Aug. 20–Dec. 13 | T/Th 1:30–2:45 p.m. | Copeland, 0342

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Course Description

Public Relations Writing teaches students the basic principles associated with writing in an assortment of styles. Students learn how to construct specialized written documents such as backgrounders, brochures, business letters, pitch letters, infographics, news releases, stationery, business cards, and logos. Æsthetics are a central focus of the class and students learn the features of effective design and what design options exist. Students are encouraged to begin portfolio building. Associated Press (AP) style is emphasized

Objectives

- To introduce students to advanced writing activities, and build on basic writing skills already learned.

- For students to understand how to create a variety of written documents.

- For students to demonstrate understanding of AP style.

- For students to demonstrate understanding of theories of communication and human motivation used to create persuasive documents.

Note Carefully: Given the loss of your professor six weeks into the semester, this semester will be a challenging one for both you and me. I will do my best to ease the transition but you also need to make some adjustments. If you have any questions or concerns, please come and see me. I am always happy to have students stop by and except for rare occasions when I might be on deadline for something, I am always happy to meet with you.

Miscellaneous

- ***Come up with a method to help me remember your name.***
- *Having even one spelling error will result in a zero for that assignment.*
- All readings are due on the date indicated.
- Missed exams cannot be made up for <u>any</u> reason.
- Exams may only be taken early with prior permission.
- Late assignments will be discounted 10% per *calendar day*.
- If you do not have an assignment ready to turn in, do not skip class! Come anyway.
- Come see me in office hours with questions or for feedback before assignments are due. Office hours are there for you; you pay for them so use them.
- Familiarize yourself with Associated Press (AP) style and follow it for all assignments.

Required Texts (Plus readings distributed via the Learn.OU Web site)

Diggs-Brown, B. (2006). *The pr styleguide: Formats for public relations practice (2nd edition).* Belmont, CA: Wadsworth/Thompson Learning. ISBN: 0495006432.

Goldstein, N. (Ed.) (2006). *The Associated Press stylebook and libel manual and briefing on media law with internet guide and glossary.* New York: Associated Press. ISBN: 0917360508.

Class Policies

Formatting and Writing Expectations

Public relations is characterized by effective writing. As a result, professional writing standards are expected on all assignments. Professional standards include: correct grammar, spelling, punctuation, and careful proofreading. No spelling errors are allowed. *Having even one spelling error will result in a zero for the assignment.* Documents (papers, handouts, etc.) prepared for *this* class should be double-spaced (27 lines-per-page), have one-inch margins all around, and be written in Bookman or Bookman Old Style 11 pt. ***Never use*** Times or Times New Roman, for any assignment in my class. I will not accept it and your assignment may be late after I send you back to fix it.

Attendance Policy

In the business world, attendance is an important aspect of professionalism. Indeed, "just showing up" is sometimes the most important aspect of job performance and can mean the difference between a promotion or a layoff. Additionally, attribution theory tells us that even the best employees/professors/students in the world will be perceived as slackers if they do not come to work/class. Getting good grades on tests/assignments is necessary but not sufficient. Attendance is also a required aspect of class just like doing the reading and taking notes.

Oklahoma University's attendance policy reads as follows: "A student is responsible for the content of any course in which he or she is officially enrolled. The establishment of a specific policy concerning class attendance requirements, as well as announced and unannounced examinations, is the responsibility of the individual instructor." In other words, having an attendance policy is the prerogative of an instructor. The Strategic Communication faculty endorse a strict attendance policy in order the provide continuity in classes and maximize the learning opportunities for all students.

Attendance Policy: You may miss one week of classes without penalty. If you miss a third class (on a two day a week schedule), your final grade will be reduced by 5%. If you miss a fourth class your final grade will be reduced by 10%. *Missing a fifth class will result in a failing grade for the course. There are no excused absences.* Being sick, getting in an automobile accident, having your car break down, going on a job interview, attending an extracurricular event or conference, going to a funeral, getting arrested, etc., will not be excused. *Coming late or leaving early 2 times equals an absence.*

Note: if you have a long-term or chronic illness (Mononucleosis, Pneumonia, Lyme disease, etc.) which prevents your from coming to class for more than a week, you are advised to drop the course. The registrar's office has a procedure for compensating students who experience serious illness, deaths in the family, etc. so there is no reason to ever sacrifice your education if you have to miss class. You do not have to ask for permission to miss class to attend an event, etc. nor do you need an excuse—although providing one is a courtesy. You have two absences without penalty and two more with a grade penalty. Use them wisely.

NB: If you plan to miss a day because of a religious holiday, you need to tell your instructor early in the semester what day(s) you will miss. Prepare a one-page memo for me indicating the religious holidays that you will miss and their dates. The day *before* a religious holiday is unacceptable. All religions know the dates of religious holidays several months in advance.

The only other activities that I will excuse, besides religious holidays, are jury duty (and only if you are on a jury—some notice from the court will be required), and some *academic* conferences (PRSSA, IABC, NCA, ICA, etc.).

For all other reasons that you might miss class, be sure that you have not used your allotted absences so that you can afford to miss a class with no penalty when you need one.

Plagiarism and Academic Dishonesty Policy

Plagiarism is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else's ideas, speech, presentation, essay, book review, or news release as original. Plagiarism also includes failing to document or cite the source of word-for-word or paraphrased material in oral presentations or written assignments. *It is my policy to pursue plagiarism vigorously, to fail students who plagiarize for the entire class, and to report cases of plagiarism to the university administration.*

The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own *original work* and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged. Similarly, work that was conducted for another class should not be passed off as original.

Additionally, anytime a student or professional attempts to deceive another by pretending to do work, or take credit for work that s/he did not actually complete, including changing the font size or style, triple spacing, claiming to have submitted an assignment on time that the professor must have "lost" etc., s/he is engaging in academic dishonesty or "cheating." What you are attempting to do is no different from copying from someone else's test. The consequences of this will be just as serious as plagiarism.

NB: Many students are caught each semester and failed for plagiarism. If even one student in one hundred cheats, the number is too high. As you all know, the number is much higher than that. For students planning to graduate, plagiarizing an assignment is quite possibly the stupidest thing they could do. Do not engage in plagiarism in any form. If you are ever unsure of what constitutes plagiarism, ask me or someone else in the department. At the very least, send an e-mail out to me at two in the morning with your question to CYA and explain what you will do to try to be accurate with your citations. When you enter the business world, plagiarism will not only get you fired, but also may ruin your career and get you sued, depending upon what ideas/content you steal.

There is a very simple rule to follow in order to avoid plagiarism and never get in trouble. ***Cite everything that is not your own words or idea.*** If you know that someone else said it, wrote it, or thought it, anywhere, even someone at a party, cite the source. Do this and you will never get in trouble for plagiarism.

OU's ACADEMIC DISHONESTY STATEMENT

All work submitted for this course must be your work. All sources used for information must be properly cited. Students should adhere to the *A Student's Guide to Academic Integrity* as defined by the office of the Senior Vice President and Provost at http://www.ou.edu/provost/pronew/content/integritymenu.html:

"Academic misconduct includes, but is not limited to, cheating, plagiarism, fabrication and fraud. *Cheating* is "the use of unauthorized materials, methods, or information in any academic exercise, including improper collaboration." *Plagiarism* is "the representation of the words and ideas of another as one's own." Examples include: excluding others or claiming the work of others as one's own; presentation of the same material as original in more than one publication; inclusion of individuals as authors who have not made a definite contribution to the work published, and submission of multi-authored publications without the con-

currence of all authors." *Fabrication* includes "the falsification or invention of any information or citation in an academic exercise." *Fraud* includes "the falsification, forgery, or misrepresentation of academic work, including the resubmission of work performed in one class for credit in another class" (OU Faculty Handbook, 2005).

Diversity and Ethics Policy

The University of Oklahoma and the Gaylord College respect diversity in all of its forms: race, sex, gender, age, religion, political orientation, country of origin, economic status, etc. Everyone in the United States has a right to their opinion and should feel comfortable expressing their opinion. As citizens, we are under no obligation to agree with what others believe, however, we must, as a civil society, support peoples right to worship, act, look, and think, as they want. In this classroom we will not tolerate any mistreatment of others because of how they look, what they believe, where they come from, or because of a lack of knowledge or skills. The only thing that should not be tolerant of is a lack of ethical and moral fiber. As Donald M. Erb wrote:

> "Do not be tolerant of misrepresentation, of superficiality, of the parading of false issues as though they were real issues. Tolerance does not extend to intellectual dishonesty or ineptitude."
>
> *Plaque in the Erb Memorial Union, University of Oregon, 1990*

Technology Policy

I taught a professional Master's course in Prague a few years ago in which I had the Iranian "Charge D'Affaires," Hossein Rezvani, essentially the Ambassador to the Czech Republic in my class. At the beginning of class, Rezvani would turn off his cell phone, as would every other student. Similarly, when I attend professional meetings and conferences with other important leaders in business and communication, professionals turn off their cell phones. I mention this because ambassadors and professional communicators are much more important than you and I are, and yet, they respectfully turn off their cell phones during classes and professional gatherings. Since you all want to be professionals some day, we expect you to behave as one now. If you want to know the time, buy a watch, but do not use your cell phone as a clock and do not check your messages during class.

Cellular telephones, laptop computers, electronic games, and all other electronic devices are not allowed in my classroom. Please turn off computers and cell phones when you arrive—this includes turning telephones to *vibrate*. Turn them *off*. I will normally remind you at the beginning of class but even if I forget, I expect you to remember. *A cell phone going off in class will count as an absence.*

Assignments: JMC 3233: Public Relations Writing

Assignment   **Points**

    Your Choice:_____   _____%

    Your Choice:_____   _____%

    Your Choice:_____   _____%

    Your Choice:_____   _____%

    News Release (7 paragraphs, AP style, 3 versions, topic assigned)   (Two Drafts: 60%/40%) 10%
    Fact Sheet (Fact sheet, 300+ words, 1+ graphic, 3 versions)   (Two Drafts: 60%/40%) 15%
    Feature Story (1,000 words, AP style, 3 models, topic assigned)   (Two Drafts: 60%/40%) 15%
    Exam I (APA and Theories)   10%
    Exam II (APA and Writing Activities)   15%
    Portfolio: (Submitted in three-ring binder w/ page protectors & resume, as per *my* handouts)   10%

    <u>**Total**</u>   (Must equal 100-105%)   %

Tentative Course Calendar

Date	Day	Activity/Reading	Assignment Due
Feb. 26	1	**Read:** Kent: Rhetoric/Language	
Feb. 28	2		
Mar. 4	3	**Read:** Kent: Theories	**News Release Draft I**
Mar. 6	4		
Mar. 11	5	**Read:** Kent: Persuasion	**News Release Draft II**
Mar. 13	6		Your Choice 4
Mar. 18	7	**SPRING BREAK**	
Mar. 20	8	**SPRING BREAK**	
Mar. 25	9		**Exam I**
Mar. 27	10	**Read:** Kent: Research 1 & 2	Your Choice 3
Apr. 1	11		**Fact Sheet Draft I**
Apr. 3	12	**Read:** Kent: Written Documents & Spoken Documents	
Apr. 8	13		**Fact Sheet Draft II**
Apr. 10	14	**Read:** Kent: Aesthetics	Your Choice 2
Apr. 15	15		**Feature Story Draft I**
Apr. 17	16	Ethics & Legal	Your Choice I
Apr. 22	17		**Feature Story Draft II**
Apr. 24	18	**Read:** Kent: Internal/External	
Apr. 29	19	TBA	
May. 1	20	**Read:** Kent: International	**Evaluations, Portfolios Due**
Tuesday, May 6 (1:30–3:30)			**Exam II**

Sample Points for Writing Activities

1. News release: 5%
2. Backgrounder: 5%
3. Letter (cover, fundraising, invitation, information gathering, pitch, solicitation, thank you, etc.): 5%
4. Fliers (tent signs, name badges, event signs, etc.): 5%
5. Advertising copy (more than a few sentences): 5%
6. Design a poster, billboard, transit sign, advertisement, etc.: 5%
7. Write a series of PSAs (10, 20, 30, 60 second): 5%
8. Write a memo: 5%
9. Pamphlet: 5–10%
10. Create/design infographics: 5–10%
11. Create/design stationery/business cards: 5–15%
12. Crate/design a Bulletin/Program: 5–10%
13. Meet/Interview community leaders, government officials, journalists, politicians, professionals/experts, etc.: 5–20% (depending upon how many)
14. Design a direct mail package: 5–10%
15. Take photographs, or oversee a commission for an illustration or artwork: 5-10%
16. Write a feature story: 10%
17. Fact sheet: 10%
18. Organize a speakers bureau or ongoing event (Blog, Web site, etc.): 10%
19. Write/create a brochure: 10–15%
20. Write or deliver a speech or presentation: 5–20% (see below)
21. Write a report: 5–20%.
22. Write a white paper or research paper (position paper, etc.): 10–20%
23. Editing/proofreading: 5–20%
24. Design a point-of-purchase display: 5–10%
25. Developing/creating media and informational kits: 5–10%
26. Design/create a Web site, chat room, or electronic information site: 5–20%
27. Write content for, create/design, etc., a newsletter: 5–20%
28. Plan a news conference or special event: 10–20%
29. Research for a campaign, etc.: 5–20%

Speeches
- Special occasion (introduction, motivational, eulogy, etc.): 5–20%
- Informative: 5–20%
- Demonstration: 10%
- Biography: 10–20%
- Persuasion: 10–25%
- Persuasive sales: 10–20%
- Debate: 10–20%

Associated Press Stylebook and Libel Manual Terms

Familiarize yourself with the *Associated Press Stylebook and Libel Manual.* The AP Stylebook is the bible of journalism and public relations. Learn terms thoroughly and use the stylebook as a reference whenever writing a news releases or other print document. Although you are not required to know *everything* in the manual for this class, you do need to learn the terms listed below for the exams. If you want to work in public relations for a living, you must learn the AP rules well.

For the exam: Look up each term. Be aware that *most of the time* (but not all) what you are learning is how the word is used and not what the word means. For example, you all know what the World Wide Web is. What matters is how the word gets written (capital Ws with spaces, etc.), not what the WWW is. Learn *all* of the basic rules (not *every* exception, but all rules that apply in *all* cases) and when to look up exceptions. Also, be able to use each term properly in a sentence. Be sure that your examples are from public relations and not what you might write in an e-mail to your mom. Not: "He said, 'Dad, can I borrow a dollar?'" But rather, "The weak dollar has created difficulties for U.S. travelers in Europe"..."The cost of the event is \$20" etc. Create original examples when examples in the AP guide are not appropriate in public relations. If a word is not listed in the AP guide, then go to a dictionary—the key information to know in such cases is how the word itself is used (capitalization, possessive/plural, etc.). For exams, you must write all of the rules for each term and give an example of the terms proper use. **Items in bold you should know very well!**

1. abbreviations
2. academic degrees
3. accept/except
4. affect/effect
5. **a.m./p.m.**
6. B.A., M.A., Ph.D.
7. because, since
8. brand names
9. call letters
10. capitalization
11. co-
12. compliment/complement
13. **composition titles**
14. congress
15. corps
16. county
17. couple
18. courtesy titles
19. dangling modifiers
20. **dates**
21. datelines
22. distances
23. **Dr./doctor**
24. **dollars**
25. either/neither
26. editor
27. **e-mail**
28. family names
29. fewer/less
30. fractions
31. fund raising/fund-raising/fund raiser
32. governor
33. government bodies
34. high-tech
35. historical periods
36. holidays
37. hometown
38. home page
39. in/into
40. initials
41. **its/it's**
42. lay/laid/lie
43. legislative titles
44. long-term
45. majority/plurality
46. man/humanity
47. Medicare/Medicaid
48. mid-
49. **months**
50. **Mr., Mrs., Ms.**
51. music
52. newspaper names
53. large numbers
54. part-time
55. party affiliation
56. people/peoples/person/persons
57. **Ph.D./Professor**
58. phenomenon/phenomena
59. plurals
60. polls
61. possessives
62. pre
63. principal/principle
64. **quotations**
65. race
66. release times
67. R.S.V.P.
68. seasons
69. semi
70. sentences
71. should/would
72. south
73. **state names**
74. **telephone numbers**
75. **their, there, they're**
76. time element
77. time zones
78. titles
79. **to, two, too**
80. TV/television
81. verbs
82. **Web site, Web page, etc.**
83. weekend
84. Western Hemisphere
85. **who, whom, that, which**
86. **World Wide Web**
87. years

For those interested in sports or business public relations see the special sections on those topics

E-Mail Etiquette

- **Put your name on every message sent**. Additionally, set up your e-mail server to *automatically* insert complete contact information for you on all e-mail messages: full name, telephone (work/home, fax, cell), address, e-mail, URL. If you want to leave this information off particular messages, then delete it before sending them or create another account to use with people you are hiding from.
- **Begin every message professionally** with a proper greeting and an acknowledgement of your respect of the recipient. For example:

> Dr. Kent, (or "Professor Kent," "Sir," etc.)
>
> I hope your day is going well. I know the traffic was brutal today coming from Highland Park—I live nearby there. (Be creative; do not type the same thing every time).
>
> I have a question about our recent class assignment. Although you suggested in class that we should…I am having trouble…(be clear about what you want and use complete sentences. E-mail is professional correspondence).
>
> Could you please…(note the use of politeness). if not, I will come by your office hours tomorrow at 5 p.m. (Again, notice the politeness—"if not…". No one is required to do what you ask. We do things for people because we are professionals. Be sure to treat others, as you would have yourself treated).
>
> Thank you for your help. (Always end by thanking the recipient of the e-mail for their time, help, courtesy, etc.).
>
> Your Name and <u>Complete</u>
> Contact information here

- **Spell-check every message before sending it.** You are a professional now.
- **Set up your e-mail server** to send out messages in standard sized (12-point) fonts. Do not use special effects (color, etc.) or reduce/increase the size of the font.
- **Do not use emoticons** (;-o, :-), ☺ etc.). They are considered unprofessional in business and professional settings and a lot of people find them childish.
- **Create an e-mail address that contains your name or name/initials.** For example, "KentM@WMich.edu" "MLK@ WMich.edu," "MKent…." "MichaelK…," etc.
- **Do not use meaningless e-mail names** like "HotChick@GMail.com" or "VelvetBlue@…." Most spam and viruses use fake names and many e-mail servers will filter such messages out. Many people will not read messages from strangers even if they do not get filtered out. Also, just because your friends know that you are "HotChick" when you instant message them does not mean that others do.
- **Most e-mail systems are not case sensitive.** Thus, the use uppercase or lowercase letters does not matter. Since reading words/names that are run together when using capital letters (not: yournamehere@mail.com) is more difficult, you should use both upper and lowercase characters: YourNameHere@Mail.com.
- **Use capital letters when letters and numbers might be confused** (e.g., a lowercase el (l) and a one (1)—l1. Instead, use L1.
- **Never lapse into informality or laziness.** Your potential employer (or professor) is *not* your friend (although they might like you). Do not assume that it is okay to speak (or write) to them the same way as you might your friends or parents.

Notes on Writing

- **No contractions**—ever.
- **Never start a sentence with "it"** ("It stands to reason…" "It will be shown…"), **"there"** ("There are many reasons for the policy…" There has been an increase…"), etc. Write actively. What "it" refers to is usually not self-evident. Revise the sentence and make a proper reference to the thing/phe-nomenon in question.
- **Except in long paragraphs** with multi-ple references to the same thing, use *only* proper names. Avoid vague use of pronouns and referents:
    Not "This idea…" *but* "The idea of culture…";
    Not "It has…" "It will…" It may…" *but* "Korea has…" "Korea will…"Korea may…";
    Not "The country…" *but* "Korea…";
    Not "he said…" or "she said…" *but* "Smith said…" or "Karen said…"
- **Work to be less wordy.** Do not say "I am going to…," "I will work to…," "I will endeavor to…," etc. Instead say, "I will…"
- **A dash is not a hyphen.** Note the dif-ference: hyphens connect one-word-to-another; hyphens are *not* used to set up clauses, like a colon, or to set up par-enthetical insertions—like an em (M—) dash. Hyphens are *not* used between numbers like "pp. 18–25" like an en (N–) dash.
- **E-mail (e-mail) is always spelled with a hyphen.** Email (or email) is a mis-spelled Cajun name.
- **The World Wide Web** is always three words and always capitalized.
- **Web site** (Web page, Web development, etc.) **is always two words** and is *al-ways* spelled with a capital W.
- **Years get no apostrophe:** "the 1990s were good years…" **not** "the 1990's were good years…"
- **All quotation marks are double quotes** except for quotes within quotes.
- **Punctuation goes inside of "quotes."** See the sample essay pages.

- **Number all pages** after the title page at the top. Use a "running header" with a page number.
- **Use 1" margins** all around (Left, Right, Top, and Bottom).
- **Use the same font, style, and size for *everything*** in the essay (first letter to last) including block quotes, footnotes, endnotes, bibliography, etc. Everything!
- **Do not use bigger fonts** or "creative" fonts on the title page.
- **Be sure you have 25–27 lines** per page at double-spaced.
- **Do not submit papers with fonts that are not listed on my syllabus.** Fonts that are too big look unprofessional, and fonts that are too small are hard to read. I do not care if *you* like the font or can easily read the font, what matters is if *I* can. Using a 10-point font instead of a 12-point font will almost never change the length of the assignment.
- **Do not use san serif fonts** like Ariel or Helvetica—they are hard to read when used for body text.
- **If you want to justify both margins** because you like the look, then you *must* turn on auto hyphenation (tools/hyphenation in Microsoft Word). If you do not hyphenate when you jus-tify both margins you will wind up with uneven gaps between words. Not using hyphenation looks amateurish and un-professional.
- **Proofread carefully.** You should catch most spelling errors, spellchecker er-rors, spacing problems, contractions, changes in fonts/alignment, widows/-orphans, etc. all by yourself. Also, just because I read your work during office hours does not mean that you are ab-solved from finding errors and proof-reading yourself. To properly grade a 5–7 page paper might take 30–60 min-utes; to go over the paper for content, style, and "obvious errors" in my office takes 5–15 minutes. Obviously I will not catch everything—that is not what I am there for. I'm there to help you become a better writer. Hire an editor if you want someone to catch all your errors.

Word Processing Software

Microsoft word does nearly everything that a typical public relations practitioner might need to do to produce professional looking word-processed documents. Word can create mail merges, automatically generate envelopes, labels, bulleted and numbered lists, create templates and simple graphics, designate style sheets, sort lists, and dozens of other basic desktop publishing functions. Microsoft Excel is a fairly powerful spreadsheet program that can be used to create tables, graphs, infographics, conduct hundreds of everyday statistical calculations, and many other functions. I will begin with Word.

Microsoft Word

Word has many useful features. However, before I go into any details, the first thing you should learn how to do is to customize your toolbar so that it has all of the commands that you use on a regular basis—or would use if you knew where to find them. Figure 13.1 has a copy of my own toolbars. I will briefly explain how to customize the toolbars and then move on to briefly discussing several of the features found in word that you should know how to use.
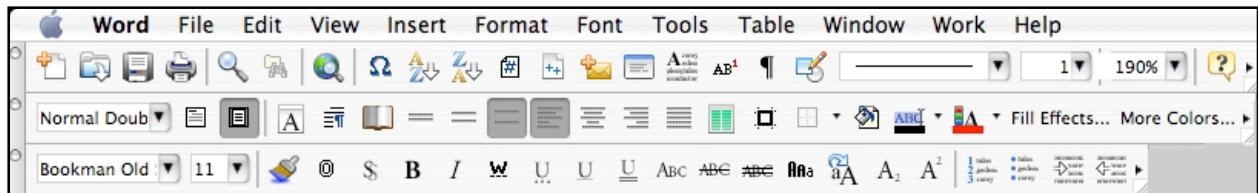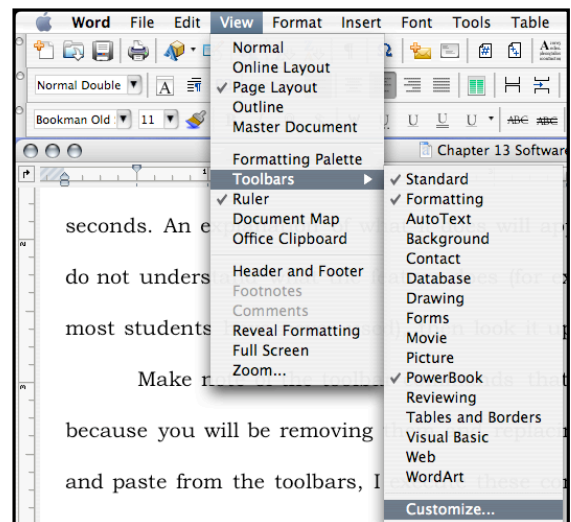

If you go to View/Toolbars, you will see a pull down menu with about 16 possible menus to choose from. Most people typically have two or three toolbars open. If you do not already have "standard" and "formatting" open, do so now. Place your menus where they serve you best. I prefer mine stacked at the top of the page; however, you can also place them along the sides, at the bottom, etc. Next, point your mouse at each of the items in the menus that you do not recognize and pause for a few seconds. An explanation of what it does will appear. If you do not understand

what the feature does (for example, Figure 13.2, the Format Painter, here, which most students have never used), then look it up in your manual or under "help."
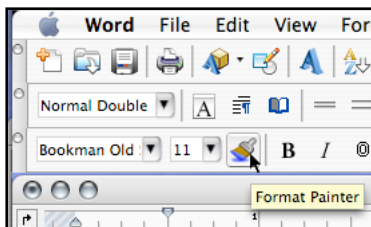
Make note of the toolbar commands that you are sure you would never use because you will be removing them and replacing them. For example, I never use "cut," "copy" or "paste" from the toolbars, I execute these commands from the keyboard.

Once you have identified what each of the icons in the stock toolbars do, and which commands you probably will not use, go to the "View/Toolbars" menu again, scroll to the bottom and open "Customize..." (Figure 13.3): "View/Toolbars/Customize...." Select the "Commands" tab (Figure 13.4). Once this window is open, *be very careful with your toolbars and menu bar at the top of the screen.* If you wanted to (do not experiment, trust me), you could remove the "File" menu simply by dragging it off to the side or down out of its location. However, what you do want to do here is to browse the various

commands and add in the any that you might find useful: there are hundreds, dozens of which you have probably never see or knew existed.

Begin by dragging all of the commands out of the toolbars that you determined you would not use. Simply click on them and drag them out of their location. Once pulled out of the menu, let go of the mouse button and the item will disappear. To restore an item, if you make a mistake, drag the item from the commands window and drop it back into the toolbar where you want to place it. You can also rearrange the items on the tool bar to place them where you prefer by clicking on them (holding the mouse button down) moving the item to a new location (or a different toolbar), and releasing the mouse button.
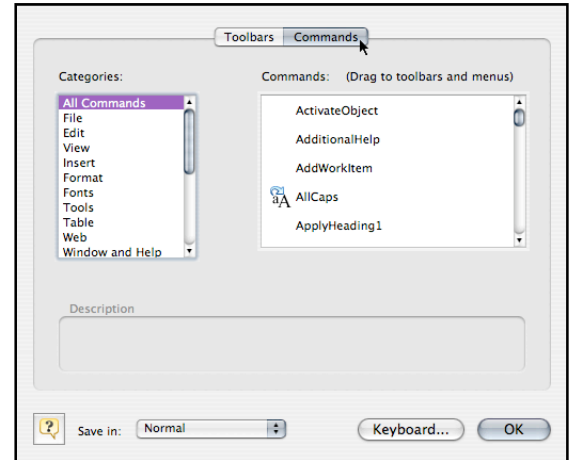
After you have removed the items that you do not want, I recommend closing the "Customize" window and restarting Microsoft Word (MSW) to save the changes. As many of you know, Word can be unstable so as you proceed with the remainder of the toolbar editing, quit from time to time and restart to prevent losing your changes.

Once you have figured all of this out, open up the "Customization" widow again, and proceed to go through all of the MSW commands. You can either go menu-by-menu (click "File," "Edit," "View," etc., on the left side) or use "All Commands," and them click on each one in the right window. As you select each item, a description will appear at the bottom of the Customization window telling you what each command does. If the command sounds useful, simply drag it up into one of the toolbars. Note: you can "rearrange" the commands after you have used the program for a few days to maximize individual placement. I have placed the commands that I use regularly in my menu bars to correspond with my own usage patterns. I have also grouped like items together to make them easier to locate and use.

Here is a summary of the commands from my own toolbar that I have found useful, starting at the top row (Figure 13.1): New Blank Document, Open, Save, Print, Find, Find File, Web Page Preview, Insert a Symbol, List Sort Ascending, List Sort Descending, Insert Page Number, Insert Number of Pages, Create Envelopes, Create Labels, Drop Cap, Insert Note, Show/Hide Formatting, Drawing, Line Style, Line Weight, Change Page Magnification, and Help.

Second row: Style, Normal View, Page Layout, Format Font, Format Paragraph, Document Layout, Single Space, 1.5 Space, Double Space, Align Left Justified, Align Center, Align Right Justified, Align Both Margins, Create Columns, Borders and Shading Menu, Outside Border, Background Color, Highlight Color, Font Color, Fill Effects, More Colors.

Third row: Font, Font Size, Format Painter, Outline, Shadow, Bold, Italic, Word Underline, Dotted Underline, Underline, Double Underline, Small Caps, Strikethrough, Double Strikethrough, Change Case, All Caps, Subscript, Superscript, Bullets, Numbering, Increase Indent, Decrease Indent.
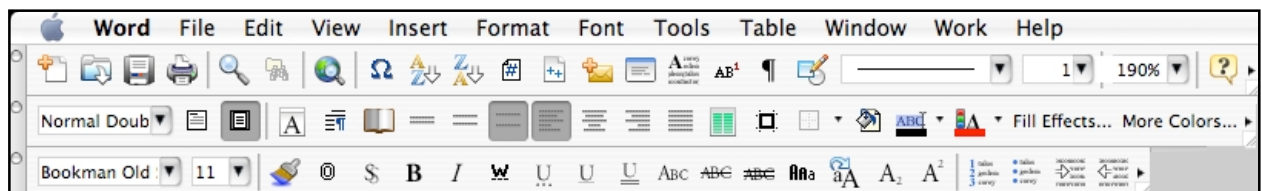
Additional Features of MSW

As mentioned above, MSW has hundreds of commands that most people never use or do not even know about. Below I list several of the features that I have found to be the most useful.

- "Preferences/Spelling and Grammar": Create a custom dictionary and begin adding technical terms when they are flagged as misspellings. Set your grammar checker for "punctuation inside of quotes" and "one space after periods."
- "View/Page Layout" to see the actual page with margins, etc. This is useful for formatting and is preferable to "normal" view for almost all work.
- "Insert/Picture/From File" allows you to place a graphic into your document. Once a graphic has been placed, you can double click the graphic to open the "Format Picture" menu allowing you to scale the picture to fit, adjust text wrapping, etc.
- "Format/Font/Character Spacing" allows you to adjust the spacing between characters to reduce the spacing or increase spacing (called kerning). Kerning is very useful when you are one word long on a document and want to run the word back. Simply reduce the line spacing of the last line (or paragraph) by .1–.3 pts and no one but a graphic artist or typesetter would notice the difference.
- "Format/Paragraph" allows you to adjust the spacing before and after paragraphs, set absolute spacing (12.5 pts.) rather than relative spacing (double), create hanging indents, keep lines together, and designate "Widow/Orphan control."
- "Format/Document" allows you to adjust the margins, control the placement of headers and footers, etc.
- "Format/Bullets and Numbering" allows you to designate any of several different types of bullets, or several types of numbered lists. Using automatic bullets and numbering is preferable to creating them manually. Be sure not to use hyphens, periods, o's, and dashes in place of bullets. Learn to make proper bullets and numbered lists.
- "Format/Borders and Shading" allows you to place borders around entire pages, paragraphs or sections, or individual words.
- "Format/Columns" allows you to create a designated number of columns, to place lines between them, or to create columns of equal or different width.
- "Format/Drop Caps" allows you to create drop or margin caps and to designate how many lines they will span.
- "Format/Style" allows you to create style sheets (Figure 13.5). The best way to create style sheets is to close all open documents and then open the "Normal" template and set all of the defaults that you want (widow/orphan control, etc.). Designate everything in your style sheets that you might want as defaults for font, size, style, etc., as well as headlines style, header and footer preferences, etc. There are dozens of style sheets that can be designated. If these changes are made to the "Normal" template, then all future documents created will have those parameters and your style sheets will work everywhere.
- You can change the size of a font from the keyboard by highlighting the words, and holding the command key, and the hitting arrow < > keys to increase or decrease the font size to the next default size (8, 9, 10, 11, 12, 14, 16, 18, etc.).

Normal	¶
Heading 1 One	¶
Heading 2 Two	¶
Heading 3 Three	¶
Normal Double	¶
Default Paragraph Font	a
Endnote Text	¶
Footer	¶
Footnote Text	¶
Header	¶
Page Number	a

- You can quickly adjust the amount of indentation in a paragraph by using the increase or decrease indent keys.
- Go into the "Tools/AutoCorrect.../AutoCorrect" menu and make the following changes: replace "website" with "Web site"; "web site" with "Web site"; webpage with "Web page"; "world wide web" with "World Wide Web"; "pubic" with "public"; and any other frequently misspelled words. Add to this list anytime you identify mistakes that you make or that the auto correct function does not recognize.
- Always use "Tools/Hyphenation.../Auto hyphenate" whenever you are justifying *both* the left and right margins.
- "Tools/Word Count" does what it sound like and also counts letters and lines.
- "Tools/Envelopes" provides template for printing envelopes.
- "Tools/Labels" provides label templates for all of the hundreds of types of labels. The templates are based on the numerical codes that come on label packages (Avery and others).
- Entire words can be selected simply by double clicking anywhere in the word.
- Entire lines may be selected by triple clicking anywhere in a line of text.
- Multiple sections of text from different locations in a document may be selected all at once by first selecting a word, paragraph, section, etc. and then holding down the command key while you make additional selections of text from different locations in the document. MSW assembles these selections in the order that you make them so this feature can be very useful for quickly rearranging paragraphs or sections of text (Figure 13.6).

- Drag and Drop editing is possible (if you have it turned on in the "Preferences/Edit" menu) when you highlight a series of words or paragraphs and then release the mouse button. Then, click on the highlighted text again (one time) and hold it, and move the mouse to where you want to drop the text and let go of the mouse button. Drag-and-drop editing takes a bit of practice but is worth learning how to do.
- Characters, words, paragraphs, sections, or whatever, may be copied and pasted somewhere else simply by holding down the command key while moving the highlighted text. For example, you want to use the same phrase to start several sentences (alliteration). Just highlight the words in question, press the command key, and "drag-and-drop" them to the new location. Using the command key copy feature saves a keystroke. The traditional way: "highlight, copy, paste," can be reduced to "highlight" (press command) and "drag and drop."
- "Edit/Find" and "Change" can be used for dozens of purposes if you think through what you want to do. For example, when you are finished with a document, search for all extra spaces (literally, search for "space, space" by hitting the space bar twice, and replace with one space to eliminate all double spaces after periods, etc. Be sure to run this a few times to be sure that triple or quadruple spaces are removed (continue "replace all" until you get "zero replacements"). You can also use "Find/Replace" to edit text downloaded from the Internet, as well dozens of other uses. Be creative, think through what you want to do first, them do it in several steps. I often have edited a text file (an e-book, for example, from "Guttenberg Project") and stripped out all of the manual line breaks while maintaining the paragraph breaks to make the text easier to read and quote.[1]
- "Insert/Footnote." Be aware that MSW will automatically change your footnotes to a default font that is different than your "normal" font (unless you have designated
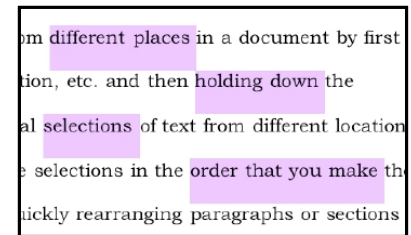
a style in your style sheets). Be sure that your footnote formatting matches the rest of the document. The programmers obviously never read a style guide.
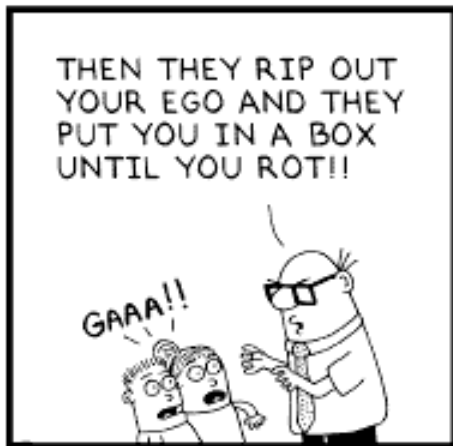• The "Format Painter," the blue paintbrush looking icon on your toolbar is very useful. With it you can copy the formatting from one place (a heading or bulleted list) to another place. Simply place your cursor anywhere in the paragraph that you want to copy the formatting from, and then click on the style painter. A plus sign will appear next to your cursor and when you highlight a new section of text, word, paragraph, etc., the style will be copied and applied. If you change your mind, click the paintbrush again and the plus sign will disappear, or use the "undo" command.

Notes

[1] Here is the procedure: In the find box, search for two paragraph breaks: ¶¶ (toggle the window bigger for "special" commands); in the replace box, replace the two paragraph breaks with a symbol that is not in the text itself. I usually use a bullet: •. Select "replace all" and change all of the paragraph breaks to bullets. Next, replace all of the single paragraph breaks with a space: search for ¶ and replace with a "single space"—one tap of the space bar. Select "replace all" to eliminate all of the unnecessary paragraph breaks. You should now have a continuous paragraph of text that has bullets wherever proper paragraph breaks would be located. Finally, convert the bullets back to proper paragraph breaks: search for • and replace with ¶. *Voila*, you will have eliminated all manual returns at the ends of lines and created proper paragraph breaks.

Once you get good at using "find/change," you can use the feature to make a lot more subtle changes in documents. I have used find/change for textual analysis by searching for specific words and changing their color, or case, to make the words easier to locate and to highlight their relations to other words, etc.

THEN THEY RIP OUT YOUR EGO AND THEY PUT YOU IN A BOX UNTIL YOU ROT!!

GAAA!!

YOU'LL NEVER KNOW IF YOU'RE DEAD OR IF YOU'RE SIMPLY ENVYING THE DEAD!!

HOW WAS "CAREER DAY"?

KIDS THESE DAYS ARE AFRAID OF WORK.

scottadams@aol.com
www.dilbert.com
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I'M WRITING TO THE PEOPLE WHO MADE THAT BOOK THE FERRET GAVE YOU. I'M DEMANDING THEY STOP SELLING IT.

SAY... WHY DON'T YOU DICTATE IT TO ME AND I'LL WRITE IT DOWN FOR YOU?

UM... OK... WELL, I WAS GOING TO SAY "DEAR WHO IT CONCERNS, I HATE YOUR BOOK AND IF YOU DON'T QUIT SELLING IT, I WILL KNOCK YOUR HEAD IN.... YOURS, BUCKY KATT."

"TO WHO IT..." OK, LET'S SAY THAT YOU VENERATE IT, THAT SOUNDS MORE SMARTER...AND LET'S SAY YOU'RE GOING TO OSCULATE THEM IF THEY DON'T STOP...

YEAH, YEAH, TELL 'EM I'LL OSCULATE 'EM RIGHT ON THE MOUTH.

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SEE? MY ALBUM IS RIGHT THERE ON THE INTERNUT, SO YOU KNOW IT'S TRUE.

BUCKY KATT'S DEBUT ALBUM - BUCKY KATT'S GREATEST HITS: VOLUME 2, WENT FOURPLE PLATINUM IN A RECORD TWO HOURS...

...FOURPLE? WHAT IS THIS WEB SITE, ANYWAY?

WIKIPEDIA, BABY.

HM... SEEMS MORE LIKE WACKYPEDIA TO ME...

HEY, SCROLL DOWN TO THE BIT ABOUT WHERE I WON WIMBLEDON.

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OKAY, HONEY. LET'S GET OUT A RE- LEASE. READY?

YES, SIR.

"TRAGEDY IN AL AMOK TODAY AS INTENSE U.S. BOMBING LEFT OVER 147 CIVILIANS DEAD OR INJURED."

UM... SIR, HOW COULD THERE BE CASUALTIES? THE BOMBING HASN'T EVEN STARTED YET!

DO YOU WANT TO BE WRITING PRESS RELEASES WHEN IT DOES?

GOOD POINT. HOW MANY AGAIN?

UNIVERSAL PRESS SYNDICATE © 2004 G.B. Trudeau

G.B. Trudeau

Get Out of Jail Free

This coupon entitles the bearer to <u>one</u> of the following (check box):

- ❑ Eliminate or reduce a late penalty on <u>one</u> written assignment (depending upon the severity of the infraction).

- ❑ Eliminate or reduce a time penalty on <u>one</u> speech/presentation (depending upon the severity of the infraction).

- ❑ Rewrite <u>one</u> assignment (not already a 90% or above) within one week of it being returned.

- ❑ **Make <u>one</u> "deal" with the instructor.**

Request (be Specific)

This card *may not* be used to:

- Change the date or time of an exam.

- Obtain a makeup exam.

- Obtain additional absences.

- Eliminate an attendance penalty.

- Eliminate a late-to/early-from class penalty.

- Receive credit for work done in another class.

This offer is subject to change without notice. Coupons must be redeemed at the time of use. This offer is non-transferable and carries no cash value. This offer does not apply to class penalties not listed in this document. The professor reserves the right to revoke this coupon at any time. Void where prohibited by law.

_____
Name (print)

_____
Signature

_____
Date