**This week's Written Assignment (upload and submit under *Assignments*):**

a. In this week's readings, we read a lot about what is important to reporters and what is not. We also learned about how reporters cover "viewpoints" rather than "truths."

b. Write an essay (minimum of 750-words and accompanying cover and reference page) in which you examine:

* **The potential for media misrepresentation of one's words or offered positions, intentionally (sensationalism) and unintentionally (error or mis-attribution)**
* **At least two aspects of communication that are critical when dealing with the public in disaster response scenarios. Consider their importance from the perspective of the Incident Commander (IC).**
* **1-2 policy/management questions pertinent to this week's reading, that should be considered by organizational PIOs when preparing response messaging plans.**
  + Save your responses as Microsoft Word document entitled "**EDMG330\_Week6YourLastName.doc/x**" (e.g., "EDMG330\_Week6Jones.doc/x");​​​​​Upload the document to the Week 6 Assignment page.
  + You must utilize supporting sources in your response, and cite and reference using the most recent [APA](http://apus.campusguides.com/content.php?pid=205954&sid=3202561) edition format.

**Writing Assignment Expectations**

I wanted to go over what I expect out of your writing assignments but first, I want to mention a free online tool that you can use to help eliminate mistakes in your writing. It is called Grammarly. Grammarly will show any corrections that need to be made in your paper. I have provided the link to Grammarly below and highly suggest that you use it before submitting your paper:

[Grammarly](https://www.grammarly.com/)

**Writing Style Guide:**

The most current APA Writing Style Guide is what you will use to format and write your papers. The APUS Library has an electronic copy of this guide. The [Purdue OWL](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html) website is also a good source of APA information.

Essay and research papers will consist of the following:

* Running head
* Title page
* Abstract paragraph
* Introduction
* Body of the paper with proper headings
* Conclusion
* Reference page

Detailed information on each of the above items is found below. I have highlighted each section in Green so that they are easy to find.

**Running head:**

You must have a correct Running Head in your paper. The running head is a shortened title of the paper consisting of 50 characters or less, including spaces. The reader must still have an understanding regarding the topic of the paper with the shortened version of the title in the running head. The sample APA paper I provided in the assignment instructions shows how it should look on each page of the paper. I have provided an example below:

It should look like the following on the Title Page and be in the Times New Roman 12 point font and located in the header:

Running head: SHORTENED TITLE OF YOUR PAPER 1

On the rest of the paper as follows and in the Times New Roman 12 point font and located in the header:

SHORTENED TITLE OF YOUR PAPER 2