

PUR 3463 Communication

Spring 2016

College of Journalism and Communications
University of Florida

Instructor: Eric Esterline

Place: WEIM 1076

Day and Time: Tuesday - Period 4-5, Thursday - Period 5

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Course Hashtag: #UFSportsComm

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

Course Text: -[*Sport Public Relations, Managing Stakeholder Communication. G. Clayton Stoldt, Stephen W. Dittmore, and Scott E. Branvold. Human Kinetics, 2nd edition 2012.*](#)

-[*Media Relations in Sport. Brad Schultz, Phillip H. Caskey and Craig Esherick. FiT Publishing, 4th edition 2014.*](#)

Additional Readings will be posted and available online.

Overview and Objectives

PUR 3463 offers instruction, analysis, and training in the principles and practice of public relations in sports organizations. Emphasis is on media relations and skills essential for sports communication professionals, including handling media interactions across platforms, problems, crises, and integration of positive communications strategies with strategic goals of sports organizations.

Course Learning Objectives

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

- (1) Demonstrate an understanding of the basic skills necessary to effectively carry out day-to-day responsibilities in sports communications and sports information professions

- (2) Demonstrate ability to generate content, including effective writing, from a sports perspective
- (3) Demonstrate ability to effectively integrate communications strategies with a sports organization's goals
- (4) Distinguish between sports communication perspectives and sports journalism
- (5) Distinguish in and among sports communication operations, issues and challenges in professional, intercollegiate and Olympic sports
- (6) Demonstrate understanding and skill strategies in handling negative publicity and communications crises in sports organizations
- (7) Demonstrate skill for assisting athletes, coaches, sports executives and owners to effectively handle media interviews
- (8) Demonstrate ability to manage use of social media by the organization, staff members and athletes
- (9) Demonstrate understanding of the ethics and values of sports communications

Course Grades

The Following table outlines the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

Evaluation Components	Points Per Component	% of Total Grade
Class Participation, Citizenship (15)	10 pts each = 150 pts	15%
Sports Knowledge Quizzes (10)	15 pts each = 150 pts	15%
Online Discussions (10)	15 pts each = 150 pts	15%
Writing Assignments (6)	25 pts each = 150 pts	15%
Midterm (1)	100 pts each = 100 pts	10%
Sports Organization Project (1)	150 pts each = 150 pts	15%
Final Exam (1)	150 pts each = 150 pts	15%
Total	1000 pts	100%

Assignment Descriptions

Class Participation and Citizenship (15 weeks, 10 pts per week)– This includes, but is not limited, to the following: regular and on-time attendance for class; serious preparation of the assigned texts; active listening, including note taking; involvement in classroom activities; posting relevant content to Canvas and Twitter, questions & comments on the course forums; being respectful of others; and, a semester-long sustained effort at contributing to the class discussion through visible attention, helpful questions and worthwhile insights into the issues being discussed.

Please note, if you are using technology in class for non-class related work or doing other distracting things in class (homework for another class, organizing your calendar, reading the newspaper, etc), you are NOT being a good citizen.

The following rubric will be employed to assign participation points

Preferred (10 pts)	Acceptable (7-9 pts)	Needs Improvement (4-6 pts)	Unacceptable (1-3 pts)	Will Ask You To Leave (0pts)
Arrives on time Comments are relevant and reflect understanding and good preparation Clear enthusiasm Participates in Twitter course hashtag activity with 3-4 per class	Arrives on time Comments are mostly relevant, but understanding may be slightly lacking Not overly enthusiastic, but positive Participates in Twitter course hashtag activity with 1-2 per class	Arrives no more than 5 minutes late Comments are minimal (“yeah”, “uh huh”) and demonstrate poor preparation Demeanor is sluggish Participates in Twitter course hashtag activity with 0-1 per class	Arrives more than 5 minutes late No comments are made Sleeping, texting, disengaged Participates in Twitter course hashtag activity rarely if at all	Absent Disruptive or rude comments are made Drawing others into disrespectful behaviors (showing texts, shopping online, etc) Never participates in Twitter course hashtag activity

Sports Knowledge Quizzes (11 quizzes, drop lowest) – Each week at the beginning of class the instructor will administer a current information sports knowledge quiz containing information about professional sports organizations, news and issues in sports and sports media. The content for these quizzes is derived from the **Course Twitter Hashtag**. The quizzes serve as motivation to develop well-rounded knowledge about a variety of sports organizations.

Writing Assignments (6 writing assignments) – Students will rely upon their research, analytical, writing, interviewing, and multimedia skills to produce press releases for six different sports events. Two of these must be attended live. Students will be graded on grammatical, form, multimedia, engagement, and story focus elements. Stories will be posted on the course WordPress site.

Online Discussion (10 discussions) - Through our class portal on Canvas we will hold online discussions surrounding various topics in sports communication. You will be required to post your thoughts and respond to classmates as well. There will be a rubric for you to follow to insure you participate properly.

Points	14-15	10-13	5-9	1-4	0
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Quality of Post (5 pts)	Appropriate comments: thoughtful, reflective, and respectful of others postings	Appropriate comments and responds respectfully to others postings	Responds with average effort providing obvious information without further analysis	Responds, but with minimum effort. (e.g. "I agree with Bill)	No Posting
Relevance of Post (5 pts)	Post topics related to discussion topic; prompts further discussion of topic	Posts topics that are related to discussion content	Posts topics which do not relate to the discussion content	Makes short or irrelevant remarks	No Posting
Contribution to the Learning Community (5 pts)	Aware of needs of community; attempts to motivate the group discussion; presents creative approaches to topic	Attempts to direct the discussion and to present relevant viewpoints for consideration by group; interacts freely	Makes little effort to participate in learning community as it develops	Does not make effort to participate in learning community as it develops	No feedback provided to fellow student(s)

Sports Organization Project (1 project) – Students will complete a project detailing the communications operations of a professional baseball, basketball, hockey, football, or soccer organization. All organizations must be pre-approved by the instructor. Reports will provide a summary of the staffing of the communications office along with responsibilities, examples of positive and negative publicity handled over the past two years pertaining to the organization, and examples of media coverage of the publicity. Students will be expected to provide an outside analysis of the effectiveness of communications operations with respect to the overall goals of the sports organization, incorporating concepts and principles from course discussions, readings and guest speakers. The project will require students to provide suggestions as to how the organization could have met those goals more effectively. More details will be provided in class.

Midterm (1 test; 100 points) and Final Exam (1 test; 150 points) – Students will be tested on material covered in class with an assortment of multiple choice, true/false and essay questions.

Grading (grades are rounded up or down to the nearest whole number for grading purposes)

935-1000 points = A	895-934 points = A-		
865-894 points = B+	825-864 points = B	795-824 points = B-	
765-794 points = C+	725-764 points = C	695-724 points = C-	
665-694 points = D+	625-664 points = D	595-624 points = D-	

0-594 points	= F				
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Course Outline

<p>Week 1 (Jan 5,7) INTRODUCTION TO CLASS</p> <p>INTRO TO SPORTS COMMUNICATION AND RELATIONS</p>	<p><i>Class #1 –</i></p> <ul style="list-style-type: none"> • Welcome, Introductions, Textbook, Syllabus, Canvas, PiApp, WordPress, etc. • Sports Knowledge Quizzes <p><i>Class #2 –</i></p> <ul style="list-style-type: none"> • Intro to Sports Communication and Relations
<p>Week 2 (Jan 12,14) INTRODUCING SPORT PUBLIC RELATIONS WITH STRATEGIC MANAGEMENT</p>	<p><i>Class #3 –</i></p> <ul style="list-style-type: none"> • Introducing Sport Public Relations Lecture and Activity <p><i>Class #4 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • In-Class Activity and Discussion
<p>Week 3 (Jan 19, 21) INTEGRATING PUBLIC RELATIONS WITH STRATEGIC MANAGEMENT</p>	<p><i>Class #5 –</i></p> <ul style="list-style-type: none"> • PR as a management tool, stakeholders and constituents, issues management, organizational reputation <p><i>Class #6 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
<p>Week 4 (Jan 26, 28) DEVELOPING WRITING AND INTERVIEWING SKILLS</p>	<p><i>Class #7 –</i></p> <ul style="list-style-type: none"> • Forms of Writing, Types of Releases • Audience Awareness, Common Errors and Distribution • Before and After the Interview <p><i>Class #8 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz and in-class exercise
<p>Week 5 (Feb 2, 4) THE PRINT MEDIA, BROADCAST MEDIA, SOCIAL MEDIA AND TECHNOLOGY</p>	<p><i>Class #9 –</i></p> <ul style="list-style-type: none"> • Print media history, relating with content providers for athletes • Relating with content providers for audiences, old and new models of covering a story • Radio and TV (national, regional and local) • Social and New Media <p><i>Class #10 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz and in-class exercise
<p>Week 6 (Feb 9, 11) SPORTS INFORMATION SPECIALISTS</p>	<p><i>Class #11 –</i></p> <ul style="list-style-type: none"> • CoSIDA, Essential Skills • Responsibilities of SID, Pros and Cons • Creating Promotional Guides <p><i>Class #12 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz and Guest Speaker
<p>Week 7 (Feb 16, 18) MIDTERM EXAM</p>	<p><i>Class #13 –</i></p> <ul style="list-style-type: none"> • MID-TERM EXAM

	<p><i>Class #14 –</i></p> <ul style="list-style-type: none"> • Current Sports Events, go over writing assignment
<p>Week 8 (Feb 23, 25) EVENT MANAGEMENT AND MANAGING THE SPORT ORGANIZATION-MEDIA RELATIONSHIP</p>	<p><i>Class #15 –</i></p> <ul style="list-style-type: none"> • Lecture-The Basics and Mandatory Content, Production Schedule and Game Day Programs • Game Management, Game Day Media Ops, Do's and Dont's in Press Box • Press Conferences ,Media Days and Special Events • Identifying influential media, serving media at events, developing media policy and maximizing media exposure <p><i>Class #16 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz and in-class exercise
<p>Week 9 (Mar 8, 10) PUBLICITY CAMPAIGNS</p>	<p><i>Class #17 –</i></p> <ul style="list-style-type: none"> • Early Stage of Campaign Development • Continuing the Campaign and Ethical Considerations <p><i>Class #18 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz and in-class exercise
<p>Week 10 (Mar 15, 17) CRISIS MANAGEMENT</p>	<p><i>Class #19 –</i></p> <ul style="list-style-type: none"> • Nature of crisis and need to plan, preparing for crisis and managing a crisis, assessing crisis response • Creating a Crisis Management Plan <p><i>Class #20 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz and in-class exercise
<p>Week 11 (Mar 22, 24) EXPLORING UNMEDIATED COMMUNICATION TACTICS AND DEMONSTRATING SOCIAL RESPONSIBILITY</p>	<p><i>Class #21 –</i></p> <ul style="list-style-type: none"> • Nature of crisis and need to plan, preparing for crisis and managing a crisis, assessing crisis response <p><i>Class #22 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
<p>Week 12 (Mar 29, 31) GLOBAL SPORT MEDIA RELATIONS & LAW AND ETHICS</p>	<p><i>Class #23 –</i></p> <ul style="list-style-type: none"> • Global Mega Events, Expanded Coverage, National Sports Orgs • Law and Media Relations <p><i>Class #24 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz and in-class exercise
<p>Week 13 (Apr 5, 7) FINAL PRESENTATIONS</p>	<p><i>Class #25 –</i></p> <ul style="list-style-type: none"> • Make Up Day, Help with Final Paper, Presentation, Exam, etc • Presentations <p><i>Class #26 –</i></p> <ul style="list-style-type: none"> • Presentations, Sports Knowledge Quiz
<p>Week 14 (Apr 19) FINAL PRESENTATIONS</p>	<p><i>Class #27 –</i></p> <ul style="list-style-type: none"> • Presentations
<p>Week 15 (April 25-29)</p>	<ul style="list-style-type: none"> • EXAM -

Policies

Attendance Policy

Attendance in the class is required. Excused absences include approved UF attendance exceptions. In all instances of excused absences the instructor and student will work out a plan for completing missed assignments.

In case of illness, the instructor should be notified in advance and a physician's note may be required. Unexcused absences will result in deductions from the students final percentage score. Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Attendance is recorded and you could lose attendance and participation points for excessive absence from class time. This could affect up to 10%-15% of your final grade.

Absences and Make-up Work

Students are expected to be in class on time and remain until the dismissal. Absences are unexcused when the professor has not been notified of an acceptable reason within 24 hours of the class meeting. When absent, please contact a fellow student to find out what was missed. You are responsible for all material covered or assigned during classes, even if you are not there. Your grade on late assignments will drop one letter grade for every day they are late.

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) 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 feedback on the quality of instruction in this course based on a minimum of 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last three weeks of the semester, but announcements will be made giving specific times when they are open. Summary results of these evaluations are available to students at the evaluations website URL above.

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>

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