendar) and attendance on those dates is required. As a hybrid class, some of the lectures will be provided via slides, videos on Carmen and assigned readings will need to be completed before class. You will complete assigned readings, watch lecture slides and take brief reading quizzes BEFORE coming to class so we can use our in-person class time for additional instruction, writing, editing and group discussions on current news and writing.

This is a 3-credit-hour course. According to Ohio State policy, students should expect around 3 hours per week of time spent on direct instruction (instructor content and Carmen activities, for example) in addition to 6 hours of homework (reading and assignment preparation).

Learning Outcomes

By the end of this course, students should successfully be able to:

- Learn fundamental concepts of news gathering and news writing and understand how these translate into other professional areas of communication
- Strengthen ability to write factually, concisely and effectively, and to help others do the same through strong editing
- Develop proficiency in Associated Press Stylebook rules and application
- Develop publish-worthy writing portfolio material
- Improve ability to effectively manage time, balance multiple tasks and meet deadlines
- Prepare for writing and copyediting tests required by most employers
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Course Texts

- Writing for Strategic Communication Industries, Jasmine Roberts, <https://ohiostate.pressbooks.pub/stratcommwriting/> (This is a no-cost online textbook) ● The Associated Press Stylebook 2022-24 version. The Associated Press.
- Recommended: The Columbus Dispatch, The Lantern, The Skimm

Hybrid Course Expectations

- Have access to reliable Wi-Fi and take responsibility for ensuring you can access online resources such as discussion boards, video/audio materials and quizzes. You have access to course expectations and deadlines in advance, and the Carmen team and I are available to help with technical issues PRIOR to due dates. Refer to <https://resourcecenter.odde.osu.edu/carmencanvas> for answers to many Carmen problems or questions for the Carmen support team.

- Be active in Carmen, which means accessing our online course frequently, as I don't see you live every class period and may post updates or announcements.
- You must complete all assigned readings BEFORE coming to class. This will help ensure you don't lose points and are ready to begin applying concepts during our limited time together in class.
- Bring a computer to any in-person classes so you can access online materials.
- Do not schedule work or other commitments during class periods. Attendance on in-person days are essential.

Course Evaluation

- Reading Quizzes: 60 points
- Skills Lab Assignments: 100 points
- Writing Assignments: 150 points
- AP Style Quizzes: 60 points
- Exam: 50 points

Total Possible: 420 points

COURSE GRADING SCALE

93–100: A
 90–92.9: A
 87–89.9: B+
 83–86.9: B
 80–82.9: B
 77–79.9: C+
 73–76.9: C
 70–72.9: C
 67–69.9: D+
 60–66.9: D
 Below 60: E

Assignments

All assignments should follow AP style guidelines. **There is no flexibility on set deadlines.**

Reading Quizzes (60 points)

Students must review readings and any assigned lecture slides before coming to class so we can spend more of our in-class time applying the material by writing and editing. These 5-point reading quizzes are due on most Tuesday nights (see calendar below and Carmen). That gives us time to analyze any areas that need more attention for our

in-person Thursday dates. DO NOT collaborate with classmates on reading quizzes. These are timed quizzes (you have ten minutes for five questions), so do the reading before starting the quiz because you will not have time to look up answers as you go. Check the due dates that are on the syllabus calendar below and through Carmen. Students are responsible for completing reading assignments by the due dates. There are no makeup opportunities for these reading quizzes. The reading quizzes are five multiple choice questions on Carmen.

Lab Assignments (100 points)

Our class structure includes in-person writing and editing labs. The goal is to make you more comfortable as a writer and editor with various content purposes. You will be assigned in-person, timed writing assignments that must be completed before the end of the class period. Examples include: advertisement copywriting, social media messaging, and pitch writing. In addition, you will also collaborate with your peers to edit rough draft versions of our big writing assignments. You must be present to get credit for these assignments.

Writing Assignments (150 points)

In this course, you learn to write in a new way that is very different from academic writing. Writing must be concise, accurate and conform to newswriting and AP style – and it must be done on a deadline. You will complete a **news article, a feature article and a media kit**. Expectations and rubrics for those writing assignments will be posted in Carmen and discussed in our in-person time together. The goal is for your finished work to get published in *The Lantern* or other another media outlet (this adds a writing sample to your portfolio, and the smallest published writing clip carries more weight with employers than the very best thing you ever do “just for class.”) **ALL CLASS ASSIGNMENTS THAT INCLUDE SOURCES MUST INCLUDE A CONTACT LIST WITH PHONE NUMBERS AND EMAILS FOR YOUR SOURCES. I WILL CONTACT SOME OF THESE SOURCES THROUGHOUT THE SEMESTER.**

AP Style Quizzes (60 points)

For many careers involving writing or editing, a solid understanding of how to use the Associated Press Stylebook and AP style rules is fundamental. This class includes six AP style quizzes. The module lecture slides will highlight key sections to help you prepare for each quiz. **Students MAY use their AP stylebook for the quizzes, but these are timed quizzes and you will not have enough time to look up every answer.**

Exam (50 points)

The final exam will evaluate your understanding of the course materials. The exam is multiple choice and includes concepts covered in lecture materials including AP content, as well as assigned readings. Our last in-person class will include a review session.

Course Policies

Attendance & Participation

Writing for Strategic Communication 2321 is a hybrid class that requires online work and involves in-class peer editing, lab assignments. **In order to get credit for the assignments we do on in-person days, you must be present.** Clear your schedules and communicate with me if there is an emergency. **I do not accept late work.** Work in advance to avoid technology or other unexpected events.

Deadlines

When writing for the media, missing a deadline equals blank space to fill in a newspaper (and an angry editor), a lost radio or television spot (and some big bucks) or an unhappy client unwilling to pay you or use you again for

public relations representation. Assignments in this course also must be completed on time because Carmen often will assign them to other students for review after the submission deadline. **There is no flexibility on set deadlines.**

University COVID policies

All students, faculty and staff are required to comply with and stay up to date on all university safety and health guidance (<https://safeandhealthy.osu.edu>).

Illness or absence

If you are too ill to participate in this course due to COVID-19 or another illness, please contact the instructor as soon as you are able. You do not need to provide a physician's document of illness, but you should advise me via email as soon as you are safely able to do so.

Other related resources

Food Security (<https://www.buckeyefoodalliance.org/>, 614-688-2508). The Ohio State University is committed to ensuring that all students have access to adequate and healthy food. Any undergraduate or graduate student with a BuckID may confidentially use the Buckeye Food Alliance food pantries. No proof of need is required. The pantry is located in Lincoln Tower, Suite 150 (1800 Cannon Dr., Columbus, OH 43210). Check the website or call for current hours.

Course Technology

For help with your password, university e-mail, Carmen, or any other technology issues, questions, or requests, contact the OSU IT Service Desk. Standard support hours are available at <https://ocio.osu.edu/help/hours>, and support for urgent issues is available 24x7.

Carmen:

- I will post course information, readings and notes on Carmen. Your grades also will be posted on Carmen. You have one week after grades have been posted to inquire about a missing grade or a grade you believe to be incorrect.
- Carmen, Ohio State's Learning Management System, will be used to host materials and activities throughout this course. To access Carmen, visit [Carmen.osu.edu](https://carmen.osu.edu).
- Help guides on the use of Carmen can be found at <https://resourcecenter.odce.osu.edu/carmen>
- This online course requires use of Carmen (Ohio State's learning management system) and other online communication and multimedia tools. If you need additional services to use these technologies, please request accommodations with your instructor. o [Carmen accessibility](#)

Carmen Zoom:

- Office hours will be held through Ohio State's conferencing platform, Carmen Zoom. • [Carmen Zoom help guide](#)

Turnitin

- Ohio State students are accountable for the integrity of the work they submit. You should be familiar with the guidelines provided by the [Committee on Academic Misconduct](#) and [Section A of OSU's Code of Student Conduct](#) to meet the academic expectations concerning appropriate documentation of sources. In addition, OSU has made Turnitin, a learning tool and plagiarism prevention system, available to instructors. For this class, you will submit your papers to Turnitin from Carmen. When grading your

work, I will interpret the originality report, following the Code of Student Conduct as appropriate. Note that submitted final papers become part of the Ohio State database.

- o Self-Service and Chat support: <http://ocio.osu.edu/selfservice>
- o Phone: 614-688-HELP (4357) o Email: 8help@osu.edu o TDD: 614-688-8743

Office Hours

I will hold office hours via Zoom ([Carmen Zoom](#) help guide) by appointment. Office hours are the best place to ask in-depth questions about course readings or lectures, as well as any question about grades. Email me to set up your time.

Course Communication

I will notify you of any reminders, schedule changes, other updates, through announcements on Carmen. Email will also be utilized on occasion, so please check both daily. The best way to contact me is to message me through Carmen.

Academic Misconduct:

It is the responsibility of the Committee on Academic Misconduct to investigate or establish procedures for the investigation of all reported cases of student academic misconduct. The term “academic misconduct” includes all forms of student academic misconduct wherever committed; illustrated by, but not limited to, cases of plagiarism and dishonest practices in connection with examinations. Instructors shall report all instances of alleged academic misconduct to the committee (Faculty Rule 3335-5-487). For additional information, see the Code of Student Conduct <http://studentlife.osu.edu/csc/>. **If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct.** If COAM determines that you violated the University’s *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the university. The use of AI-generated content is prohibited in this course. If you have questions about the policy or what constitutes academic misconduct in this course, please contact me.

Copyright Disclaimer

The materials used in connection with this course may be subject to copyright protection and are only for the use of students officially enrolled in the course for the educational purposes associated with the course. Copyright law must be considered before copying, retaining, or disseminating materials outside of the course.

Diversity

The School of Communication at The Ohio State University embraces and maintains an environment that respects diverse traditions, heritages, experiences, and people. Our commitment to diversity moves beyond mere tolerance to recognizing, understanding, and welcoming the contributions of diverse groups and the value group members possess as individuals. In our School, the faculty, students, and staff are dedicated to building a tradition of diversity with principles of equal opportunity, personal respect, and the intellectual interests of those who comprise diverse cultures.

Title IX

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected

categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> or by contacting the Interim Ohio State Title IX Coordinator at titleix@osu.edu

PLEASE TAKE CARE OF YOURSELF (Mental Health Statement):

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.

If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life's Counseling and Consultation Service (CCS) by visiting ccs.osu.edu or calling 614--292--5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24-hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445)

Who can I talk to?	Who can I talk to?
Where can I go for help with emotional distress?	Where can I go for help with emotional distress?
<p>Counseling and Consultation Service 614-292-5766 1030 Lincoln Tower, 1800 Cannon Dr. Younkin Success Center, 1640 Neil Ave.</p> <p>"Let's Talk" Thursday evenings, 6-8 p.m. Multicultural Center, Ohio Union</p> <p>Psychology Services Center 614-292-2345 105 Psychology Building, 185 Neil Ave.</p> <p>Stress Trauma & Resilience 614-293-STAR Harding Hospital, 1670 Upham Dr.</p>	<p>Student Wellness Center 614-292-4527 RPAC, 337 Annie & John Glenn Ave.</p> <p>Sexual Assault Response Network of Central Ohio 614-267-7020</p> <p>Buckeye Peer Access Line (PAL) 8 P.M. – Midnight (only) 614-514-3333</p> <p>Suicide Prevention Lifeline 614-221-5445 or 800-273-8255 Text 4hope to 741741 Or call 911 for immediate assistance</p>
School of Communication Cares School of Communication Cares	

Creating an Environment Free from Harassment, Discrimination, and Sexual Misconduct

The Ohio State University is committed to building and maintaining a community to reflect diversity and to improve opportunities for all. All Buckeyes have the right to be free from harassment, discrimination, and sexual misconduct. Ohio State does not discriminate on the basis of age, ancestry, color, disability, ethnicity, gender, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, pregnancy (childbirth, false pregnancy, termination of pregnancy, or recovery therefrom), race, religion, sex, sexual

orientation, or protected veteran status, or any other bases under the law, in its activities, academic programs, admission, and employment. Members of the university community also have the right to be free from all forms of sexual misconduct: sexual harassment, sexual assault, relationship violence, stalking, and sexual exploitation.

To report harassment, discrimination, sexual misconduct, or retaliation and/or seek confidential and non-confidential resources and supportive measures, contact the Office of Institutional Equity: 1. Online reporting form at equity.osu.edu,

2. Call 614-247-5838 or TTY 614-688-8605, 3. Or Email equity@osu.edu

The university is committed to stopping sexual misconduct, preventing its recurrence, eliminating any hostile environment, and remedying its discriminatory effects. All university employees have reporting responsibilities to the Office of Institutional Equity to ensure the university can take appropriate action:

- All university employees, except those exempted by legal privilege of confidentiality or expressly identified as a confidential reporter, have an obligation to report incidents of sexual assault immediately.
- The following employees have an obligation to report all other forms of sexual misconduct as soon as practicable but at most within five workdays of becoming aware of such information: 1. Any human resource professional (HRP); 2. Anyone who supervises faculty, staff, students, or volunteers; 3. Chair/director; and 4. Faculty member.

Accommodations

Students with disabilities (including mental health, chronic or temporary medical conditions) that have been certified by the Office of Student Life Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office of Student Life Disability Services is located in 098 Baker Hall, 113 W. 12th Avenue; telephone 614- 292-3307, slds@osu.edu; slds.osu.edu.

Course Schedule

Refer to our Carmen Canvas course for up-to-date due dates. I reserve the right to alter the scheduled topics as the semester progresses. These changes will be announced via Carmen announcements.

1	Jan. 6, Jan. 9	<p>Intro to course</p> <p>Read syllabus, access online text & acquire AP Stylebook</p> <p>In-person day Jan. 9: instructor welcome, writing basics, headliners writing lab</p>
2	Jan. 13, Jan. 16	<p>Strategic Communication Overview</p> <p>Read chapter 1 (Roberts) & take quiz</p> <p>Watch module 1 lecture slides & take AP quiz 1</p>
3	Jan. 20 & Jan. 23	<p>Media & Society</p> <p>Read chapter 2 (Roberts) & take quiz</p> <p>In-person day Jan. 23: News article analysis & Prep for 1st writing Assignment</p>
4	Jan. 27 & Jan 30	<p>News Value & Ethics</p> <p>Read chapter 3 & 4 (Roberts) & take quiz</p> <p>Watch module 2 lecture slides & take AP quiz 2</p>
5	Feb. 3 & Feb. 6	<p>News Writing Essentials</p> <p>Read chapter 5 (Roberts) & take quiz</p> <p>In-person day Feb. 6: inverted pyramid assignment, news writing examples</p>
6	Feb.10 & 13	<p>Feature Writing</p> <p>Read chapter 6 (Roberts) & take quiz</p> <p>Watch module 3 lecture slides & take AP quiz 3</p>



7	Feb. 17 & Feb. 20	<p>Public Relations</p> <p>Read chapter 7 (Roberts) & take quiz</p> <p>In-person day Feb. 20: crisis communications case studies and rough draft peer review</p> <p>Rough Draft News Story Due Feb. 18</p>
8	Feb. 24 & Feb. 27	<p>Media Relations</p> <p>Read chapter 8 (Roberts) & take quiz</p> <p>Watch module lecture slides & take AP quiz 4</p> <p>News Article due Feb. 27</p>
9	March 3 & March 6	<p>PR Writing</p> <p>Read chapter 9 (Roberts) & take quiz</p> <p>In-person day March 6: breakdown of press release and case studies</p>
10	March 10-14	<p>SPRING BREAK</p>
11	March 17, March 20	<p>Social Media Communications</p> <p>Read chapter 10 (Roberts) & take quiz</p> <p>In-person day March 20: social media audience analysis and group writing lab</p> <p>Feature Story Rough Draft due March. 18</p>
12	March 24, March 27	<p>Advertising Industry</p> <p>Read Chapter 11 (Roberts) & Take Quiz</p> <p>Watch module 5 lecture slides & take AP quiz 5</p>



13	March 31 & April 3	<p>Copywriting</p> <p>Watch module 6 lecture slides & take AP quiz 6</p> <p>In-person day April 3: advertisement copywriting lab & media kit overview</p> <p>Feature Story Due March 31</p>
14	April 7 & 10	<p>Putting it All Together</p> <p>Read chapter 12 (Roberts) & take quiz</p> <p>Prepare Media Kit</p>
15	April 14 & 17	<p>Media Kit DUE April 14</p> <p>FINAL In-person day April 17: communication careers SWOT analysis & review for final</p>
16	FINALS WEEK	<p>FINAL EXAM due by April 23</p>

