

Public Relations Writing Students see “Real World” Success

Bruce A. Austin baagl@rit.edu

14 May 2009

Proving that “experiential learning”—long a hallmark of an RIT education and a central theme of Provost Jeremy Haefner’s May 12 “Year-End Report to the Community”—is not exclusive to “high-tech” fields such as engineering and computing, students in last fall’s Public Relations Writing class, taught by Professor Michael Saffran, have, in the months that followed, experienced the successful results of their real-world final class projects.

The students created press kits—including news releases, “fact sheets” and other supporting material—promoting actual news stories of their choosing. Working with their instructor (in the role of “editor”), press kits were targeted to actual media outlets, editors and reporters. To date, nine students have landed stories in the media —affording them not only real-life experience “pitching” the media, but also clips for their portfolios (two primary goals of the project). Story links provided when available:

Torie Bonnet: Feature on colleges’ special-interest housing — “Special Interest Housing,” Reporter (Jan. 30) (Also, bylined article accepted for publication in the fall issue of [Next Step magazine](#))

Haley Clint: PR Now symposium preview and follow-up coverage — News & Events (Nov. 13 [preview](#), Dec. 11 [follow-up](#))

Jon Furman: Profile of RIT baseball coach Rob Grow — “Grow has most wins as coach at RIT,” Rush-Henrietta Post (Dec. 25)

Sarah Hinds: Guest essay about U.S. Air Force Reserve unit — “[Reserves unit offers comfort to families of fallen](#),” Greece Post (Jan. 8)

Noah Hoyt: Feature on "Humans vs. Zombies" event — bylined article, “[Zombies take RIT](#),” RIT: The University Magazine (RIT alumni magazine) (Spring 2009)

Lea Khavari: Feature on "Mr. RIT" pageant — WHAM-TV (Channel 13) "[Bright Spot](#)" (March 24)

Jamie Least: Feature on Scottsville Veterinary Adoptions — “[Shelter expands to save more pets](#),” Democrat and Chronicle (March 12)

Catherine Pinto: Feature on deaf twins — “[Not Just Twins, but Deaf Too](#),” Reporter (Jan. 23)

Willie Santiago: Feature on NTID Student Development Center/Student Life Team — “[NTID Student Life Team](#),” Reporter (Jan. 23)