

Journ 61-315

Public Relations Techniques

Spring 2013 Interim

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Office Hours: Hour prior to class

Please note: Assignments and other specifications listed below may 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.

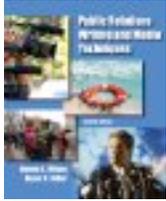
This course enables the student to obtain:

- 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.

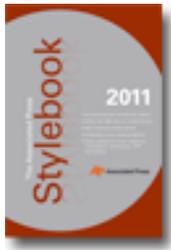
This course emphasizes pragmatic aspects of public relations practice and readings that foster sound decision-making. The student is expected to apply theory and principles he or she has learned in 61-211, other courses, and this course.

3. Readings:

Required:



**Public Relations Writing
and Media Techniques**
Seventh Edition
Wilcox and Reber



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. When contacting anyone older than you are, professor or professional, 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. This includes emails to advisers and professors.
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 equaling a week during a normal semester. Approximately two hours 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 Quizzes -- about 150 points total

Assignments – total of 375 points

Assignments	Point Value
#1. Radio Interview	25
#2. Situation Analysis	25
#3. Hometown release	100
#4. Newsletter lead story	25
#5. Newsletter	75
#6. Final Project	<u>125</u>
Total	375

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

Quizzes

The quizzes will be based on the reading assignments. Please note: the first quiz will be a take home. Grades for classes and all assignments will always be posted on D2L.

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.

Many assignments will require research.

- **Not every source for an assignment may be a website. You must use at least one other source of information per assignment.**
- 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 class

10. About Using the Computer Lab.

SAVE EARLY AND OFTEN – SAVE EARLY AND OFTEN

1. The first thing you should do each day when beginning to work on your computer is close all applications. The more that are open, the slower your computer will run.
2. 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.
3. 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.
4. 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.
5. 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.

11. Tentative Course Schedule (as of May 4, 2013)

	<u>Topics</u>	<u>Reading Assignment</u>	<u>Assignments Due</u>
May 13	<i>Introduction to class</i>		
May 14	<i>Writing</i> <i>Interviewing</i> <i>Using quotations</i> <i>Research</i>	Chapters 1-2	<i>Select newsletter topic</i> <i>Select release subject</i>
May 15	<i>Public Relations Plans</i> Time Certain: 2 p.m., meet with client	Chapters 18-19	
May 16	<i>Writing a Profile</i> <i>Emails, Memos, Letters</i>	Chapter 7 Chapter 14	
May 17	Work Day		Quiz #1 handed out Assignment #1 Radio Interview

May 20	<i>Brochures</i> <i>Newsletters.</i> <i>Annual Reports</i>	Chapter 13	Quiz #1 due
May 21	Research Day. Schedule research/interviews regarding your final project, newsletter, and hometown release. You may use class time for this.		
May 22	<i>Distribution</i> <i>Meetings and Events</i>	Chapter 10 Chapter 17	
May 23	<i>Web</i> <i>Speeches</i>	Chapter 12 Chapter 15	
May 24	Work Day.		Assignment #2: Situation Analysis Assignment #3: Hometown release Assignment #4: Lead Story Quiz #2

Topics	Reading Assignment	Assignments Due
May 27	Memorial Day holiday. No class.	
May 28	<i>What is News?</i> <i>News Releases</i> Rewrite feature release	Chapter 3 Chapter 5
May 29	<i>Media Relations</i> <i>Other Media Tools</i> Critique session with IMC	Chapter 4 Chapter 6
May 30	<i>Radio/TV/Online</i>	Chapter 9
May 31	Final Presentations	Quiz #3 Assignment #5: Newsletter Assignment #6: Final Project