

Journ 61-315

Public Relations Techniques

Spring Interim 2012 -- Sage 3420

Instructor: Dr. Julie Henderson, APR, Fellow PRSA
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Office Hours: Approximately one hour prior to each class.

Please note: It is likely that assignments and other specifications listed below will 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.

Study of skills and techniques essential to public relations practice. Focuses on solving problems through projects in **writing** and designing effective communication. Includes strategies and messages for various media. **Prerequisites:** A grade of "C" or better in Writing for the Media - 61-221, Editing - 61-224, Principles of Public Relations - 61-211.

2. Course Objectives.

This course enables the student to obtain:

- a knowledge of techniques, methods and activities important in public relations practice.
- familiarity with the various writing formats and styles required of different public relations tools.
- an understanding of the role of publicity in the public relations process; the ability to recognize how publicity and public relations and marketing differ.
- practical experience in applying theory and using skills to help organizations solve problems.
- an understanding of the social and organizational context in which projects are designed and implemented.

- appreciation of the importance of accuracy, truthfulness, and ethical behavior in the practice of public relations.

This course emphasizes pragmatic aspects of public relations practice and readings that foster sound decision-making. The student is expected to apply theory and principles he or she has learned in 61-211, other courses, and this course.

3. Readings:

Required:



Becoming a Public Relations Writer Third Edition



The AP Stylebook

Recommended: When Words Collide (Kessler)

Public Relations Tactics (monthly)

PR Week

These and other public relations trade publications are available in the Journalism Reading Room.

Follow me on Twitter at Dr8tch. I use the Twitter account to share relevant articles, job postings, etc.

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.

Epecially applicable to this class is the issue of copying information from a source without citing the source. This is called plagiarism, and will result in a failing grade.

5. Professionalism.

Today your job search begins. Throughout the semester, we will discuss what is professional behavior and what is not.

Every time you interact with a professional, no matter how briefly, you make an impression. This includes asking for an interview, requesting information for a class paper, thanking a guest speaker, participating in a field trip, or setting up an appointment, etc.

Beginning guidelines to follow:

1. Use the formal name until invited to use a first name.
2. Rarely hand-write messages.
3. When writing emails, follow the rules for a business letter. Do not use abbreviations. And always **proofread** before sending. Make use of the spelling function.
4. When you ask for something, follow-up and follow-through.
5. Remember, professionals are busy. Do not expect, or ask for, an immediate reply.

6. Approach.

This course meets four hours per day, with each day the equivalent of a week during a normal semester. Approximately two hours per day will be used for lectures and discussion. Approximately two hours will be used for laboratory and project work. Students will carry out most assignments as individuals, but some team projects and in-class group work will also be required.

7. Attendance.

Attendance is extremely important in both the lecture and laboratory sessions. Assignments may be required to be completed during the lab sessions. Your attendance record reflects how seriously you take this course.

8. Grading.

Final grades will be based on:

3 exams -- about 100 points total

Assignments – total 395

Assignments	Point Value
#1. Radio Interview	25
#2. Brochure	75
#3. Op/Ed	50
#4. Final public relations plan	125
#5. Blog review – written and oral	40
#6. Current Events report	30
#7. Ghostwriting	50

Grades will be distributed on this basis:*

A	93 - 100%
A-	90 - 92%
B+	87 – 89%
B	83 - 86%
B-	80 - 82%
C+	77 – 79%
C	73 - 76%
C-	70 – 72%
D+	67 – 69%
D	63 - 66%
D-	60 – 62%
F	Less than 60%

*Please note. Percentages will NOT be rounded up. To earn a B-, for example, you must earn at least 80% of the points. Total points of 79.999999% will not be sufficient.

It is very important that you read the instructions for each assignment. You should not assume you know what is required unless you read the instructions carefully and thoroughly.

Students frequently lose significant points from assignments because they do not read the instructions.

9. Class Requirements

Exams

The exams will be based on the reading assignments and lectures.

Assignments

Detailed information about assignments will be included in handouts given throughout the semester. You will lose significant points if you do not read the handouts carefully and if you do not follow the guidelines below, which apply to all assignments.

Assignment Guidelines – General

1. **Deadlines.** Deadlines for the various projects are indicated on the schedule below.

- Assignments **will not be accepted** after the deadline.
- No exceptions.
- Resulting grade will be a 0, which is worse than an *F*

2. You will lose points for errors in grammar, spelling, fact, and style (for being careless).

3. Read directions carefully, especially in regard to format, printing, and medium. You must meet the specifications of each assignment to receive full credit. Specifications vary from assignment to assignment.

4. Always type assignments. **Print out assignments on one side of a sheet of paper only.**

Assignment Guidelines -- Research.

Each assignment will require research.

- **You must use at least one source of information per assignment that is NOT a website.**
- Do not use Wikipedia as a research source, or any other Wiki site.
- I cannot be an interview source.
- You cannot be an interview source for your own project.
- Do not count the following as a research source:
 - your textbook.
 - notes you take in class
 - something you copy off my door
 - a handout distributed during

10. About Using the Computer Lab.

SAVE EARLY AND OFTEN – SAVE EARLY AND OFTEN

1. Plan your assignments ahead of time. Do not assume you will be able to print out an assignment 10 minutes before it is due. That will undoubtedly be the time when something breaks down or goes wrong.

2. Do not use the printer as a copy machine. If you need multiple copies of something, print one original, then make additional copies on the Xerox machine.
3. You may use the color printer **but only** to print your final copy. Do not use it until you are sure there are no errors. **Do not** use the color printer to print drafts. Abuse of this privilege will mean you can no longer use the color printer.
4. A word about computer programs: if you are going to use a specific program (such as PhotoShop, Illustrator, etc.), be sure you know how. I cannot answer questions about every program. Likewise, do not assume that I can fix a problem with transferring images via e-mail or among programs. Inability to get a file to print is not considered a legitimate excuse for being late with a project.

Pick up and clean up after yourself. Do not leave items behind at the computer desks.

COURSE SCHEDULE as of May 17, 2012

Date	Topic	Reading Assignment	Assignments Due
May 14	<i>Introduction to class</i> <i>Sign up for various assignments</i>		
May 15	<i>Writing</i> <i>Interviewing/Quotations</i>	Chapters 1-2 Chapter 4, pages 80-88 Chapter 15, pages 338-342	Exercise: Inclusive Language Exercise: Questions for Interviews
May 16	<i>News Releases,</i> <i>What is News?</i> <i>Other News Releases</i>	Chapter 5, pages 91-102; Chapter 6; Chapter 7, pages 157-168; Chapter 8, 189-198	
May 17	<i>News and</i> <i>Media Relations,</i> <i>Other Media Tactics</i>	Chapter 7	
May 18	<i>Research</i> Lab time Exam #1	Chapter 4, pages 72-80.	Exercise: Media Directories Due: Radio Interview
May 21	<i>Brochures;</i> <i>Other Print Media</i>	Chapter 5, pages 103-107; Chapter 11, pages 239-248	
May 22	<i>Newsletters/Magazines</i>	Chapter 12, pages 258-267.	
May 23	No Class. Professor will be out of town. Use this time to work on assignments.		
May 24	<i>Annual Reports</i> Guest Speaker: Holly Kloth Botsford, Kohl's	Chapter 10, pages 217-228; Chapter 12, pages 268-273	
May 25	Lab time Exam #2		Due: Brochure

May 28	No class, Memorial Day Holiday		
May 29	<i>Features and Other Corporate Tactics Op-Ed Pieces</i>	Chapter 3 Chapter 9 Chapter 10, pages 228-235	Due: First draft of Ghostwritten article
May 30	<i>News Conferences and Media Kits</i> Reading Assignment: <i>Speeches</i> <i>Websites</i> Guest Speaker: Janet Bonkowski, APR, Schneider National	Chapter 16-17 Chapter 15, pages 323-337 Chapter 11, pages 249-257	
May 31	<i>PSAs</i> <i>Intellectual Property</i> <i>Discussion of Blogs.</i> <i>Questions about job search</i>	Chapter 14, pages 314-322 Chapter 5, pages 108-114 Chapter 12, pages 274-278.	Due: Blog Reviews
June 1	Assignments due. Exam #3.		Due: Op-ed Piece Due: Final Draft/article Due: Final Public Relations Plan
June 2	Freedom.		