

PUR 3463 Communication

Fall 2015

College of Journalism and Communications
University of Florida

Instructor: Eric Esterline

Place: WEIM 1076

Day and Time: T Period 4-5 (10:40a-12:35p)
R Period 5 (11:45a-12:35p)

E-Mail: eeesterline@jou.ufl.edu

Office Hours: TR 1pm-3pm

Office: Weimer Hall 3327

Phone: (352)846-0172

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.](#)

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

Assignment Categories & Percentages

Attendance and Participation (15) - 15%	150 points
Sports Knowledge Quizzes (15) – 15%	150 points
Writing Assignments (6) – 15%	150 points
Midterm (1) – 20%	200 points
Sports Organization Project (1) – 15%	150 points
<u>Final Exam (1) – 20%</u>	<u>200 points</u>
Total –	1000 points

Assignment Descriptions

Attendance and Participation (15)– Earn up to 10 points per week based on class attendance and class participation.

Sports Knowledge Quizzes (15)– Each week at the beginning of class the instructor will administer a current information sports knowledge quiz containing information about a professional sports organization. The instructor will inform the students of the general topic prior to the quiz. The quizzes serve as motivation to develop well-rounded knowledge about a variety of sports organizations.

Writing Assignments (6)– 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.

Sports Organization Project (1) – 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 and Final Exam – Students will be tested on material covered in class with an assortment of multiple choice, true/false and essay questions.

Grading

93-100	= A	90-92	= A-		
87-89	= B+	83-86	= B	80-82	= B-
77-79	= C+	73-76	= C	70-72	= C-
67-69	= D+	63-66	= D	60-62	= D-
0-59	= F	0	= Incomplete		

Letter grades are interpreted according to the university guidelines as published in the Academic Catalog and also in the College of Communications Professional Standards Policy.

Course Outline

<p>Week 1 (8/24-8/28) INTRODUCTION TO CLASS</p> <p>CHAPTER 1: INTRODUCING SPORT PUBLIC RELATIONS WITH STRATEGIC MANAGEMENT</p>	<p><i>Class #1 –</i></p> <ul style="list-style-type: none"> • Welcome, Introductions, Textbook, Syllabus, Canvas, etc., • Define Sport Public Relations, Sport Public Relations in Practice, The Value of Public Relations <p><i>Class #2 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
<p>Week 2 (/31-9/4) CHAPTER 2: INTEGRATING PUBLIC RELATIONS WITH STRATEGIC MANAGEMENT</p>	<p><i>Class #3 –</i></p> <ul style="list-style-type: none"> • PR as a management tool, stakeholders and constituents, issues management, organizational reputation <p><i>Class #4 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
<p>Week 3 (9/7-9/11) CHAPTER 6: FOCUSING ON THE SPORT ORGANIZATION-MEDIA RELATIONSHIP</p>	<p><i>Class #5 –</i></p> <ul style="list-style-type: none"> • Define mass media, structures, mass media and sport, evolution of sports PR and future or sports PR <p><i>Class #6 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
<p>Week 4 (9/14-9/18) CHAPTERS 4 & 5: USING THE INTERNET IN SPORT PUBLIC</p>	<p><i>Class #7 –</i></p> <ul style="list-style-type: none"> • Evaluation of web use in Sports PR, Developing a website, identify limitations of new media, media guides <p><i>Class #8 –</i></p>

RELATIONS AND DEVELOPING ORGANIZATIONAL MEDIA	<ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
Week 5 (9/21-9/25) CHAPTER 7: MANAGING THE SPORT ORGANIZATION-MEDIA RELATIONSHIP	<p><i>Class #9 –</i></p> <ul style="list-style-type: none"> • Identifying influential media, serving media at events, developing media policy and maximizing media exposure <p><i>Class #10 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
Week 6 (9/28-10/2) CHAPTER 8: EMPLOYING NEWS MEDIA TACTICS	<p><i>Class #11 –</i></p> <ul style="list-style-type: none"> • New Releases, media kits, social media releases <p><i>Class #12 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
Week 7 (10/5-10/9) CHAPTER 9: STAGING INTERVIEWS, NEWS CONFERENCES, AND MEDIA EVENTS	<p><i>Class #13 –</i></p> <ul style="list-style-type: none"> • Interviews, news conferences, media days <p><i>Class #14 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
Week 8 (10/12-10/16) MIDTERM EXAM	<p><i>Class #15 –</i></p> <ul style="list-style-type: none"> • MID TERM EXAM <p><i>Class #16 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
Week 9 (10/19-10/23) CHAPTER 10: COMMUNICATING IN TIMES OF CRISIS	<p><i>Class #17 –</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 #18 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
Week 10 (10/26-10/30) CHAPTER 11: EXPLORING UNMEDIATED COMMUNICATION TACTICS	<p><i>Class #19 –</i></p> <ul style="list-style-type: none"> • Advantages of unmediated communication tactics, results of and types of unmediated communication tactics <p><i>Class #20 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity
Week 11 (11/2-11/6) CHAPTER 12: DEMONSTRATING SOCIAL RESPONSIBILITY	<p><i>Class #21 –</i></p> <ul style="list-style-type: none"> • Unique aspects of CSR and dimensions of CSR in sport, planning CSR programs, <p><i>Class #22 –</i></p> <ul style="list-style-type: none"> • Sports Knowledge Quiz • Class Activity

Week 12 (11/9-11/13) CHAPTERS 13 & 14: COMMUNICATING WITH INTERNAL AND EXTERNAL PUBLICS	<i>Class #23 –</i> <ul style="list-style-type: none"> Employee, investor and customer relations, sponsor relationship management, donor and government relations <i>Class #24 –</i> <ul style="list-style-type: none"> Sports Knowledge Quiz Class Activity
Week 13 (11/16-11/20) CHAPTER 15: LEGAL AND ETHICAL DIMENSIONS OF SPORT PUBLIC RELATIONS	<i>Class #25 –</i> <ul style="list-style-type: none"> Legal and ethical dimensions of sports PR <i>Class #26 –</i> <ul style="list-style-type: none"> Sports Knowledge Quiz Class Activity
Week 14 (11/23-11/27) CATCH-UP AND OVERFLOW	<i>Class #27 –</i> <ul style="list-style-type: none"> NO CLASS THURSDAY - HOLIDAY
Week 15 (11/30-12/4) FINAL PRESENTATIONS	<i>Class #28 –</i> <ul style="list-style-type: none"> Presentations <i>Class #29 –</i> <ul style="list-style-type: none"> Sports Knowledge Quiz Class Activity
Week 16 (12/7-12/11) FINAL PRESENTATIONS	<i>Class #30 –</i> <ul style="list-style-type: none"> Presentations NO CLASS THURSDAY - READING DAY
Week 17 (12/14-12/18)	EXAM WEEK

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>

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.**