

Principles of Public Relations – Journalism 61-211
Spring Interim 2012

Department of Journalism
University of Wisconsin Oshkosh

Class: 9 a.m. to 12:30 p.m., Monday through Thursday, at Sage 1235
Instructor: Sara Steffes Hansen, MBA, Ph.D.
Office: Sage 3483
E-mail: hansen@uwosh.edu
Phone: Mobile number will be provided in class – you can call or text me

Office Hours: 12:30 – 1 p.m. Tuesday and Wednesday, and by appointment
***You are welcome to visit my office at any time to discuss anything of importance to you!

Required Textbook: *Public Relations – A Values-Driven Approach*, Fifth Edition
David W. Guth & Charles Marsh

Required Class Blog: <http://uwoshpr2012.blogspot.com/>
You will receive an e-mail inviting you to join the class blog.

Refer to this syllabus, keeping in mind that this information may change at any time. If you miss a class, it is your responsibility to find out what announcements you may have missed.

Special Accommodations

If you need special accommodations to help you succeed in this class, please let me know as soon as possible during the start of the semester. I will make every effort to help you.

Course Description (No prerequisite, but must have completed 45 credit hours)

- 1) Provides a survey of the field of public relations, emphasizing theory and reviewing concepts, issues, techniques and real-world practices including increasing use of new media among society and professionals.
- 2) Seeks to provide a background for future public relations professionals and individuals who will work with public relations professionals in business, education, government and community environments.
- 3) Aims to present public relations concepts in a business-like environment (with high expectations of students' preparation, discussion and presentations) including real-world experiences and discussion, and undo previously held concepts of public relations.

Course Objectives

This course surveys the field of public relations to enable students to:

- 1) Demonstrate knowledge of the principles of public relations.
- 2) Review concepts, issues, techniques and real-world practices.
- 3) Develop a framework for continued learning about and deeper understanding of the field through creative and critical thinking. The course emphasizes theoretical concerns, and conceptual and analytical skills applicable to a changing global and networked communication landscape.

Readings and Research

You will be assigned readings from the required text, and outside sources as provided by the instructor. You also will be required to research information for your presentation, via Polk Library, Journalism Department Reading Room and Internet.

Approach

One or more topics, explored through assigned chapters, will be the subject of each class meeting. Given that this is an interim course, you will experience the following in class:

- 1) A discussion-oriented lecture regarding the chapter topics.
- 2) In-class group activities or workshops regarding the chapter topics.
- 3) Quiz on listed text chapters as outlined in this syllabus.
- 4) Presentations made by students and posted on course blog.
- 5) Integration of new media in classroom learning.

By covering the material through reading, quizzes, lecture, discussion and student presentations, you should enjoy a comprehensive learning experience that provides a strong foundation for further classes and future work environments.

Attendance

Attendance is extremely important. You are expected to attend class. Unexcused absences will adversely affect grades. If you miss a class, it is your responsibility to obtain the information covered: Make a friend in class.

Grading

Final grades will be based on the following 350 points possible for the course. The instructor also may adjust borderline grades based on student effort, class participation and attendance:

Weekly Quizzes	112 points
*** Each quiz: 8 questions / 16 points	
*** Eight quizzes: You can drop lowest score	
Final Exam	100 points
*** Exam: 50 questions / two points each	
Research	120 points
*** Summary: 10 points / Research Brief: 50 points	
*** Blog: 30 points / Presentation: 30 points	
Blog & Twitter Discussion Assignments	18 points

Grades will be distributed on this basis:

A	92-100%	C	70-75%
A -	90-91%	C-	68-69%
B+	88-89%	D+	66-67%
B	80-87%	D	62-65%
B -	78-79%	D -	60-61%
C+	76-77%	F	Less than 60%

Research Brief

The purpose of the research brief is for you to conduct research, gain knowledge and expand your critical perspective regarding a public relations topic of interest to you. Later, you will use your research brief as a basis for a blog posting and presentation to the class, which will enlighten your colleagues.

You will sign up for a specific day in which a topic of interest is being discussed. On that day, you will be making a presentation about your research brief to the class. You can start brainstorming ideas for your research brief by reading through the assigned chapter(s) for your selected date. Specific criteria for your research brief will be provided in a separate handout, but will include:

- 1) Use of pertinent outside research from three or more credible sources.
 - a. **DO NOT CITE THE TEXTBOOK.** A credible source is not wikipedia. Wikipedia provides information, just like other web sites, but then cite the credible sources (organizations, journals, companies) behind these websites.
- 2) Use of an interview with a public relations professional or academic journal or academic textbook as one of your three credible sources.
- 3) Creative and critical thinking about your subject from one of three angles:
 - a. Current research or theory from industry trade publications or academic journals regarding the public relations topic, to validate or invalidate information covered in the textbook or relevant to field (Example: Social media is a growing part of corporate public relations efforts – you could detail statistics from a PRSA survey reported in PRWeek about how they are used with examples of particular PR 2.0 tools. Further, you could cite an academic journal that shows effectiveness of PR 2.0 tools or interview a professional about he or she uses social media).
 - b. A current events example showing the public relations topic in action with good and bad aspects of how the particular event was handled from a public relations perspective (Example: Beijing Summer Olympics 2008 public relations efforts from two different political perspectives: human rights organizations and the Chinese government – you could discuss these perspectives based on the event and related insights from an academic journal or professional).
 - c. Brief “how-to” for creating – pertinent to the public relations topic – a written communication (such as a news release), verbal communication (such as a media interview) or electronic communication (such as a web site posting) (Examples: A quick ethics guide for communicating to the media, how to write a news release, or how to make a news release with PR 2.0 qualities – again, these examples would be augmented by insights from an academic journal or public relations professional).
- 4) Original work, including accurate citations of all sources, with no grammatical or spelling errors.
- 5) Completed paper of no more than 700 words – **due at the start of class on Thursday, May 17. Late summaries will receive at least a one-letter grade reduction.**

Presentation

The purpose of the presentation is for you to gain experience at succinctly presenting your main points to a group of colleagues. It is your opportunity to teach your colleagues what you have learned through your research. Specific criteria for your presentation will be provided in a separate handout, but will include:

- Making a presentation highlighting your research brief, or a detailed aspect(s) of your research brief, using Microsoft PowerPoint or Prezi with visual aids, including graphics or online video (I will review these in advance if you like) **delivered on your selected day**
- Providing an introductory slide, several slides that highlight your main points and demonstrate creative / critical thinking, use of facts/images from sources, and a concluding slide that lists your sources
- Delivering a professional, well-rehearsed and polished presentation – some tips:
 - Prepare with ample time, don't wait until the last minute
 - Practice so you are confident, making eye-contact and smiling – this is how you will successfully present information in the real world
 - Ensure no typographical errors in your slides
- Keeping to allotted time of 5 minutes

Blog Posting

The blog posting assignment helps enhance your learning, interaction with classmates and experience with interactive media. You will be required to make one blog posting. Specific criteria for your presentation will be provided in a separate handout, but will include:

- Presenting your key points in an insightful, informative and succinct manner using the format of blogging – follow my first blog posting as an example
- Ensuring no spelling or grammatical errors with no use of texting or e-mail acronyms... enforced in fairness to different levels of usage of these acronyms and to follow journalism style standards
- Limiting your blog posting to 250-350 words (following examples shown in class)
- Creating a “test post” on the blog during the first two days of class – you can post a favorite link or information about yourself or interests – it is your responsibility to ensure that you can post and comment to the blog.
- Experimenting with links, pictures and other blog features
- Making your blog posting **by 10 p.m. on your presentation date (or earlier) - late summaries will receive at least a one-letter grade reduction.**

Also, about the blog posting:

- Information posted on the blog may appear on quizzes and exams.
- Spend time on your blog posting. Do not wait until the last minute. Prepare your response in a word document and then cut and paste or retype it into the blog.

Based on your interests, check out some blogs and see how they work. These links (among many) can help you get familiar with blogs and ways users can communicate in this forum.

Top blogs from Technorati:

<http://technorati.com/blogs/top100/>

Top blogs from TIME Magazine:

<http://www.time.com/time/specials/packages/completelist/0,29569,1999770,00.html>

And some suggestions for blog writing:

<http://website101.com/social-media/how-write-blog-writing/>

You are required to discuss with your workshop group and hand in a typed Topic Presentation Summary, on Tuesday, May 15, with the following criteria:

- Your name, expected title for your presentation and presentation date
- Description of research brief with creative / critical perspective you will explore based on your topic and angle, on one page, double-spaced
- List of three or more credible sources and writing with no typos / grammatical errors

Blog and Twitter Discussion

Social media is increasingly part of public relations. You will develop knowledge about how to use social media in the PR 2.0 world in this course. As such, YouTube, Facebook, Twitter and LinkedIn will be used regularly during lectures and guest presentations. You will be assigned to “discuss” class concepts via social media by participating in discussion of topics on the class blog and/or Twitter live-feed underway at specific times during class. I understand that students may be new to these forms of social media – so do not worry about this aspect of the course. Ample information will be presented and demonstrated so you can comfortably use these PR 2.0 tools. And it will add a fun dimension to class and your interactions with colleagues! More information on this discussion will be provided in class.

Quizzes and Exams

You may not make up missed quizzes or exams. In the rare event of an emergency, notify me before the quiz or exam by calling me at the number I provide in class. Quizzes will consist of multiple-choice and true/false questions. The final examination also will be objective, and will cover material from the entire semester. A class review will be held during the class period before the final exam.

Academic Integrity

Do not cheat. I have zero tolerance for cheating or plagiarizing in class. Always be mindful that you must accurately and appropriately cite your sources. 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)

Schedule of Course and Assignments

- Mon 14 May** Introduction to Course
Sign-up for research brief topic & presentation date
Meet with colleagues about research brief ideas
Topic: What is Public Relations? / Four-Step Process
Chapters 1, 2
- Tues 15 May** Topic: History of PR & Publics
***Make “test” posting to class blog by end of day
***Hand in research summary in class – discuss in workshop
Reading Assignment: Chapters 1, 2, 3, 4
Quiz 1 on Chapters 3, 4
- Wed 16 May** Topic: Communication Theory & Ethics
Reading Assignment: Chapters 5, 6
Quiz 2 on Chapters 5, 6
- Thur 17 May** Topic: The Four-Step Process. Steps 1&4 – Research, Evaluation & Legal Issues
Reading Assignment: Chapters 7, 15
Quiz 3 on Chapters 7, 15
***Hand in research brief in class & post it to D2L dropbox
- Mon 21 May** Topic: The Four-Step Process. Step 2 – Planning/Strategies & Diversity
Reading Assignment: Chapters 8, 14
Quiz 4 on Chapters 8, 14
Group 1 Presentations
- Tues 22 May** Topic: The Four-Step Process. Step 3 – Execution & Tactics
Reading Assignment: Chapter 9
Quiz 5 on Chapter 9
Group 2 Presentations
***Fieldtrip – Twitter tutorial in a big computer lab 10:30-11:15 a.m.
- Wed 23 May** Topic: The Four-Step Process. Step 3 – Multimedia Message Development
Reading Assignment: Chapter 10
Quiz 6 on Chapter 10
Group 3 Presentations
- Thur 24 May** Topic: The Four-Step Process. Step 3 – Execution, Internet & Crisis Communications
Reading Assignment: Chapters 11, 12
Quiz 7 on Chapters 11, 12
Group 4 Presentations

Mon 28 May ***NO CLASS – Memorial Day Holiday

Tues 29 May Topic: The Four-Step Process. Step 3 – Public Relations and Integrated Marketing & Jobs in Public Relations
Reading Assignment: Chapters 13, 16
Quiz 8 on Chapters 13, 16
Group 5 Presentations (Chapters 13, 16 & 2)

Wed 30 May Exam Review
No quiz
Continuations from past chapters
Group 6 Presentations (Chapters 5, 6 – Theory & Ethics)

Thur 31 May Final Exam
Group 7 Presentations (Chapters 7 & 15 – Research & Legal Issues)