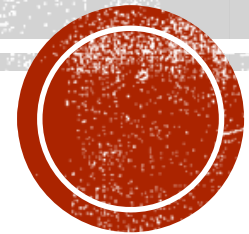


STRATEGIC WRITING

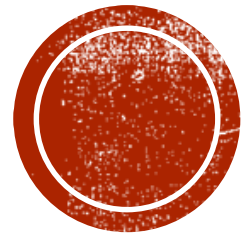
Or ... Writing as Strategic Communication
with Professor Shannon Gentry



**... THE EASIEST READING IS
DAMNED HARD WRITING ...**

- -Thomas Hood (poet, author, humorist)





WHAT YOU CAN EXPECT . . .

First, this is a **hybrid course** and almost all of your work, readings and responsibilities will be completed remotely!

You're going to have **individual** and **group** work.

Everything revolves around **writing** and **editing**, as well as understanding, identifying and writing for **target audiences** and **communication goals**.



**KEEP
CALM
AND
REVISE, REVISE,
REVISE**

TOPICS / MATERIALS:

Target Audience

Messaging Goals

Crisis Management

Newsletter Articles

Interviews

Press Release

Story Pitches

Blogging

.....



GOT QUESTIONS? WANT TO CHAT?

Contact me at gentrys@uncw.edu and I will respond within 24-48 hours during regular business weeks.

My office is downstairs (directly below COM Studies office) in Leutze, room 106 by the stairs (not the downstairs lobby).

