

# PUR 4932 Introduction to Entertainment Publicity

Fall 2021

College of Journalism and Communications  
University of Florida

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Instructor: Chuck Kingsbury  
Classroom: Online

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Office Hours: By Appointment

Office: Remote

Phone: (954) 778-9195

Course Site: <https://ufl.instructure.com>

Course Text: None required.

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## Overview and Objectives

PUR 4932 introduces students to the world of entertainment publicity, with a keen focus on entertainment networks, streaming services and sports networks, careers in the industry, media relations strategies, and more. The course is designed to give students a broad overview of the industry, including: an introduction to networks and streaming services; an overview of career opportunities; various programming; key publicist skills; publicity campaign strategies and tactics; and a variety of other media relations functions.

## Course Learning Objectives

After successful completion of this course, students should be able to:

- (1) Demonstrate a broad understanding of the entertainment industry (i.e. television, streaming and sports) and entertainment publicity;
- (2) Identify and list entertainment brands in the industry;
- (3) Identify career opportunities in entertainment publicity and the importance of these roles in shaping communications strategies;
- (4) Distinguish programming types;
- (5) Identify publicity functions, media relations strategies and how to execute publicity campaigns;
- (6) Identify key entertainment, trade and other press;
- (7) Demonstrate a broad understanding of how to pitch press;

## **Office Hours**

Office Hours are scheduled upon an e-mail request, conducted online, and/or recorded for access by all (unless a private or in-person meeting is requested).

## **Course Schedule**

Please note this course is condensed into eight weeks, beginning Tuesday, August 23 and concluding Tuesday, October 12.

## **Course Communication**

Your instructor or TA will reply to e-mail as soon as possible but the maximum is 48 hours not including weekends or holidays.

## **Course Grades**

The following table outlines the letter grade breakdown. Grades are rounded up to the nearest percentage point.

<b>Grade</b>	<b>Range</b>
A	100% to 94.0%
A-	< 94.0 to 90.0%
B+	< 90.0 to 87.0%
B	< 87.0 to 84.0%
B-	< 84.0 to 80.0%
C+	< 80.0 to 77.0%
C	< 77.0 to 74.0%
C-	< 74.0 to 70.0%
D	< 70.0 to 67.0%
D+	< 67.0 to 64.0%
D-	< 64.0 to 61.0%
E	< 61.0 to 0.0%

## **Assignment Descriptions**

**General Assignments (Three Assignments, 20 Points Each – 60%)** – General assignments will include researching topics as it relates to select modules found throughout the course.

**Writing Assignments (One Assignment, 20 Points – 20%)** – Students will rely upon the course modules and teachings as well as external research to produce a variety of writing assignments. Students will be graded on grammar, substance, relevancy, and more.

**Discussions (One Discussion, 20 Points – 40%)** – Students will rely upon the course modules and teachings as well as external research to produce a a discussion post while responding to two of their classmates.

## Course Outline

<b>MODULE WELCOME</b>	<ul style="list-style-type: none"><li>• Welcome, Introductions, Syllabus, Course Workflow</li></ul>
<b>MODULE 1</b> INTRODUCTION TO ENTERTAINMENT PUBLICITY	<ul style="list-style-type: none"><li>○ Introduction to Entertainment Publicity</li></ul>
<b>MODULE 2</b> COMMUNICATIONS CAREERS & PROGRAMMING	<ul style="list-style-type: none"><li>• Overview of Publicity Career Opportunities (i.e. Media Relations, Corporate Communications, Brand Communications).</li><li>• Overview of Programming, Including: Original Series, Limited Series, Documentaries, Sports, and More.</li></ul>
<b>MODULE 3</b> OVERVIEW OF MEDIA RELATIONS FUNCTIONS	<ul style="list-style-type: none"><li>• Overview of Common Media Relations Functions</li></ul>
<b>MODULE 4</b> PUBLICITY CAMPAIGNS	<ul style="list-style-type: none"><li>• Overview of Publicity Campaigns</li></ul>
<b>MODULE 5</b> ADDITIONAL PUBLICITY STRATEGIES	<ul style="list-style-type: none"><li>• In-Person Screenings</li><li>• “Tastemaker” Events</li><li>• Panels</li></ul>
<b>MODULE 6</b> LIVE EVENTS	<ul style="list-style-type: none"><li>• Overview of Live Events &amp; On-Site Public Relations Responsibilities &amp; Tactics</li></ul>

## Policies

### Late Work

You are responsible for all material covered or assigned. Your grade on late assignments will drop one letter grade for every day they are late. **If a technical problem occurs that prevents timely submission of an assignment, you should first contact your instructor and/or TA and then the UF Help Desk.** Follow up with an email to the instructor that includes an update and Help Desk Ticket #.

### Academic Integrity

UF students are bound by the Honor Pledge, which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

### Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc](http://www.dso.ufl.edu/drc)) by providing appropriate documentation. Once registered,

students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

### **Course Evaluations**

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### **Course Grading**

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **U Matter, We Care**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

**\*NOTE: Topic schedule subject to change based on guest availabilities and other factors. There will be no change in project due date or the midterm examination.**

### **College of Journalism and Communications Objectives**

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual

orientation and ability, domestically and globally, across communication and media contexts;

- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work”

## **HB 233**

“Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”