

PUR4243: Public Affairs/Military PR
Spring 2023
Monday **6:15-7:05pm, Section 2E68**
Zoom (Primary), Weimer 2058 (Alternate)

Instructor: Marc Vielledent

Email: m.vielledent@ufl.edu

Office hours: Virtual and in person both available, by appointment

Phone: 520-975-3460

Prerequisite: PUR3000 with a C or better

Required Texts/Readings

Any readings will be posted on Canvas or distributed in class, no textbook purchase required.

Course Description

Through the discussion and examination of case studies, the class will explore public relations, associated risks, and external communication strategies in the U.S. military environment. This will include discussion of the impact of social media, the role leadership should play, press conferences, entertainment, and experience handling a crisis. This will help advanced students learn and hone methods in practice today for effective crisis communication, strategy deployment and an overview of response in military settings.

Course Learning Objectives

Upon completing this course, students will gain a working knowledge of:

- Understanding the structure and organization of military public relations
- Developing and planning communication strategies
- Understanding stakeholder considerations through the lens of multiple audiences
- Learn about associated risks, threats, and mitigation strategies
- Developing an awareness of the various functions of military PR professionals

Given the short, 50-minute sessions each week for this course, students should expect real-world guest speakers that have extensive knowledge on these topics. Not all of the assigned or distributed readings will be discussed or explained during class. If you need further explanation or clarification please take advantage of the instructor's email or meet with him outside of class. This class is designed to introduce you to the field of strategic communication in the military, however all content and discussions will remain publicly open sourced and unclassified. Of particular emphasis, none of the content or discussion throughout the semester represents the official views of the U.S. military or Department of Defense.

Learning outcomes:

1. Explain how different factors influence military strategic communication and risk.
2. Identify how different military leaders may approach specific issues and explain the ways different forms of communication (e.g., media, interpersonal, etc.) affect people's perceptions about the military.
3. Apply case studies and discussions from class.

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 day 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 the instructor before the deadline is missed, not after the fact.

Attendance

This course focuses on class participation and group discussion. **Your attendance is an important aspect of this course. This class will be conducted primarily via Zoom, but there is potential for up to 3 on-campus meetings during our scheduled class times.** Excessive absences will harm your grade. You are responsible for notifying the professor 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 consult:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Email Policy

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, you should not email things that you would be uncomfortable with anyone else reading (personal information, information about grades, ect.). In general, face-to-face meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations).

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.

Professionalism

As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are not distracting to others via your cell phone or computer usage, talking with others during lecture, or arriving or leaving late – practice your professionalism now!

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://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.

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/evals> ([Links to an external site.](#)). 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/> ([Links to an external site.](#)).

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. Normally, by the time I return your graded assignment, I have looked at each person's work at least several times and feel comfortable with the grade assigned to it. Grades are awarded on the basis of quality, not the amount of time expended.

Grade components are:

Reflective Essay (100 points):

Write a 2–3-page summary describing your own thoughts about the intersection of military communication, strategy, and risk. How do these terms overlap and how might they be distinct? There are no right or wrong answers. Please also include definitions of military communication, strategy, and risk – as separate terms. You can use your own words to offer individual definition, or you are welcome to cite a definition that best aligns with your own thinking about these concepts. This will help us as we move forward in our discussion and development throughout the semester.

In class Participation (150 points)

Attendance and active participation are mandatory. Students will be expected to participate in various interactive exercises and to be fully engaged at all times unless cleared in advance with the professor. Each absence after the drop/add period will result in reduction in the grade for attendance. After due warning, the professor may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences (please note: more than two unexcused absences during the semester will be considered “excessive absences.” You are responsible for notifying the professor in advance of the cause of your absence when possible and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

You will also be graded on your in-class participation. I expect to hear from you throughout the semester. You will receive full credit as long as I hear from you several times throughout the semester and you demonstrate that you are engaged and paying attention to the class material or discussions.

Presentation (250 points)

Everyone will make a brief presentation at the end of the semester about how they prioritize communication, risk, or strategy in the context of the military based on discussions throughout the course of the semester. There are no right or wrong answers – provided you ensure you address each area based on your own criteria for prioritization one over another within the military context. The format will be that of a typical conference presentation of 4-5 slides (10-min in length, followed by Q&A).

Grading for the course follows current UF grading policies for assigning grade points (see [here](#)).

The grading scale for the course is as follows:

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

Assignments / Semester Grading:

Participation (30%)

Weekly Attendance	50 points	10%
Attentiveness and Preparation	50 points	10%
Thoughtful Engagement	50 points	10%

Individual Assignments (20%)

Reflective essay	100 points	20%
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Final Assignment (50%)

Presentation	250 points	50%
TOTAL:	500 points	100%

Written Work

Your writing will be evaluated based on content, clarity, grammar, spelling, punctuation, syntax, and most importantly, by how well written pieces strategically address and achieve military public relations and risk lesson objectives. Spelling counts. So does grammar, punctuation, and professional presentation techniques. Any graded assignment (group or individual) will lose points for spelling and other errors. I will also count off for fact errors. Unless otherwise noted, the following guidelines apply to all written assignments (both group and individual assignments):

- AP Style: Use unless otherwise instructed.
- Fact errors: 10 points off for each fact error or generalization not otherwise noted
- Unless otherwise noted, use Times Roman font, 12-pt. type, and 1" margins for all assignments.
- It is possible to turn in an assignment that would have initially earned a 100/A, but receives a failing grade due to poor spelling, etc. ‘
- To sum up: Proofread your work before submitting it.

Course Schedule

WEEK Dates	TOPICS (Readings will be posted or distributed prior to or during class)
1 1/9	Framing the Strategic Environment: Norms, History, and Culture – Types of Military PR
2 1/23	People First: Military Leadership and Organizational Structure
3 1/30	Public Affairs as a Profession (Guest Speaker)
4 2/6	Identifying Audiences: External, Internal, and Adversarial
5 2/13	Avoiding Land Mines: Risk Communication
6 2/27	On Press Conferences (Guest Speaker)
7 2/16	<i>No Class Meeting – Mid-Term Assignment</i>
8 2/23	Recruiting and Outreach (Guest Speaker)
9 3/6	Social Media
10 3/13	Spring Break – No class
10 3/20	Entertainment
11 3/27	Campaigns and Initiatives (Guest Speaker)
12 4/23	Speechwriting
13 3/30	Policymaking / Future of Military PR
14 4/3	Finals Prep -- Class Drop
15 4/10	Final Presentations
16 4/17	Semester in Review and Closeout

Students are not allowed to record video or audio of class lectures. However, in some cases, I will permit it with prior notification. The purpose 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. **It must be noted that none of the material presented in this class or delivered during class lectures represents or qualifies as the official viewpoints of the U.S. Department of Defense or U.S. military.**

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.

Standard UF Policy Information and Links

UF Grading Policy

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades> (Links to an external site.)

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

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neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-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 the instructor or TAs in this class.

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 see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html> (Links to an external site.)

Campus Resources

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc> (Links to an external site.), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/> (Links to an external site.).

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> (Links to an external site.).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> (Links to an external site.).

Library Support, <http://cms.uflib.ufl.edu/ask> (Links to an external site.). Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> (Links to an external site.).

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> (Links to an external site.).

Student Complaints

Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf (Links to an external site.).

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> (Links to an external site.).