

PUR4243 – MEDIA TRAINING – Fall 2025

Course number: 20702
Tuesdays, 7:20 - 8:10 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

The professor will provide or assign 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 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. **If you submit your assignment late, you will automatically lose six points from your grade and, for each week it is late, you will receive a full letter grade deduction (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, not after.**

Attendance:

This course focuses on class participation and group discussion. Your attendance and engagement are important aspects of this course, and students are strongly encouraged to attend class on camera.

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](#).

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 your fellow classmates and with your instructor. Being respectful includes making sure you show up to class on time, on camera, being fully present, and not multitasking. Practice your professionalism now! If you do not maintain professionalism, you will not receive participation credit for that week.

Artificial Intelligence:

AI Submission of Intellectual Property

When submitting materials to AI tools, such as assignment instructions or other content, ensure you have the appropriate permissions for any copyrighted elements. Additionally, avoid sharing any information protected under FERPA, including personal data from educational records (provided via ChatGPT, 2024).

AI Policy for Student Work

This course is primarily focused on your personal growth and, as such, I strongly encourage you to produce your own work without generative AI's assistance. At the same time, generative AI tools are increasingly important in our profession so we might explore using generative AI for some assignments. If and when AI is allowed or encouraged in assignments, you will need to document how AI was used. This could include providing your original prompts, showing the editing that you did to the created content, or using appropriate citation of information obtained via generative AI. If you are using AI when not explicitly allowed, that is considered a violation of the honor code as you are presenting content as your own that was not fully

created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work. If unable to do so, I may ask you to resubmit the assignment detailing how you arrived at your submission

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 carefully reviewed each person's work and feel comfortable with the grade assigned. 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 an 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:

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%

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

Attendance: 30%

- 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: 20%

- Active participation through commenting verbally or in the chat feature 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 partial credit, and participation that adds to the discussion via meaningful comments or questions will receive full credit. Credit is assessed weekly.

Individual Assignments: 50% total, allocated as follows:

Individual assignments will provide an opportunity for you to explore various aspects of 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 are as follows:

- First Assignment (10%): September 23-26
- Second Assignment (15%): October 14-17
- Final Assignment (25%): November 18-21

Tentative Course Schedule*

Week 1 August 26	Course Overview
Week 2 September 2	Interview formats
Week 3 September 9	Messaging + storytelling; Flagging + Bridging
Week 4 September 16	Body Language
Week 5 September 23	Case Study Analysis; First Assignment posted
Week 6 September 30	First Assignment Review
Week 7 October 7	Class In Person, Room TBD: Spokesperson Practice
Week 8 October 14	Guest Speaker; Second Assignment Posted
Week 9 October 21	Second Assignment review
Week 10 October 28	Guest Speaker
Week 11 November 4	Crisis Communications
Week 12 November 11	No Class – Veteran Day Holiday
Week 13 November 18	Guest Speaker; Final Assignment Posted
Week 14 November 25	No Class – Thanksgiving Week
Week 15 December 2	Final Assignment Review; Professor AMA

Please [click this link](#) to review additional UF academic policies and resources. Looking forward to a great semester ahead!