Journalism 61-315: Public Relations Techniques
Tuesday/Thursday 12:40 p.m. to 2:50 p.m.
Lecture and Lab / Sage Hall Room #3412 / Spring 2013

Instructor: Jean Giovanetti
Office: Sage Hall Room 3609
Office Hours: Mondays and Wednesdays: 11:40 a.m. to 12:40 p.m.
Tuesdays and Thursdays: 8:20 a.m. to 10:20 a.m. and by appointment
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Required Textbooks and Materials

Public Relations Writing and Media Techniques, Dennis L. Wilcox, Bryan H. Reber, (Pearson, Seventh Edition, 2013.)

The Associated Press Stylebook, 2011 edition or better

A jump drive formatted for Mac or access to Titan Files.

You are expected to bring your textbook, The Associated Press Stylebook, pencils and a jump drive (or have access to Titan Files) to every class.

Recommended Readings

When Words Collide: A Media Writer's Guide to Grammar and Style, Lauren Kessler and Duncan McDonald, (Thomson Wadsworth, Seventh Edition, 2008.)

These publications are available in the Journalism Reading Room:
Public Relations Tactics
PR Week

Description and Objectives

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 print and electronic media. Prerequisite: Journalism 141, 211, 221 and 224 each with a grade of C or better and 60 units (crs.). (2+2)

The following course objectives have been identified by Dr. Julie Henderson:

an understanding of the role of publicity in the public relations process; the ability to recognize the difference between publicity and public relations and marketing.

a knowledge of techniques, methods and activities important in public relations practice.

practical experiences 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. 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.

Academic Integrity
Be sure to read the following university policy:

University of Wisconsin Oshkosh Student Discipline Code

UWS 14.01 Statement of principles.
The board of regents, administrators, faculty, academic staff and students of the University of Wisconsin System believe that academic honesty and integrity are fundamental to the mission of higher education and of the university of Wisconsin system. The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. 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. Students who violate these standards must be confronted and must accept the consequences of their actions.

UWS 14.03 Academic misconduct subject to disciplinary action.

(1) Academic misconduct is an act in which a student:

(a) Seeks to claim credit for the work or efforts of another without authorization or citation;

(b) Uses unauthorized materials or fabricated data in any academic exercise;

(c) Forges or falsifies academic documents or records;

(d) Intentionally impedes or damages the academic work of others;

(e) Engages in conduct aimed at making false representation of a student's academic performance; or student's academic performance; or

(f) Assists other students in any of these acts.

(2) Examples of academic misconduct include, but are not limited to: cheating on an examination; collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one's own work when a part or all of the a paper or assignment as one's own work when a part or all of the paper or assignment is the work of another; submitting a paper or assignment that contains ideas or research of others without appropriately identifying the sources of those ideas; stealing examinations or course materials; submitting, if contrary to the rules of a course, work previously presented in another course; tampering with the laboratory experiment or computer program of another student; knowingly and intentionally assisting another

student in any of the above, including assistance in an arrangement whereby any work, classroom performance, examination or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed.

Plagiarism is the copying of information from a source without citing the source. This is especially applicable in this class and will result in a failing grade.

Attendance and Participation

Attendance will be taken regularly. Late assignments will be subject to a point deduction equal to one letter grade per day. Exercises and quizzes done in class cannot be made up for credit if missed.

Attendance, however, is not enough. You should read assignments before class meetings in order to participate in class and perform adequately on quizzes and in-class assignments.

It is also unacceptable to check e-mail and otherwise use the Internet or other software applications on the computers or on personal electronic devices for non-related purposes during class. This is considered unprofessional behavior and is a distraction to other students as well as the instructor. Continual use of the computer or personal electronic devices on unrelated activities during class will lower your final grade.

Grading

Regular quizzes will cover material in readings, assignments, lecture and discussion. Major assignments will be described in an accompanying handout. Minor assignments will be graded with a check plus, a check or a check minus. Attendance, professionalism, and participation during class, lab and group projects will also be considered when determining final grades.

Quizzes:	10 percent (Approximately)
Major assignments:	55 percent
Group project	25 percent
Minor assignments and class participation:	10 percent

Reading Assignments

Reading assignments must be completed prior to class meetings. The following schedule may be subject to change:

Week 1	
Jan. 29	Introduction
Jan. 31	Practice Quiz on Chapters 1 and 2
	Chapter 1: Getting Organized for Writing
	Chapter 2: Becoming a Persuasive Writer
Week 2	
Feb. 5	Quiz #1 on Chapters 3 and 4
	Chapter 3: Finding and Making News

Feb. 7	Chapter 4: Working with Journalists and Bloggers
Week 3	
Feb. 12	Quiz #2 on Chapter 5
	Chapter 5: Writing the News Release
Feb. 14	Chapter 5 continued
Week 4	
Feb. 19	Quiz #3 on Chapter 6
	Chapter 6: Preparing Fact Sheets, Advisories, Media Kits and Pitches
Feb. 21	Major Assignment #1 due at the beginning of class
	Chapter 6 continued
Week 5	
Feb. 26	Quiz #4 on Chapter 7
	Chapter 7: Working with the Media
Feb. 28	Chapter 7 continued
Week 6	
March 5	Quiz #5 on Chapter 8
	Chapter 8: Selecting Publicity Photos and Graphics
March 7	Major Assignment #2 due at the beginning of class
	Chapter 8 continued
Week 7	
March 12	quiz 36 on Chapter 9
	Chapter 9: Radio, Television, and Online Video
March 14	Chapter 9 continued

March 19 and March 21 ** No class/Spring Break **

Week 8	
March 26	Quiz #7 on Chapters 10 and 11
	Chapter 10: Distributing News to the Media
March 28	Chapter 11: Avoiding Legal Hassles
Week 9	
April 2	Quiz #8 on Chapter 12
	Chapter 12: Tapping the Web and Digital Media
April 4	Chapter 12 continued
Week 10	
April 9	Quiz #9 on Chp. 13
	Chapter 13: Newsletters, Brochures, and Intranets
April 11	Major Assignment #3 due at beginning of class
	Chapter 13 continued

Week 11	
April 16	Quiz #10 on Chp. 14
	Chapter 13 continued (Annual Reports)
April 18	Major Assignment #4 due at beginning of class
	Chapter 14: Writing Email, Memos and Proposals
Week 12	
April 23	Quiz 311 on Chapter 15
	Chapter 15: Giving Speeches and Presentations
April 25	Chapter 15 continued
Week 13	
April 30	Quiz #12 on Chapters 18 and 19
	Chapter 18: Planning Programs and Campaigns
May 2	Major Assignment #5 due at beginning of class
	Chapter 19: Measuring Success
Week 14	
May 7	Presentations
May 9	Presentations