

PUR4243 – MEDIA TRAINING – SUMMER B 2022

Course number: 19978
Tuesdays, 11:00 a.m. – 12:15 p.m. on Zoom
Prerequisite: PUR3000 with a C or better

Instructor: Lawrence Krutchik
Email: lkrutchik@ufl.edu
Virtual Office Hours: By Appointment
Phone: 818.406.6068

Messages via Canvas are accepted
(☼) This syllabus is subject to change as the professor deems appropriate and necessary

Required Texts

All readings will be provided on Canvas, no textbook purchase required.

Additional Materials as Assigned

Students will be expected to be regular readers of free updates from PRWeek Daily Breakfast Briefing and key online business newsletters, such as the Fortune “CEO Daily” report. The professor will provide or assign additional reading, listening, or viewing materials (e.g. print, podcast or television interviews). Generally, assigned materials in the syllabus should be read, listened to, or watched in advance of the class for which they are listed. Be prepared for the professor to call on you in that class to discuss the assigned materials.

Course Description

Securing interviews and coverage with media outlets is the lifeblood of most public relations professionals. And many PR pros themselves serve as spokespersons for their organizations.

In Media Training, you will learn valuable skills to help you prepare for and make the most of media interview opportunities. You’ll learn how to prepare for different interview formats – print, television, podcasts, remote, and social media. And you will also learn about handling interviews in challenging or crisis situations. These are skills you will use regularly if you pursue a career in public relations and work with or serve as spokespersons – and skills that you can apply in your professional life regardless of your career path.

Course Learning Objectives

Upon completing this course, students will:

- Learn how to prepare effectively for media interviews – from researching reporters to knowing your audience to having a game plan before the interview starts;
- Learn techniques that help you become an engaging storyteller, make the most of interview opportunities and handle difficult questions from journalists;
- Develop a greater understanding of different interview formats;
- Appreciate the importance and effect of nonverbal communication; and
- Gain a greater understanding of how interviews impact brand reputation

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

Key Course Policies

Late or Missed Work:

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each week it is late (e.g. B to a C). Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; however, you need to notify me before the deadline is missed.

Attendance:

This course focuses on class participation and group discussion. Your attendance is an important aspect of this course. Excessive absences will harm your grade. You are responsible for notifying me in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please go [here](#).

University Honesty Policy:

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. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

Students Requiring Accommodations:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations [here](#). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students [here](#).

Grading and Assignments

Grading:

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same criteria. Because of this, no extra work or special assignments will be given. Grades are earned; they are not gifts. Grades are awarded on the basis of quality, not the amount of time expended. I will round up (e.g., if you get 89.9 points, you earn an A-, not B+). I will keep grades posted on Canvas and it is your responsibility to check on your progress throughout the semester. Grade components for the class are as follows:

Attendance and Active Participation: 50% total, allocated as follows:

Attendance 25%

- Attendance is mandatory. Absences count from the first class following drop/add. More than two unexcused absences during the semester will be considered “excessive absences” and you will not receive attendance credit. You are responsible for notifying the instructor prior to missing class or as soon as possible afterwards in an emergency situation. Requirements for assignments and other work in this course follow UF policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Active Participation: 25%

- Active participation through commenting and asking questions is required to gain full points, your physical presence is not enough. Present but no participation will receive no points, present but non-meaningful participation (i.e. simply saying "I agree") will result in half credit, and participation that adds to the discussion via meaningful comments or questions will receive full credit. Credit is assessed weekly rather than daily.

Individual Assignments: 50% total, allocated as follows:

Individual assignments will provide an opportunity for you to explore various aspects of the media relations and media training areas of Public Relations. There will be multiple assignments throughout the course, primarily consisting of brief reports or summaries of print, television or podcast interviews.

Tentative schedule of assignments:

- Assignment 1 (15%): Preparing effectively for interviews, July 12-15
- Assignment 2 (15%): Interview techniques, July 19-22
- Assignment 3 (20%): Final assignment, July 26-29

The grading scale for the course is as follows:

Grading follows current [UF grading policies](#).

A	94.0 – 100%	C	74.0 – 76.99%
A-	90.0 – 93.99%	C-	70.0 – 73.99%
B+	87.0 – 89.99%	D+	67.0 – 69.99%
B	84.0 – 86.99%	D	64.0 – 66.99%
B-	80.0 – 83.99%	D-	60.0 – 63.99%
C+	77.0 – 79.99%	E	below 60%

Tentative Course Schedule*

Week 1 June 28	Course overview and interview formats
Week 2 July 5	Messaging + storytelling for media interview purposes
Week 3 July 12	Before the interview – how to prepare effectively
Week 4 July 19	During the interview --- flagging + bridging
Week 5 July 26	Body language – the importance of nonverbal communication
Week 6 August 2	After the interview – best practices; correcting inaccuracies Q+A with Professor

Standard UF Policy Information and Links

Software Use:

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy:

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please go [here](#).

In-Class Recording:

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 Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

Campus Resources:

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

University Police Department: Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

Academic Resources:

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the [Student Honor Code and Student Conduct Code webpage](#) for more information.

On-Line Students Complaints: View the [Distance Learning Student Complaint Process](#).