

Journalism 61-211
Principles of Public Relations
Fall 2006

Class: 1:20 to 2:50 p.m., Tuesday and Thursday

Instructor: Dr. Julie Henderson, APR, Fellow PRSA
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Office Hours: 1 to 2:30 p.m., Monday and Wednesday
4:30 to 5 p.m. Wednesday
By appointment on Friday

Please note: Assignments and other specifications listed below may change during the course of the semester. If a student misses a class, it is that student's responsibility to determine what announcements he or she may have missed.

1. Course Description

Survey of the field of public relations, emphasizing theory and reviewing concepts, issues, techniques and practices. Designed primarily to provide a background for the future public relations professional as well as individuals who will work with public relations professionals in other careers, such as business, education, government and community agencies. Designed to undo previously held concepts of what public relations entails. No prerequisite.

2. Course Objectives

By the end of the semester, the student should be able to:

1. Understand the role of values and ethics in public relations
2. Understand and apply the standard processes of the practice of public relations
3. Understand the laws that govern the practice of public relations
4. Explain public relations, its different roles and functions and how they have changed over time.
5. Outline the types of public relations practices and relate these types to different functions of public relations.
6. Understand communication theories as they relate to public relations practice.
7. Understand the components of a public relations plan, and demonstrate a cohesive, strategic approach to a problem.
8. Understand the symbiotic nature and relationship of news media and public relations, and evaluate contemporary public relations practices and their effects on news, political, and social agendas.

9. Understand the importance of professional ethics, and be able to defend one's own definition of what constitutes ethical public relations practice.

3. Readings

Required text: Public Relations: A Values-Driven Approach by Guth and Marsh, **third edition.**

Readings on Reserve:

Mass Media in 2025, by Erwin Thomas and Brown Carpenter

Chapter 6: Public Relations

Emerging Issues in Contemporary Journalism

Chapter 7: The Role of Advertising and Public Relations in American Journalism: Blessing or Curse?

Other readings beyond those listed on the syllabus may be assigned as the semester progresses.

4. Approach Lectures will complement and/or supplement the topics in reading assignments. All reading assignments should be completed ahead of time. In addition, a variety of in-class individual and group assignments will be required.

A typical class session will also include:

- Public Relations in the News – current events
- Public Relations Hits and Misses – contemporary successes and failures in regard to public relations campaigns and events
- Book of the Week – a recommended book relevant to that week's reading.

Students are encouraged to contribute to the above.

5. Attendance The class and the instructor pursue discussions ranging far beyond the text. Therefore, attendance at each session is very important. Unexcused absences will adversely affect grades. Should you have to miss a class session, it is your responsibility to obtain the information covered. This includes changes to the schedule.

However, mere attendance at class is not sufficient. Students are also expected to come prepared, stay awake, and display interest in the subject material. Sleeping or talking through class really helps no one.

6. Academic Integrity:

The University of Wisconsin Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work, for **the appropriate citation of sources**, and for respect of others' academic endeavors." (s. UWS 14,01, Wis. Adm. Code).

Students are subject to disciplinary action for academic misconduct, which is defined in s. UWS 14.03, Wis. Adm. Code. ***Students on the UW Oshkosh***

campus have been suspended from the University for academic misconduct.

Students are encouraged to review the procedures related to violations of academic honesty as outlined in Chapter UWS 14, Wisconsin Administrative Code. The system guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Discipline Code.

Specific questions regarding the provisions in Chapter UWS 14 (and institutional procedures approved to implement Chapter UWS 14) should be directed to the Dean of Students Office.

7. Grading

Final grades will be based on the following

3 exams	About 200 points
Class Group Presentation	25 points

Grades will be distributed on this basis:

A	90 - 100%
AB	88 - 89%
B	80 - 87%
BC	78 - 79%
C	70 - 77%
CD	68 - 69%
D	60 - 67%
F	Less than 60%

Quizzes and Examinations

Missed examinations **may not** be made up and will result in an 0 grade on the test. In those rare cases when an emergency occurs that prevents you from coming to a scheduled exam, notify the professor before the test. The Department of Journalism has an answering machine that operates 24 hours a day.

Class Presentations

Each week, a group of students will present information relevant to that week's reading. The information should be a summary of information from the current

issue of *Public Relations Tactics*, *PR Week*, *Public Relations Strategist*, or another appropriate trade publication. Copies of these are available in the Journalism Reading Room.

Students may also use an appropriate Silver Anvil case study. The Silver Anvil Award winners are available at www.prsa.org/_awards/silver

Bonus Activities: PRSSA

Extra credit will be awarded for your active participation in PRSSA. This is the only extra credit activity to be awarded in this class. Active means holding an officer or committee chair position, and attending events regularly. Attending the national conference will not be sufficient for extra credit.

8. SCHEDULE OF COURSE AND ASSIGNMENTS

INTRODUCTION AND OVERVIEW

PUBLIC RELATIONS PRINCIPLES AND THEORETICAL FOUNDATION

- I. September 7
Introduction to Course
Videotape: Public Relations
Introduction to higher education

- II. September 12 and 14
Topics: Perception or Reality?
Definitions.
Reading Assignment: Chapter 1
Topic: What do public relations people do?
Reading Assignment: Chapter 2

- III. September 19 and 21
Topic: Historical Development
Reading Assignment: Chapter 3
Group Presentations begin.

- IV. September 26
Topic: Publics.
Reading Assignment: Chapter 4

September 28
Examination #1

THE FOUR-STEP PROCESS

- V. October 3 and 5
Topics: Step One. Research
Reading Assignment: Chapter 7

NOTE: ADVISING FOR SPRING 2007 CLASSES BEGINS ON

WEDNESDAY, OCTOBER 4.

VI. October 10 and 12

Topics: Step Two. Planning

Reading Assignment: Chapter 8.

VII. October 17 and 19

Topics: Step Three. Implementation – Tactics/Media Relations.

Reading Assignment: Chapter 9 and 10.

VIII. October 24 and 26

Topics: Step Three. Implementation continued – Tactics/Media Relations.

Reading Assignment: Chapter 11.

Topics: Step Four. Evaluation

No Reading Assignment.

IX. October 31

Examination #2

**PUBLIC RELATIONS PROFESSIONAL CAREERS
AND PROFESSIONAL ISSUES.**

IX. November 2

Topics: Cross-Cultural communication

Reading Assignment: Chapter 14.

X. November 7

Topics: Communication Theory

Reading Assignment: Chapter 5.

November 9

Topics: Crisis Planning and Communication

Reading Assignment: Chapter 12

XI. November 14
Videotape

November 16

Topics: Integrated Marketing Communication
Reading Assignment: Chapter 13.

XII. November 21

Topics: Product Placement

November 23

Happy Thanksgiving. No class.

XIII. November 28 and 30

Topics: Ethics

Reading Assignment: Chapter 6

On Reserve: Emerging Issues in Contemporary Journalism

XIV. December 5 and 7

Topics: Law

Reading Assignment: Chapter 15.

XV. December 12

Topics: The Future

Reading Assignment: Chapter 16.

On Reserve: Mass Media in 2025

December 14

Final Examination

December 16 Commencement