



**PUR 4100 Public Relations Research (3 credits)**

**Spring 2020**

Department of Public Relations  
College of Journalism and  
Communications

**Professor: Dr. Denise M. Casey**

**Contact Information:** Please use Canvas email .Office Hours: Online anytime;

Telephone **858-964-8536**

Monday-Friday between **9 a.m. and 5 p.m. PST**

**Textbooks**

Wilcox D.L. and Reber B.H. 2016 *Public Relations Writing and Media techniques*. Pearson.

8th edition

ISBN-13: 978-0-13-401049-6

ISBN-10: 0-13-401049-3

*and*

The Associated Press Stylebook and Briefing on Media Law 2018

ISBN-13: 978-1541672383

(This has a kindle option for \$10.)

**Course Description**

Strategic Communication includes all aspects of persuasive communication including: media releases, scripts for broadcast, brochures, newsletters, and feature stories with an emphasis on understanding the target audience. This course introduces students to the role and scope of strategic communication within American society. We examine a variety of topics – focusing on audience analysis, and the practice of strategic communication from both academic (theory/research) and professional (pragmatic) perspectives. Throughout the course, we will explore the numerous types of written strategic communication materials and their use to institutions (corporate, nonprofit, agency), the media, and the various publics the public relations professional work with.

## Class Format

This asynchronous course meets entirely online, meaning students are responsible for managing their time and attention to course materials. This course is designed for students who log in regularly, perform readings and assignments weekly, and do NOT try to catch up after several weeks of ignoring the course. This format is recommended for students who are **self-motivated and independently resourceful**. Students should check the course **a minimum of three times each week**, since the instructor posts announcements frequently. (*Note: Course analytics tools show your instructor the level of your engagement each week.*)

## Course Objectives

**By the end of the semester, the student will be able to:**

- Create a logo and letterhead
- Write a press release
- Write a feature story
- Write a fact sheet
- Write a backgrounder
- Write a corporate profile
- Write a media alert
- Write a radio news release
- Write a public service announcement
- Write a newsletter
- Write a brochure
- Create a press kit
- Create an evaluation document

## Course Requirements and Grading:

Assignments	points each	total points	weight
Chapter Quizzes (19 quizzes)	20	380	38%
Logo/letterhead	25	25	2.5%
Press Release	50	50	5%
Feature Story	50	50	5%
Media Alert	25	25	2.5%
Fact sheet	25	25	2.5%
Backgrounder	50	50	5%
Radio News Release	50	50	5%
Public Service Announcement	50	50	5%
Corporate Profile	50	50	5%
Newsletter	50	50	5%

Brochure	50	50	5%
Evaluation document	25	25	2.5%
Press Kit	120	120	10%
Total		1000	100%

## Grading and Evaluation

A standard grading scale is used in this course. Note that most final letter grades have a +/- range. The letter grade 'C' and 70-79 percentile is considered "Average" level. Therefore, in order to earn an 'A' or 'B' in this course, your work must be **consistently exceptional**.

A	100 %	to 94.0%
A-	< 93.9 %	to 90.0%
B+	< 89.9 %	to 87.0%
B	< 86.9 %	to 84.0%
B-	< 83.9 %	to 80.0%
C+	< 79.9 %	to 77.0%
C	< 76.9 %	to 74.0%
C-	< 73.9 %	to 70.0%
D+	< 69.9 %	to 67.0%
D	< 66.9 %	to 64.0%
D-	< 63.9 %	to 61.0%
F	60.9 %	to 0.0%

## Assignments:

- 1. Logo and Letterhead.** Create your own logo and letterhead for your own **public relations company (imaginary)** 50 points.
- 2. Press release.** Write a news release for your college newspaper about an upcoming meeting of a student organization that has invited a guest speaker.
- 3a. Fact Sheet-**Select a local nonprofit organization or company and write a basic fact sheet about it.
- 3b. Media Alert.** Write a media advisory (**media alert**) inviting media to the opening of a new club (you make it up) at Oswego and make some suggestions about interview, photo and video opportunities for journalists.
- 4. Backgrounder.** Create a 2-3 page summary of the pertinent facts about a particular aspect of a company or technology that has led to a product or service.

**5. Feature story.** You are required to write a feature story on a local non-profit organization.. Select a professional in the organization and write an in-depth feature explaining his or her specialty or role. Please make an appointment first, prepare background interview beforehand, have questions ready, respect time constraints, and send a thank you note and a copy of your article for approval prior to submission for grading. This will be 3-5 pages long.

**6. Corporate profile.** Select a Public Relations company and write a corporate profile about it.

**7. Radio news release.** Interview an Oswego graduate who is working in in the PR field or non-profit sector with expertise on job search and successful interviewing tips. Then write a radio news release using the graduate as an actuality.

**8. Public service announcement.** Write a : 15 second,:30 second and: 60 second public service announcement for a local non-profit agency to inform the audience of the services provided by the agency.

**9. Newsletter.** Create a newsletter for your family. Include histories, events, year's highlights, interviews, graphics, and photos that will be an insert into an Christmas or holiday card. **Use a template!**

**10. Brochure.** Design **your own** promotional brochure advertising yourself as a public relations consultant. Do not forget to include both the features and benefits of your services.

**11. Press kit. You and your Team will** create a complete a Media Press Kit for a non-profit organization .The kit must include a press release, a fact sheet, backgrounder, a brochure, a feature story, a newsletter and all other appropriate publications. **This product must be camera ready!!!!**

**12. Evaluation Document-** Create an evaluation document that will be suitable for measuring the effectiveness of your Media Kit.

**13. Chapter Quizzes-** you are requires to read each chapter and take the corresponding quizzes- 19 quizzes 20 points each.

**Quality of Work:** All work submitted must be original, college quality, typed, double-spaced, on time and edited. Please use a writing style resource such as Associated Press (AP). **The work submitted must be produced solely for the purposes of this class and may not be used in any other class without express permission of the professor.**

If there is a technological problem at the UF end, submit a ticket and screen shot explaining the problem.

### **Honesty and Integrity**

The highest standards of ethical behavior and integrity are expected in this class. Students are expected to comply with the letter and the spirit of the UF Honor Code which reads as follows:

**Student Honor Code Preamble:** In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon the community

acceptance and enforcement of the Honor Code.

**The Honor Code** We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."

**Academic Honesty Guidelines** All students are required to abide by the Academic Honesty Guidelines which have been accepted by the University. The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect.

Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XIV of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

For more information about academic honesty, contact the Dean of Students Office.

You can review UF's academic honesty guidelines in detail at:

<http://www.dso.ufl.edu/judicial/academic.php>

You are assumed to be the sole author of all work presented. Submitting work written by another or stolen from another (i.e. plagiarized) is not only unethical, it is foolish, embarrassing and may result in course failure. When quoting the work of others, be sure to credit the author properly. **I will be using software to detect plagiarism.**

**Students Requiring Accommodation** 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 which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**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.

**Mental Health or Emergency Resources:** You can reach the University Counseling Service at 352-392-1575 or go to this link. <http://www.counseling.ufl.edu/cwc/Default.aspx> (For emergencies, call 9-1- 1)

**Course Evaluation** Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. 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 at <https://evaluations.ufl.edu/results/>.

## Class Schedule PUR 4100 Spring 2020

You may wish to print this out.

Module Topics	Learning Activities and Due Dates
<b>Module 1 The Basics of Public Relations Writing</b>	
Chapter 1—Getting Organized for Writing.”	1. Read Chapter 1 2. Review Chapter Power Points 3. Take Chapter 1 Quiz- DUE-January 12  Writing Assignment #1  Logo and Letterhead DUE January 13
Chapter 2—Becoming a Persuasive Writer	1. <b>Read Ch. 2</b> 2. Review Learning Objectives 3. Review Chapter Power Points 4. Chapter 2 Quiz- DUE January 16
<b>Module 2 The Basics Of Public Relations Writing</b>	
Chapter 3—Finding News	1. <b>Read Ch. 3</b> 2. Review Chapter Power Points 3. Review Learning Objectives 4. Review Chapter Outlines 5. Take Chapter Quiz- DUE January 19
Chapter 4—Getting Along with Journalists and Bloggers	1. <b>Read Ch. 4</b> 2. Review Learning Objectives 3. Review Chapter Power Points 4. Take Chapter Quiz- DUE -January 23
<b>Module 3: Writing for Mass Media</b>	
Chapter 5—Writing the News Release	1. <b>Read Ch. 5</b>

	<ol style="list-style-type: none"> <li>2. Review Chapter Power Points</li> <li>3. Review Learning Objectives</li> <li>4. Review Chapter Outlines</li> <li>5. <b>Take Chapter 5 Quiz- DUE January 26</b></li> </ol> <p>Writing Assignment # 2</p> <p>Press Release Due January 27</p>
<p>Chapter 6—Preparing Fact Sheets, Media Alerts, Advisories and Pitches</p>	<ol style="list-style-type: none"> <li><b>1. Read Ch. 6</b></li> <li>2. Review Learning Objectives</li> <li>3. Review Chapter Power Points</li> <li>4. <b>Take Chapter Quiz- Due January 30</b></li> </ol> <p>Writing Assignment</p> <p>#3a Fact Sheet Due February 1</p> <p>Writing Assignment</p> <p>#3b Media Alert Due February 4</p>
<p><b>Module 4: Writing for Mass Media</b></p>	
<p>Chapter 7—Creating News Features and Op -Ed</p>	<ol style="list-style-type: none"> <li><b>1. Read Ch. 7</b></li> <li>2. Review Chapter Power Points</li> <li>3. Review Learning Objectives</li> <li>4. Review Chapter Outlines</li> <li>5. <b>Take Chapter 7 Quiz- Due February 2</b></li> </ol> <p>Writing Assignment #4</p> <p>Backgrounder DUE February 4</p>



<p>Chapter 8—Selecting Publicity photos and Graphics</p>	<p><b>1. Read Ch. 8</b></p> <p>2. Review Learning Objectives</p> <p>3. Review Chapter Power Points</p> <p><b>4. Take Chapter 8 Quiz- Due February 9</b></p> <p>Writing Assignment</p> <p># 5 Feature Story Due February 17</p>
<p><b>Module 5: Electronic Media</b></p>	
<p>Chapter 9—“Radio, Television, and Online Video.”</p>	<p><b>1. Read Ch. 9</b></p> <p>2. Review Chapter Power Points</p> <p>3. Review Learning Objectives</p> <p><b>4. Take Chapter 9 Quiz-Due February 16</b></p> <p>Writing Assignment # 6-</p> <p>Corporate profile DUE February 24</p> <p>Writing Assignment# 7</p> <p>Radio News Release DUE March 10</p>
<p>Chapter 10—“Distributing News to the Media</p>	<p><b>1. Read Ch. 10</b></p> <p>2. Review Chapter Power Points</p> <p>3. Review Learning Objectives</p> <p><b>4. Take Chapter 10 Quiz- Due February 23</b></p> <p>Writing Assignment # 8</p> <p>Public Service Announcement DUE March 17</p>
<p><b>Module 6: Marketing Tools</b></p>	

<p>Chapter 11—Avoiding Legal Hassles</p>	<ol style="list-style-type: none"> <li>1. <b>Read Chapter 11</b></li> <li>2. Review Chapter Power Points</li> <li>3. Review Learning Objectives</li> <li>4. <b>Take Chapter 11 Quiz- February 28</b></li> <li>5. Groups for Media Kit Assigned</li> <li>6. Work on Media Kit</li> </ol>
<p>Chapter 12—Tapping the Web and Digital Media</p>	<ol style="list-style-type: none"> <li>1. <b>Read Chapter 12</b></li> <li>2. Review Chapter Power Points</li> <li>3. Review Learning Objectives</li> <li>4. <b>Take Chapter 12 Quiz-March 3</b></li> <li>5. Work on Media Kit</li> </ol> <p><a href="#">Writing Assignment #9</a></p> <p><a href="#">Newsletter DUE March 31</a></p> <p><a href="#">Writing Assignment #10</a></p> <p><a href="#">Brochure DUE April 7</a></p>
<p>Chapter 13—Newsletters, Brochures, and Intranets</p>	<ol style="list-style-type: none"> <li>1. <b>Read Chapter 13</b></li> <li>2. Review Chapter Power Points</li> <li>3. Review Learning Objectives</li> <li>4. <b>Take Chapter 13 Quiz-March 9</b></li> <li>5. Work on Media Kit</li> </ol>
<p><b>Module 7: Electronic and Business Communication</b></p>	
<p><b>Chapter 14—“Doing E-Mail, Memos, and Proposals</b></p>	<ol style="list-style-type: none"> <li>1. <b>Read Ch. 14 and 15 and 16</b></li> <li>2. Review Chapter Power Points</li> <li>3. Review Learning Objectives</li> </ol>

<p><b>Chapter 15—Giving Speeches and Presentations</b></p>	<p>4. Work on Media Kit</p> <p>5. Chapter Quiz 14 DUE March 14</p> <p>Chapter Quiz 15 DUE March 23</p>
<p><b>Chapter 16-Direct Mail and Advertising Speaking</b></p>	<p>Chapter Quiz 16 DUE March 30</p>
<p><b>Module 8: The Media Kit</b></p>	
<p>Chapter 17- Managing programs and campaigns</p> <p>Chapter 18-planning programs and campaigns</p> <p>Chapter 19- Measuring success</p>	<p>1. Read Ch. 17 and 18 and 19</p> <p>2. Review Chapter Power Points</p> <p>3.Review Learning Objectives</p> <p>4. Chapter Quiz 17 DUE April 6</p> <p>5. Chapter Quiz 18 DUE April 13</p> <p>6. Chapter Quiz 19 DUE April 18</p> <p>Written Assignment # 12</p> <p>Evaluation document Due April 16</p> <p>Writing Assignment # 11</p> <p>Media Kit DUE April 18</p>



