

**Journalism 61-315: Public Relations Techniques**  
**Tuesday/Thursday 3 p.m. to 5:10 p.m.**  
**Lecture and Lab / Clow Hall Room 128**  
**Fall 2009**

**Instructor:** Jean Giovanetti  
**Office:** C106A  
**Office Hours:** Tuesdays and Thursdays: 2 to 3 p.m. and by appointment  
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**Required Textbooks and Materials:**

Becoming a Public Relations Writer: A Writing Process Workbook for the Profession,  
Ronald D. Smith, (Routledge, Third Edition, 2008.)

The Associated Press Stylebook, 2006 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:

- 1) 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.
- 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.
- 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.

**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 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 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 in group projects will also be considered when determining final grades.

Quizzes:	50 points (Approximately)
Major assignments:	400 points
Group project	150 points
Minor assignments and class participation:	60 points

### **Reading Assignments**

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

Week 1	Sept. 10	Introduction
Week 2	Sept. 15	Chapter 1: Writing...and What It Means to You
		Chapter 2: Effective Writing
	Sept. 17	Chapter 3: Persuasive Communication
Week 3	Sept. 22	Chapter 4: The Writing Process
	Sept. 24	Chapter 4 continued
Week 4	Sept. 29	Chapter 5: News and the Public Relations Writer
	Oct. 1	Chapter 5 continued

Week 5	Oct. 6 Oct. 8	Chapter 6: News Releases Chapter 6 continued
Week 6	Oct. 13 <b>Oct. 15</b>	Chapter 7: Working with the Media <b>Major Assignment #1 due at beginning of class</b> Chapter 7 continued
Week 7	Oct. 20 Oct. 22	Chapter 9: Organizational Features Chapter 9 continued
Week 8	Oct. 27 Oct. 29	Chapter 10: Advocacy and Opinion Chapter 10 continued
Week 9	Nov. 3 <b>Nov. 5</b>	Chapter 11: Fliers, Brochures and Web Sites <b>Major Assignment #2 due at beginning of class</b> Chapter 11 continued
Week 10	Nov. 10 <b>Nov. 12</b>	Chapter 12: Newsletters and Corporate Reports <b>Major Assignment #3 due at beginning of class</b> Chapter 12 continued
Week 11	Nov. 17 <b>Nov. 19</b>	Chapter 14: Public Relations Advertising <b>Major Assignment #4 due at beginning of class</b> Chapter 14 continued
Week 12	Nov. 24 Nov. 26	Chapter 15: Speeches and Interviews ** No class – Thanksgiving Break **
Week 13	Dec. 1 <b>Dec. 3</b>	Chapter 16: Information Kits <b>Major Assignment #5 due at beginning of class</b> Chapter 17: Writing for News Conferences
Week 14	Dec. 8 Dec. 10	Presentations Presentations
Week 15	Dec. 15 Dec. 17	Presentations Presentations