

CONTACT INFORMATION

Professor: Ann Fahey-Widman, APR
Email: ann.fahey@ufl.edu
Virtual Office Hours: By appointment

COURSE INFORMATION

Class Time: Tuesdays, 3:00-3:50 p.m. ET
Course Number: 27441/29989
Location: Zoom

COURSE DESCRIPTION

The purpose of Industry Perspectives is to give students insight into a particular industry topic area or focus within public relations. This course focuses on how health care public relations works to educate patients, providers and payers about topics that impact health. From disease awareness campaigns and stakeholder engagement strategies to thought leadership programming and crisis/issues management, this course will explore myriad of public relations skillsets and disciplines inherent in health care PR.

COURSE OBJECTIVES

Upon completing this course, students will:

- Understand the landscape of health care PR and discuss potential career paths
- Understand the news media, how reporters work and how to best work with them in the health care industry
- Learn how to identify and evaluate influencers and key stakeholders across health care
- Hone media pitching and storytelling skills for health care campaigns/causes

- Develop/hone your PR writing skills specific to health care PR/media relations by writing some of the following: news release, feature story, fact sheet, backgrounder, web content and social posts
- Understand the basics of how to handle a crisis should one arise, which is very likely when working in health care given the nature of the work and the impact on health and human life

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

COURSE REQUIREMENTS

REQUIRED TEXTBOOKS

AP Style Book

On Deadline: Managing Media Relations; Authors: Carole M. Howard; Wilma K. Mathews; and J. Suzanne Horsley

Students will be expected to follow health care industry news by reading the *Wall Street Journal* and *New York Times* daily. These and other valuable top tier publications are accessible to UF students through the UF George A. Smathers Libraries online database system. Assigned

reading (book chapters or other articles) in the syllabus should be read 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 readings.

PREREQUISITES

PUR3000 - Principles of Public Relations with a C or better

COURSE POLICIES

Instructor Interaction:

The best way to reach me is by e-mail at ann.fahey@ufl.edu. I check my e-mail account regularly, but please do not expect a response by e-mail after normal business hours/over the weekend. If I have not responded within 48 hours, please send your email again. As my email is considered a state public record, I do not discuss grades or any student records issues via e-mail. Please schedule a meeting with me to discuss these issues.

Late or Missed Work:

Deadlines for each assignment will be given and students are expected to meet them. Since this is a class focused on media relations and the media work on deadlines, students taking this class are expected to meet deadlines. Late assignments will not be accepted. 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, not after the fact.

Attendance and Participation:

Attendance is required and cameras must be turned on at all times. Given the sizable portion of your grade based on attendance and participation (50 percent), any absences will significantly lower 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](#).

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) and never email something that you would not say to your boss' face.

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 honesty 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 [Student Honor Code and Student Conduct 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) 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 procedure as early as possible in the semester.

GRADING POLICY

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 keep grades posted on Canvas - it is your responsibility to check on your progress throughout the semester.

GRADE COMPONENTS

Attendance and Active Participation: 50%

Attendance and active participation are mandatory. Students will be expected to participate in various interactive exercises and to be fully engaged and on camera at all times unless cleared in advance. Note that we will have in-class assignments, and if you are not in class to complete them you will receive a zero. There are not make ups allowed. Requirements for class

attendance, make-up exams, assignments and other work in this course follow UF policies:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Individual Assignments and Quizzes: 50%

Individual assignments will provide an opportunity for you to explore various aspects of health care public relations. There will be five assignments given throughout the course. Students must complete 4 out of 5 assignments. They can eliminate the assignment of their choice.

GRADING SCALE

The grading scale for the course is:

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

See the current [UF Grading Policies](#) for more information.

COURSE SCHEDULE

Tentative Course Schedule: Please note that guest speakers and assignments will be announced throughout the course and may be subject to change.

Date	Class Topic	Assignment(s)
Jan 9	<ul style="list-style-type: none">• Introductions• Goals, learning objectives• Syllabus review• Course Q&A• Overview of Health Care PR	<ul style="list-style-type: none">• Complete class questionnaire
Jan 16	<ul style="list-style-type: none">• Overview of Health Care PR	<ul style="list-style-type: none">• Required reading; Chapters 1 and 2 of <i>On Deadline: Managing Media Relations</i>• Read: Proofreading vs. Revising - what's the difference and why they matter — Kane Communications Group (kanecommgroup.com)
Jan 23	<ul style="list-style-type: none">• Understanding the Health Care Media Landscape	<ul style="list-style-type: none">• Required reading; Chapters 3 and 4 of <i>On Deadline: Managing Media Relations</i>

		<ul style="list-style-type: none"> • Assignment #1 due: Pick a top tier print media outlet and health care reporter. Write a media brief about him/her and be prepared to present during class. • Brief should include the key information you would need to know about this outlet and reporter to pitch your company/client/issue/product to this outlet and reporter. Be prepared to present your media briefing at the next class. •
Jan 30	<ul style="list-style-type: none"> • NO CLASS THIS WEEK (SEE ASSIGNMENT DUE FOR NEXT CLASS) 	<ul style="list-style-type: none"> • Assigned Readings: 5 Public Relations Tips to Help You Write a Pitch Someone Will Actually Read Entrepreneur • How to Pitch to Bloggers - 21 Tips (probblogger.com) (This is for pitching bloggers but several tips still apply).
Feb 6	<ul style="list-style-type: none"> • Health Care Media Relations Tools <ul style="list-style-type: none"> ◦ Students present the media briefing they developed • Pitch 	<ul style="list-style-type: none"> • In class, be prepared to present the media briefing you developed • Assignment #2 due: Select a health care company/topic/product/disease state you want to be your focus for the semester • Write a pitch letter/email on this topic to the reporter you selected in the last class.
Feb 13	<ul style="list-style-type: none"> • Disease State Awareness Campaigns • Guest speaker: Michelle Toscas, Senior Vice President, Edelman Public Relations, Health Care Practice 	<ul style="list-style-type: none"> • Assigned Readings: Stupid PR Stunts That Backfired Hard Cracked.com
Feb 20	<ul style="list-style-type: none"> • Disease State Awareness Campaigns • Case Study 	<ul style="list-style-type: none"> • Assignment #3 due: Select a disease state to research and write a summary of the campaign; who developed it; who are the target audiences; goals; what did they do

		did well; what they could have done better/differently
Feb 27	<ul style="list-style-type: none"> Disease State Awareness Campaign Student Presentations 	<ul style="list-style-type: none"> Students present summaries assigned in last class Assigned Readings: Rules for Writing Feature Articles LoveToKnow the-rise-of-storytelling-as-the-new-marketing.pdf (wordpress.com)
March 5	<ul style="list-style-type: none"> HIPAA, FDA and Other Regulations/Regulators Impacting Healthcare PR 	
March 12	<ul style="list-style-type: none"> No Class (Spring Break) 	
March 19	<ul style="list-style-type: none"> Importance of Storytelling in Healthcare PR 	<ul style="list-style-type: none"> Required reading/viewing: Employers Can Do More to Advance Health Equity (hbr.org) Healthcare: the power of patient advocacy Open Newsroom - YouTube
March 26	<ul style="list-style-type: none"> Advocacy/Stakeholder Engagement Guest Speaker: Julie Ferguson, Owner JFPR and professor of PR/communications at DePaul University 	<ul style="list-style-type: none"> Required reading: Chapters 5, 6 and 9 of <i>On Deadline: Managing Media Relations</i>
April 2	<ul style="list-style-type: none"> Crisis/Issues Communications In Health Care Guest Speaker: Jennifer Smoter, CCO, United Health Group 	<ul style="list-style-type: none"> Required reading: 77 Questions (nj.gov)
April 9	<ul style="list-style-type: none"> Crisis/Issues Communications Media Interview Role Play 	<ul style="list-style-type: none"> Assignment #4 due: Select a health care crisis/issue to research. Summarize the crisis/issue; decide who should be the spokesperson and why; develop your media response statement. Be prepared to be interviewed by a member of the media on your crisis/issue in the class
April 19	<ul style="list-style-type: none"> Crisis/Issues Communications In Health Care Media Interview Role Play Continued 	<ul style="list-style-type: none"> Assignment #5 due: Write a one page reflection/summary of your key learnings and reflections from this course. Include any topics you

		would like to hear more about in our last two sessions. Be prepared to share your reflections in the next class
April 16	<ul style="list-style-type: none"> • Share Class Relections 	
April 24	<ul style="list-style-type: none"> • Last Class • Wrap Up/Careers in Healthcare PR 	

UF POLICIES

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>. 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/>.

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>

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).

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](#).

GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

ACADEMIC RESOURCES

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.