

*Syllabus updated and distributed August 23, 2012*

**PUR 4932: Public Interest Communications**

Tuesday 3-4:55

Thursday 3-3:50

**Professor Ann Christiano, Karel Chair in Public Interest Communications**

3057 Weimer Hall

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(609) 647-3877

Office Hours:

Tuesday and Thursday 12:45-2 pm

Wednesday 1:30-3 pm

and by appointment

Teaching Assistant:

Nicole Diaz

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Office Hours:

**About this Course**

Words have the power to change the world. But to gain that power, they have to be in the right form, come at the right time, and connect with the right people. Communications can inspire people and organize them around the causes that move them. Communications shows people that change is possible and tangible. To achieve that change, however, one needs formidable communications and strategic skill.

This is an evolving field, and its practitioners are continuously applying new insights and techniques to support positive social change. The field is not as well established as its sister fields of advertising, journalism and marketing, however, an increased recognition among change makers of the importance of communications to social change means that there are more resources available than there once were. This is also an entrepreneurial field, which results in significant innovation.

In this course, you will learn the strategic planning process for an effective social change communications campaign, and the tools and tactics that make these campaigns real. You will gain insight to the richness of the field, the power that effective communications has to address a problem and profoundly affect the lives of people, and begin to see the astonishing range of careers and opportunity that this field holds.

This course will give you the opportunity to hear directly from the leading thinkers in public interest communicators, and we will talk with people working in the field frequently. I urge you to take careful notes from these lectures and learn enough about the speakers in advance to add your own well-informed questions to the discussion.

### **Course Objectives**

1. You will understand the role of communications in affecting positive social change.
2. You will understand the strategic communications planning process.
3. You will understand when and how to use particular tools and tactics.
4. You will meet and interact with the experts who are leading and defining this field.
5. You will gain new insight to how fundamental changes in how we communicate as a society are changing this field.

### **Grading**

Your grade will be based on the following:

Class participation:	15%
Mid-term Exam:	20%
Final Exam:	25%
Writing Assignment and Final Presentation	20%
Quizzes	20%

A	90-100 points
B	80-89 points
C	70-79 points
D	60-69 points
E	Less than 60 points

### **Appointments**

Please stop by during office hours to discuss assignments, materials or other concerns related to the course. You may also schedule a meeting with me via email. My office hours are listed at the top of the syllabus. I'm often in my office, and am always happy to talk with students. Please feel free to pop in, but know that there's no guarantee you'll catch me except during office hours.

### **Course Professionalism**

This College is a professional school, and professional decorum is expected at all times. I expect you to adhere to workplace norms of collegial and respectful interaction and behavior. That specifically means that you will arrive on time, not speak when another student or the instructor are speaking or use cell phones, lap tops or other electronic devices. I expect that you will welcome and treat with respect the diverse perspectives of your fellow students, as will I. Violations of these expectations may result in students being asked to leave class and a lowering of your grade.

### **Students with Special Needs**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must submit a documentation letter to the professor when requesting accommodation. Please notify me at the beginning of the semester if you would like to discuss requests for special provisions.

### **Class Attendance Policy**

Attendance is not required. However, note that your attendance will affect your class participation grade. Additionally, I will give frequent surprise quizzes. While quizzes that appear on the syllabus may be made up, surprise quizzes may not be.

### **Academic Honesty**

The work you submit for this course must be your own. It must be original for this course. You must never use direct or paraphrased material from any source, including Web sites, without attribution. You may not submit anything that you wrote for another class, or that you wrote as a volunteer or intern. You may not submit anything that was written for any purpose other than the given assignment. I will handle any incident of academic dishonesty in accordance with the University of Florida policies that address cheating and unethical academic behavior, specifically the UF Honor Code and the Academic Honesty Guidelines.

Any case of academic dishonesty will result in a failing grade for this course. I will follow University Guidelines for any offense.

In every assignment you complete for this course you will clearly attribute the source of your information, including information obtained from organizations' web sites or internal documents. You cannot copy anything word for word, regardless of the source, without putting quotes around it and attributing the source.

## Format

Everything you write for this course must be coherent, logical and carefully edited. Misspellings, syntax and grammatical errors are unacceptable in upper-level college writing, particularly writing by public relations students.

## Texts

Dan and Chip Heath "Switch"

Marty Neumeier "The Brand Gap"

"The Dragonfly Effect: Quick, Effective, and Powerful Ways To Use Social Media to Drive Social Change" by Jennifer Aaker, Andy Smith, Dan Ariely and Chip Heath

"Short and Sweet" and "See, Say, Feel, Do" both available for free download at [www.fenton.com](http://www.fenton.com)

## Schedule of Class Discussions

	Tuesday	Thursday
<b>Phase 1: Learning about social change communications and its tenants</b>		
Week 1 August 23		What is public interest communications? About our class  <i>Assignment distributed: The effects of social change communications in your life</i>
Week 2 August 28 and 30	NO CLASS	NO CLASS  <b>Assignment due, to me, via email by 5 pm.</b>  <b>Please cc: Nicole Diaz</b>

<p>Week 3 September 4 and 6</p>	<p>Social Change Case Studies Who engages in social change communications, and why</p> <p>The strategic planning process for social change communications</p>	<p>Guest: Kristin Joos, PhD Who are social entrepreneurs?</p>
<p>Week 4 September 11 and 13</p>	<p>Class Discussion: Choosing your strategy and understanding the pillars of social change: earned, paid and made media</p>	<p>Continued: The role of engaging policymakers in social change communications</p>
<p>Week 5 September 18 and 20</p>	<p>Continued: The role of communities of influence in social change communications</p>	<p>Continued: The role of social marketing in social change communications</p>
<p><b>Phase 2: The tools of social change communications</b></p>		
<p>Week 6 September 25 and 27</p>	<p><b>QUIZ: Switch</b></p> <p>Class discussion: <i>Switch: How to Create Change When Change is Hard</i></p>	<p>Class discussion: The tools we use to create social change</p>
<p>Week 7 October 2 and 4</p>	<p>Class discussion: What empathy means to social change</p> <p>Final project assignment distributed</p>	<p><b>MIDTERM REVIEW</b></p>

<p>Week 8 October 9 and 11</p>	<p>Class discussion: Creating effective messages</p> <p>Guest: Elizabeth Harrington</p>	<p><b>MIDTERM</b></p>
<p>Week 9 October 16 and 18</p>	<p>Tools of the Field: Storytelling Video</p>	<p>Tools of the Field: Video</p>
<p>Week 10 October 23 and 25</p>	<p><b>QUIZ: The Dragonfly Effect And Short and Sweet</b></p> <p>Class Discussion: the opportunities digital platforms create for social change</p>	<p>Tools of the Field: Social Media for Social Change Guest: Alex Field</p>
<p>Week 11 October 30- November 1</p>	<p>Tools of the Field: Reaching Policymakers</p> <p>Lobbying for non-profits and other cause organizations, creating a policy strategy</p> <p>Op-eds, blogs, congressional record Statements, one Pagers and Fact Sheets</p> <p>Briefings, Hill meetings</p>	<p>Tools of the Field: Reaching Journalists</p> <p>News conferences and pitching</p> <p>Pitch Memos, Letters to the Editor, Op-eds, Comments and News Releases</p>
<p>Week 12 November 6 and 8</p>	<p><b>QUIZ: The Brand Gap</b></p> <p>Tools of the field: Establishing your brand</p> <p>The importance of communicating visually</p>	<p>Tools of the field:</p> <p>Creating effective collateral Guest: Eric Antebi</p>

**Phase 3: Evaluation**

Week 13 November 13 and 15	Tools of the Field: Evaluating the effectiveness of your campaign  Read: <i>See, Say, Feel, Do</i>  Sign up for presentation meetings	<b>REVIEW FOR FINAL EXAM</b>
Week 14 November 20 and 22	Meetings to discuss team presentations	Thanksgiving NO CLASS
Week 15 November 27 and 29	Project presentations	Project presentations
Week 16 December 4	<b>FINAL EXAM</b>	