

Journ 61-455-101
Public Relations Campaigns
Spring 2009

Class: 3 to 7:30 p.m. Monday and Wednesday, First Seven Weeks
Instructor: Dr. Julie Henderson, APR, Fellow PRSA
Office: Clow 106 B
Phone: 424-1105
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Office Hours:
Weeks 1-7: 2-3 p.m., Monday and Wednesday
11:30 a.m. to 12:30 p.m., Tuesday and Thursday
By appointment Friday
Weeks 8-14: 3-5 p.m., Tuesday and Thursday
By appointment Friday

1. Course Description.

Focuses on the four-step process of research, planning, implementation and evaluation; incorporates creative and media strategies, and legal and ethical constraints. Students work as an agency team to develop a complete plan for an organization, product or service. Students may choose the campaign upon which they want to work. Some options are the Hit the Books running campaign, National Organ Donor Awareness campaign, UNICEF's Believe in Zero, and Skoobit promotion. Students are welcome to suggest other possibilities.

Prerequisite: A grade of "C" or better in 61-315 or consent of instructor.

2. Course Objectives.

This course enables the student to obtain:

- 1) an understanding of the role of the four-step process in public relations.
- 2) implementation of techniques, methods and activities important in public relations practice attained in previous courses.
- 3) practical experiences in applying theory and using skills to solve a real-life problem and
- 4) an understanding of the social and organizational context in which projects are designed and implemented.

3. Readings:

Recommended: *Public Relations Campaigns and Techniques*
Matera and Artigue

Students should also make themselves familiar with the following trade publications:

PR Weekly
Public Relations Tactics (monthly)

These and other trade publications are available in the Journalism Reading room.

4. 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.

5. Approach.

This course will involve a mixture of lecture, discussion, research and production. The success of this course depends on the participation of all students.

6. Attendance.

Attendance is extremely important for two reasons. First, the students will work together as an agency, and thus will depend upon each other for information, so if one person is absent, that may mean someone else cannot proceed. Second, the class meets for only seven weeks, and the final projects must be completed within this time frame.

Please note: do not plan to come late and leave early. Such behavior will be frowned upon.

7. Grading. Grades for this class will be based upon the following.

Your individual final report (40%)

Each student will complete a final individual report, to be submitted by **Friday, March 20**. The final report should basically present the argument as to what grade you deserve in this course.

- Include a copy of each assignment you completed (examples: summaries of research, news releases, memos, etc.) or, if the assignment is included in the final book, include a list of what you did.
- Include examples of anything that IS NOT included in the book
- You may find it helpful to keep a weekly journal regarding your contribution to the final project. This **does not** have to be included in your final report.
- Include minutes you take.
- You may also include any other information that you think will positively affect your grade.

Grading of the individual final report will be based upon --

- Quality of assignments
- Were your assignments professionally completed? Did they have to be redone by someone else? Did they have to be completed by someone else?
- Did they require much proofing, correcting?
- Quantity of assignments
- Timeliness of assignments

Participation in activities outside of class (10%)

- Includes presentations on March 19

Participation in class, positive contributions (20%)

- Did you help to maintain a good working environment, or did you appear to be more concerned with getting done as soon as possible? Did you talk during class, adding to the discussion or did you chatter to your neighbor, causing a distraction?

Professional conduct: Leadership, self-initiative, teamwork (20%)

- Did you have to be told what to do all the time, or were you able to start by yourself?
- Were you able to see what had to be done, and then DO IT?
- Did you contribute to the sense of teamwork, or did you distract the team through bad attitudes, whining and constant complaining?
- Did you take criticism well? Did you offer criticism with some sensitivity?

Contribution to completion of Final Entries (10%)

What does not help:

- Thinking an extra-long final report will make up for a semester of poor performance
- Blaming others for your inadequacies
- Anything you may have done for another class
- Attending class. (Perfect attendance is assumed).

Semi-Weekly Assignments

- Throughout the semester, students will be given assignments to complete by the next class period. These should always be typed, double-spaced.
- At the end of each class session, each student will turn in a list of assignments to be completed by the following class session (yellow sheets).

Contribution to Completion of the Final Package

The physical production of the final entries (printing, copying, assembling, etc.) takes much longer than one might anticipate. Students are expected to contribute as much time as necessary prior to March 20 to make sure the package is complete at that time, and is ready to mail.

The class ends as spring break begins. The class as a group can decide if you wish to work over spring break, or over the March 13-14-15 weekend, or both.

8. Other General Information.

■ **All materials prepared for this course should be typed and double-spaced. No publicity materials should ever be hand-lettered.** All materials that eventually are included in the final package should be proofread by at least one other student.

■ Use the notecards to keep track of all additions to the bibliography.

■ Because of the nature of the course, assignments will be made from week to week. At each class meeting, one person will be in charge of conducting the opening meeting. Another person will be responsible for making sure minutes are kept as necessary, including lists of duties.

Schedule of Class Sessions and Deadlines

Underlined dates indicate non-class dates

WEEK #1

Feb. 2 Introduction to Course
Introduction to Competition
Discussion of Campaign choices
Update: what has been accomplished
Feb. 4 Finalize "Big Idea"

WEEK #2

Feb. 9 Work on event/campaigns
Feb. 11 Work on event/campaigns

WEEK #3

Feb. 16 Work on event/campaigns
Presidents' Day
Feb. 18 Work on event/campaigns

WEEK #4

Feb. 23 Work on event/campaigns
Feb. 25 Work on event/campaigns
Ash Wednesday
Feb. 28 **Bateman Campaign must end**

WEEK #5

March 2 Evaluation
Thank You's
Media Coverage recorded
Work on entry
March 4 Continue above

Sunday, March 8

Daylight Savings Time Begins

WEEK #6

March 9 Work on entry.
March 11 Work on entry

March 13-14-15
Friday, Saturday, Sunday

Bateman Weekend -- Work on Entry

WEEK #7

March 16

Work on entry

March 18

Last Official Class Day.
Bring receipts to classes for any expenses incurred.
Payments made.
Peer evaluation.
Faculty Evaluation.

March 19

March 20

Present to Public Relations Techniques class

Drop off your final individual reports.

End of 7-week session



March 21-29

Spring Break. Continue work on entry?

March 30

Entries due in NYC

Other Important Dates:

April 18-19

April 20

Judging done in NYC

Top 3 teams are notified.

Check the PRSSA web site (www.prssa.org)
for all results

April 24

Score sheets sent out