Journalism 61-440

Application of New and Emerging Media

Spring 2012

Hours: 3 to 5:00 p.m., Tuesday and Thursday
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Fridays by appointment

1. Course Description.

This course is designed to provide realistic learning experiences in the research, planning, execution and evaluation of the use of new and emerging media as applied to the practice of public relations, other fields of strategic communication such as advertising and marketing, and new and emerging media as used by news-gathering organizations. All class members will produce projects for various campus and community organizations that expect a professional level of quality. Students will also be expected to devise a new media policy for their clients.

Prerequisites: A grade of "C" or better in J340 - New and Emerging Media or consent of instructor.

2. Course Objectives.

This course enables the student to:

1) learn about the uses of new and emerging media in regard to the practice of public relations using a service-learning model
2) obtain experience in dealing with problem situations
3) draw upon and combine prior learning, both in and out of the classroom, to solve problems in a creative and original way
4) work alone and as a member of a team

5) create final products that will be used by the clients
6) prepare a personal portfolio
7) develop a mature sense of the professional responsibilities of a public relations practitioner

Self-initiative is an important ingredient, as it is in outside agencies, organizations, and businesses. Students should be able to refine their professional ability through projects, teamwork and leadership, and through maintenance of professionalism despite conflicting demands on time.

3. Readings:

Recommended Textbook:

New New Media by Paul Levinson

Students will be expected to draw upon notes, handouts, and textbooks from previous public relations and journalism courses and should read the following:

Public Relations Tactics (monthly)
PR Week

All of these publications are available in the Journalism Reading Room.

Students should also follow http://socialmediatoday.com/

A variety of reference, resource, and textbooks will be used by the student during the semester to research various issues, but these will differ according to client's needs. One of the student's duties is to share such information with others.

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 class will differ from others in that class sessions will take the format of business meetings in addition to the lectures. Students should be prepared to contribute to the meetings, share experiences, and, when assigned, be ready to present material to the group.

Lecture topics and additional readings may, at times, be determined on a week-to-week basis as they will be chosen based on their relevance to current topics/events in new media and the class clients.

This format can be uncomfortable for a student who prefers a traditional classroom setting or one in which students are not expected to interact. In this course, students are expected to assume much of the responsibility for achieving course objectives. Students will also be expected to work successfully both on their own and as part of a team.

6. Partnerships

Members of this class will be working with two partners this semester.

Mock Interviews. This class will be participating in the Journalism Mock Interviews scheduled for April 3. The employers will all be seeking someone to fill a fictional, but realistic social media position. More information on this will be provided before the interviews.

Office of Continuing Education and Extension. During this semester, each student will pair with a not-for-profit to provide expertise on the use of social media. The Office of Continuing Education and Extension is sponsoring a series of workshops this spring for not-for-profits; those attending the workshops will be your clients.

The class will have the opportunity to have a display during the first and second workshops (Feb. 17 and March 2). In addition, the Office has very generously agreed to allow each student to attend one workshop at no cost, a $105 value, plus earn the appropriate CEU.

Note the advertisement for this class under the green box.

7. Attendance.

Class participation will be intense and critical to the student's success. Regular attendance is required. Unexcused absences will adversely affect grades.

8. Grading.

Final grades will be based on:

Contribution to display	25
Report on current topic	20
Research briefs	25

Report on evaluation tool	30
Interview questions	10
Participation in outside class activities	20
Professional performance and development	30
Handbook for client	50
Class attendance	10
TOTAL	**220**

9. Assignments

Separate handouts explaining many of the following assignments will be made available as the semester progresses.

Contribution to Display

The class as an agency will be creating a display, plus appropriate takeaways, for the Feb. 17 Not-for-Profit workshop. Students will be graded on their contribution to the display.

Report on Current Topic

During each class session, one student will present an oral report on a current event related to the class. This should be based on a news story, not a report on a new website or new social media tool.

Research Brief

Summarize research regarding organizations similar to your client, blogs that might be useful, etc.

Report on Evaluation Tool

Students will be given a list of evaluation tools used for social media, and each will be asked to write a 2-3 page paper describing the tool and providing their own opinion of its value.

Interview Questions

Each student will conduct an in-depth interview with his/her client early in the semester. The interview format will be developed in-class. Each student is expected to write at least three questions to be considered for inclusion.

Participation in activities outside of class

These may include, but not be limited to, participation in Mock Interviews, workshops, working at the display table, etc.

Professional Performance and Development

This will be based upon the professor's judgment of the student's development. This will encompass:

- communication skills
- attitude
- interaction with the client
- interaction with colleagues
- demonstrated readiness to assume responsibility

The Final Report to the non-profit client

This assignment will be explained in detail later in the semester.

<u>Grades will reflect the following:</u>

A Superior -- strong scholarship exceeding the requirements of the instructor, contributions exceeding the assignment, showing independent resourcefulness, positive attitude, constant and spontaneous cooperation, and increased individual improvement.

B Above average -- Accurate and complete scholarship, meeting all requirements of the instructor; good initiative; proper attitude beneficial to the group; cooperative in group work; and showing progress in individual improvement.

C Average -- Meeting assignments; inconsistent initiative; neutral attitude; irregular and ineffective cooperation; and unexceptional individual improvement.

D Below Average -- Not meeting all requirements; deficient initiative; indifferent attitude; fair cooperation; no individual improvement.

F Failing -- No participation in the class.

10. Schedule (As of Jan. 27, 2012)

Week 1.

Jan. 31	Introduction to course Sign up to attend not-for-profit workshop Sign up to work Feb. 17 Register for LinkedIn
Feb. 2	Lab: work on materials for Feb. 17 and March 2 Update class Facebook, Twitter, etc.

Week 2.

Feb. 7	Lecture: Overview recap
Feb. 9	Lab: work on materials for Feb. 17 and March 2

Week 3.

Feb. 14	Lecture: Not-for-profits
Feb. 16	Lab: work on materials for Feb. 17 and March 2

Feb. 17 Not-for-Profit Workshop Series

Week 4.

Feb. 21	Lecture/Discussion: TBD	**Due: Interview Questions**
Feb. 23	Lab: Finalize Client Questionnaires	

Week 5.

Feb. 28	Lecture/Discussion: TBD
March 1	Lab: Revise display materials as needed

March 2 Not-for-Profit Workshop Series

Week 6.

March 6	Lecture/Discussion: TBD
March 8	**Guest Speaker**

Week 7.

March 13	Discussion: Clients	**Due:** Completed client questionnaires
March 15	No Class.	

March 16 Not-for-Profit Workshop Series

M A R C H 17 - 25 --- S P R I N G B R E A K

March 23 Not-for-Profit Workshop Series

Week 8.

March 27	Lecture: Social Media Policy	
March 29	Lab: Social Media policies	http://socialmedia.policytool.net/

March 30 Not-for-Profit Workshop Series

Week 9.

April 3	**Mock Interviews.**	**Due:** Research Briefs
April 5	Lab: Client work	

Week 10.

April 10	Lecture: Evaluation tools	
April 12	Lab: Client work	

Week 11.

April 17	Lecture/Discussion: TBD	**Due:** Evaluation reports
April 19	Lab: Client work	

Week 12.

April 24	Lecture/Discussion: TBD	
April 26	Lab: Peer editing of Handbooks	**Due:** Handbook

Week 13.

May 1	Discussion: Handbooks	**Due:** Revised Handbook
May 3	Corrections to Handbook made	

Week 14.

May 8	Complete client packages Letters to clients, etc.	**Due:** Perfect copy of Handbook
May 10	Class wrap-up	