

**Journ 61-315**  
**Public Relations Techniques**  
Spring 2008

**Instructor:** Dr. Julie Henderson, APR, Fellow PRSA  
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**Office Hours:** Weeks 1-7:  
2-3 p.m., Monday and Wednesday  
11:30 a.m. to 12:30 p.m., Tuesday and Thursday  
By appointment Friday

Weeks 8-14:  
3-5 p.m., Tuesday and Thursday  
By appointment Friday

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 print and electronic media. **Prerequisites:** A grade of "C" or better in Media Writing - 61-221, Editing - 61-224, Principles of Public Relations 61-211.

**2. Course Objectives.**

This course enables the student to obtain:

- 1) an understanding of the role of publicity in the public relations process; the ability to recognize the difference between publicity and public relations
- 2) a knowledge of techniques, methods and activities important in public relations practice

- 3) practical experiences in applying theory and using skills to help organizations solve problems and
- 4) 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.

### **3. Readings:**

Required:        Becoming a Public Relations Writer Second Edition  
                      Ronald D Smith  
                      The AP Stylebook

Recommended:

When Words Collide  
Kessler and McDonald

Recommended: Public Relations Tactics (monthly)

PR Week

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

Please note: portfolios created by students in the Public Relations Practicum class are available for your viewing at any time.

### **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.

**Especially 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. Approach.**

This course meets four hours per week. Approximately two hours per week 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 are also required. Students are expected to complete the majority of their project work during lab sessions, although some outside time may also be required, especially in regard to research.

Students should **not** plan on doing the majority of their project work at home on their own computers. There are two reasons:

1. Problems of compatibility. Problems with printing or transferring an e-mail document are not legitimate excuses for missing a deadline. The result will be a 0, which is worse than an F.

2. During the lab sessions, your professor will be available to answer questions and to preview your work. In addition, students often find it beneficial to call upon each other for critique and information.

## **6. Attendance.**

Attendance is extremely important in both the lecture and laboratory sessions.

Assignments may be required to be completed during the lab sessions.

## **7. Grading.**

Final grades will be based on:

Assignments – 600 points

Quizzes -- about 100 points

Extra Credit -- up to 24 points

Grades will be distributed on this basis:\*

A 90 - 100%

AB 88 - 89%

B 80 - 87%

BC 78 - 79%

C 70 - 77%

CD 68 - 69%

D 60 - 67%

F Less than 60%

**\*Please note. Percentages will NOT be rounded up. To earn a BC, for example, you must earn at least 78% of the points. Total points of 77.999999% will not be sufficient.**

## **Quizzes**

Quizzes will emphasize comprehension of the reading assignments, lectures and discussions.

### **Assignments.**

Detailed information about assignments will be included in handouts given throughout the semester. Note Assignments have specific due dates.

#### Deadlines.

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

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

### **IN GENERAL: Points will be subtracted for not following these guidelines.**

- Always type assignments. Print out assignments on one side of a sheet of paper only.
- You will lose points for errors in grammar, spelling, fact, and style (for being careless).
- Read directions carefully. You must meet the specifications of each assignment to receive full credit. Specifications vary from assignment to assignment.
- Each of these assignments will require research.
  1. Do not count your textbook as a research source.
  2. Do not count notes you take in class as a research source.
  3. Do not count something you copy off my door as a research source.
  4. Do not use Web sites for more than one research source per assignment.
  5. A class handout given in class cannot be considered a research source.
  6. Do not use Wikipedia as a research source, or any other Wiki site.

7. I cannot be an interview source.

You will need to include the appropriate citation of all Research Sources Used (make sure you fulfill the research requirements that are different for each assignment).

For help with correct citations, go to the Polk Library Web site. In the right hand column, under "Research Help," go to "Citing Sources." Then go to Assembling a List of Works Cited in Your Paper.

**Assignments** The following 7 assignments are required:

	<b>Point Value</b>
#1. Radio Interview	50
#2. Political campaign report (parts 1,2,3)	100
#3. In Class assignment	50
#4. Brochure	75
#5. Newsletter	100
#6. Writing Piece	75
#7. Final Project	<u>150</u>
	600

**Extra Credit**

Students may also earn extra credit, up to 1 point per week. To do so, follow these steps:

1. Find an error in a printed newspaper or magazine. This can be a typographical error, or an error in fact or calculation. **Do not use examples from Classified Ads.**
2. Clip the error to a piece of paper containing your name, the date and the current time. Indicate what the error is, and how it could be fixed.
3. Turn into my faculty mailbox at any time during the week.

**Caveat:** Only one student will be given credit for any error. That will be the student who turns in the error the earliest, hence the need for date and time.

**8. 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. If you are going to use a Zip disk, it seems to work better if you do not use one that you also use on a PC. You need a separate one for work on a Mac.
3. **Do not use lab time or lecture time to check on or respond to your e-mail.**
4. **Do not use lab time to do assignments for other classes. If you find yourself with time on your hands, I will be happy to add more assignments.**
5. 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.
6. 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.
7. The Wasteland site on the Student Server is erased the 1st and 15<sup>th</sup> of each month.
8. If you are going to use the computer to take notes during lectures, you must print out those notes and turn them into me at the end of the class period.
9. 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.

## **9. Schedule**

### **Week #1.**

Feb. 5 ***Introduction to class***

Feb. 7 ***Writing***

Reading Assignment: Chapters 1-2  
Chapter 4, pages 80 – 86.

### **Week #2.**

Feb. 12 ***Research***

Reading Assignment: Chapter 4, pages 72-80

#### ***Law***

Reading Assignment: Chapter 5, pages 108-114

Reading Assignment: Chapter 12, pages 274-278

Feb. 14 ***Interviewing***

#### ***Quotations and Attribution***

Reading Assignment: Chapter 6, pages 115-123.

### **Week #3**

Feb. 19 ***Media Relations***

Reading Assignment: Chapter 7, pages 152-157

#### ***What is News?***

Reading Assignment: Chapter 5, pages 91-102

**Quiz #1.**

Feb. 21 ***News Releases***

Reading Assignment: Chapter 6, pages 123-151  
Chapter 7, pages 157-168

**Assignment #1 due.**

### **Week #4.**

Feb. 26 ***Interview with Final Projects Client***

Feb. 28 ***Work in groups on final project outlines.***

### **Week #5.**

March 4 ***Other Media Tactics***

Reading Assignment: Chapter 7, pages 168-179  
Chapter 8, pages 191-198

**Part 1, Assignment #2 due.**

#### ***Interviews***

Reading Assignment: Chapter 15, pages 338-342

March 6 ***Lab Exercise.***

### **Week #6.**

March 11 ***PSAs***

March 13 Reading Assignment: Chapter 14, pages 314-322 **Quiz #2.**  
**Assignment #3 due.**

**Week #7.**

March 18 **Media Kits and News Conferences**  
Reading Assignment: Chapters 16 and 17  
March 20 Presentation by Public Relations Campaigns students



**SPRING BREAK**



March 22 - 31

**Week #8.**

April 1 **Brochures** **Part 2, #2 due.**  
Reading Assignment: Chapter 11, pages 239-248  
Chapter 5, pages 103-108

April 3 *Lab.*

**Week #9**

April 8 **Newsletters and Magazines** **Quiz #3.**  
Reading Assignment: Chapter 12, pages 258-267

April 10 *Lab.*

**Week #10.**

April 15 **Opinion writing**  
**Other tactics**  
Reading Assignment: Chapter 3  
Chapter 10, pages 228-235  
Chapter 12, pages 268-273

April 17 *Lab.* **Assignment #4 due.**

**Week #11.**

April 22      **Other tactics**  
Reading Assignment: Chapter 9  
Reading Assignment: Chapter 10, pages 217-227  
**Speeches**  
Reading Assignment: Chapter 15, pages 323-337

April 24      Lab      **Assignment #5 due.**

**Week #12.**

April 29      **Web Sites**  
Reading Assignment: Chapter 11, pages 249-257

**Quiz #4.**

May 1      *Lab.*      **Part 3, #2 due.**  
**Assignment #6 due.**

**Week #13**

May 6      *Work on presentations*  
May 8      *Work on presentations*

**Week #14.**

May 13      *Work on presentations*  
May 15      *Final Presentations*

**Assignment #7 due.**