

Sadie D. Wilks, APR Instructor

Manship School of Mass Communication Louisiana State University Baton Rouge, La. 70803
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EDUCATION

B.A., Mass Communication December 1998
Louisiana State University Baton Rouge Louisiana
Concentration: public relations minors: history, political science

ACCREDITATION

Accredited in Public Relations (APR) July 2009–present
Universal Accreditation Board, Public Relations Society of America

TEACHING EXPERIENCE

Instructor x August 2015–present

LSU Manship School of Mass Communication, Baton Rouge, LA x **Experiential learning** I challenge my students to develop critical thinking skills through reflection. With experience comes confidence, and with confidence comes growth. x **Diversity of ideas:** I dare my students to step out of their comfort zones intellectually. By exploring the world, its cultures, and its people, we appreciate our differences and gain insight and perspective.

Communication Intensive pedagogy promotes deeper learning of course content by providing advanced instruction on effective, discipline-specific communication. With extensive focus on teaching and assessment of proper communication techniques, students are more engaged in coursework and benefit from frequent feedback loops to advance communication skills.

Public Relations Writing certified C-I course since spring 2016

x Fall 2015, 2 sections; spring 2016, 2 sections; fall 2016 2 sections; s

Course Description

This course introduces students to the tactics and technologies used by public relations professionals in creating messages for the media and a variety of diverse internal and external audiences. The course emphasizes the strategy of crafting and delivering a public relations message that includes pre-writing preparation, writing and editing as well as the development of a professional digital portfolio. Throughout this course students will learn about business communication and the RACE (Research, Action, Communication, Evaluation) public relations process with specific emphasis on planning and implementation as well as how to create a variety of written works, including but not limited to: news releases, media advisories, backgrounders, fact sheets, biographical sketches, advocacy pieces, pitch letters, speeches, professional presentations, PSA scripts, blogs and social media messages.

Course Learning Outcomes

Upon completion of this course, students should be able to:

- o Understand client, audience and media information and format needs.
- o Demonstrate skills in locating, evaluating and synthesizing research materials.
- o Understand the importance of truth, accuracy and fairness in the information gathering and distribution processes.
- o Write copy on long and short deadlines and within space, time and platform requirements.
- o Produce and critically analyze story ideas and materials intended for diverse audiences and media platforms.
- o Create and deliver professional speeches and presentations that clearly and concisely convey messages to internal and external audiences.
- o Demonstrate knowledge of The Associated Press style requirements.
- o Establish and maintain positive client relationships and work as a part of a public relations team.
- o Create professional communications using technologies such as InDesign, Photoshop, Dreamweaver, etc.
- o Develop and refine a professional digital portfolio.

Public Relations Campaigns certified CI course in spring 2017

- x Spring 2017, 1 section; summer 2017, 1 section; spring 2018, 1 section
- x Course is CI certified in writing and technology modes

Course Description

This an applications course that provides opportunities for students to integrate what they have learned in the journalism, public relations, advertising, marketing, speech, research and other courses and to apply that to the development and implementation of a comprehensive campaign and production of a written plan book.

Course Learning Outcomes

After successful completion of this course, students should be able to do the following:

- o Demonstrate ability to apply concepts from previous mass communication and other related courses.
- o Demonstrate civic engagement and social responsibility with regard to public relations.
- o Build portfolios that reflect competence in public relations writing and design.
- o Demonstrate skills in producing comprehensive campaign plans that reflect mastery of the public relations process (ROPES, RACE, SWOT, etc.).

- Demonstrate mastery of oral and visual presentation skills.
- Establish and maintain positive client relationships and work as a public relations team.
- Demonstrate an understanding of diversity and multiculturalism in a public relations context.

Introduction to Public Relations

x Fall 2015, spring 2016, fall 2016, spring 2017, fall 2017, and spring 2018

Course Description

This survey course will introduce history

Participant x Spring 2016
Faculty Learning Community, LSU Faculty Learning and Teaching Collaborative

Attendee x Feb. 10 2016
Active Learning Activities to Enhance Classroom Instruction, LSU Faculty Technology Center

Attendee/Participant

Coordinator of volunteer services x November 2004– August 2004
Division of Natural Resources, Athens Clarke County Leisure Services Department, Athens, Georgia

Senior communications specialist x February 1999– August 2001
Catholic Life Insurance, San Antonio, Texas

PROFESSIONAL AFFILIATIONS

- x Contributing writer, Nonprofit Communications Report
 - Motivate young communicators to excel (April 2014)
 - How to get better marketing results with fewer resources (November 2012)
- x Member, Public Relations Society of America (June 1999– present)
- x Member, Public Relations Association of Louisiana (July 2007– present)
- x Member, Press Club of Baton Rouge (January 2007– present)
- x Member, American Assn of Medical Society Executives (January 2007– July 2015)
- x Member, Louisiana Society of Association Executives (July 2011– present)

AWARDS

- x 2018 PR NewsAF