

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 • August 2015 – present
LSU Manship School of Mass Communication, Baton Rouge, Louisiana

- Courses taught include Public Relations Writing, Introduction to Public Relations and Public Relations Campaigns (Capstone course)
- Serve as faculty adviser to Public Relations Student Society of America

PEDAGOGY

Teaching Philosophy

My teaching is based on these basic tenets:

- **Experiential learning:** I challenge my students to develop their skills through practice and reflection. With experience comes confidence, and with confidence comes innovation.
- **Diversity of ideas:** I dare my students to step out of their comfort zones, physically and intellectually. By exploring the world, its unique people and their cultures, students learn to appreciate our differences and gain insight and perspective. These ideals are vital to thriving in today's global society.
- **Lifelong learning:** I encourage my students to pledge themselves to long-term professional and personal development, specifically through professional associations. By developing their personal networks and working with mentors, young professionals increase their knowledge base; identify trends and emerging technology; and benefit from shared best practices.

Communication Across the Curriculum

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

- Fall 2015, 2 sections; spring 2016, 2 sections; fall 2016, 2 sections; spring 2017, 1 section; fall 2017, 2 sections; spring 2018, 1 section
- Course is C-I certified in writing and technology modes

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 C-I course in spring 2017

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

Course Description

This an applications course that provides opportunities for students to integrate what they have learned in their 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 plan books 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 part of a public relations team.
- Demonstrate an understanding of diversity and multiculturalism in a public relations context.

Introduction to Public Relations

- Fall 2015, spring 2016, fall 2016; spring 2017, fall 2017, and spring 2018

Course Description

This survey course will introduce historical, theoretical and current practices in the rapidly evolving field of public relations, including best practices, trends, challenges of the field and career opportunities.

Course Learning Outcomes

- Upon completion of this course, students should be able to:
- Develop an understanding of the field of public relations and its role in society.
- Develop an understanding of potential career opportunities in public relations.
- Enhance knowledge of the historical evolution of public relations as well as the professional/ethical/legal responsibilities that are critical in practicing effective public relations today.
- Develop an understanding of the basic process of public relations – research, action/planning, communication and evaluation – and the use of communications strategies to achieve organizational goals.
- Develop ability to define client target publics, explaining why each is a key audience and identifying each audience’s primary self-interests, concerns and needs.
- Develop skills in creating a strategy statement explaining the rationale/method for reaching a specific audience.
- Understand the need to represent and serve diverse publics.
- Gain exposure to the role of public relations in various sectors of our economy and society, including government, industry, nonprofit, communities and others.

MENTORSHIP

Advisor • August 2015 – present

Currently I serve as advisor to seven LSU Distinguished Communicators candidates; five of my DC students have graduated since May 2017.

TEACHING COLLOQUIA/INSTITUTE TRAINING

Participant • Fall 2016

“Small Teaching” Book Club, LSU Learning & Teaching Collaborative

Attendee • June 1, 2016

“Mixing It Up for the Millennial Learner: Strategies to Improve Learning & Retention,” The LSU Center for Academic Success’ Faculty Focus workshop

Participant • May 17 – 19, 2016

LSU CxC Faculty Summer Institute, Baton Rouge, Louisiana

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

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

Attendee/Participant • Jan. 7, 2016
Faculty Colloquium Keynote & Workshop, LSU Faculty Learning and Teaching Collaborative

Attendee • Sept. 15, 2015
Using TurnItIn- Academic Plagiarism Tool, LSU Faculty Technology Center

ADMINISTRATIVE DUTIES AND UNIVERSITY SERVICE

Faculty adviser • August 2015 – present
Public Relations Student Society of America, LSU Chapter
**Duties include coaching the LSU PRSSA Bateman team; in 2018, our team placed first in the competition, out of 84 collegiate teams nationwide. This is the first top three placement for LSU Manship School of Mass Communication as well as the first national championship.*

Member • August 2015 – December 2015, August 2016 – December 2016, March – May 2018
Public Relations Faculty Search Committee

Member • January 2016 – present
Director of Strategic Communications Search Committee, LSU School of Veterinary Medicine

Member • August 2015 – present
Public Relations Area Committee, Manship School of Mass Communication

Invited speaker • November 2015 – December 2015
LSU Office of Student Life and Enrollment and LSU First Year Experience
Be a Better Communicator (three part series, internal communications workshop)

Panelist • April 12, 2018
Hear Them Roar: Voicing the Truth on Sexual Harassment in Media and Politics
Moderator: former Senator Mary Landrieu; Other panelists: Gloria Riviera with ABC News; Amy Brittain with The Washington Post; Michelle Craig with Transcendent Law Group; and Steve Bien-Aime, PhD. with LSU Manship School of Mass Communication.
The Reilly Center for Media & Public Affairs, LSU Manship School of Mass Communication

PROFESSIONAL EXPERIENCE

Freelance consultant • February 2018 – present
sadiePR, Baton Rouge, Louisiana

Vice president – Administration & Communication • September 2006 – August 2015
Louisiana State Medical Society, Baton Rouge, Louisiana

Executive director • September 2004 – July 2006
Avery Arts Council, Banner Elk, North Carolina

Coordinator of volunteer services • November 2001 – August 2004
Division of Natural Resources, Athens-Clarke County Leisure Services Department, Athens, Georgia

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

PROFESSIONAL AFFILIATIONS

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

AWARDS

- 2018 PR News Facebook Live video, honorable mention in partnership with LOPA
- 2013 Senior Practitioner Award, Southern Public Relations Federation
- 2012 PRAL First Circle Award, Public Relations Assn. of Louisiana, Baton Rouge Chapter
- 2011 Lantern Awards Certificate of Merit, Southern Public Relations Federation
- 2001 Award of Excellence for Public Relations: Special Events for Join Hands Day, Association for Women in Communications, San Antonio Professional Chapter
- 1999 Award of Excellence for Public Relations: Special Events for Flag Day Celebration, Association for Women in Communications, San Antonio Professional Chapter