

University of Central Arkansas Communication

Professor: Riva Brown, Ph.D.
Office Location: Thompson Hall | Room 204G
Office Hours: Monday + Wednesday + Friday | 11 a.m. to noon (Friday virtual)
Tuesday + Thursday | 9-10:30 a.m., 2:30-4:30 p.m.
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Time | Location: 9-9:50 a.m. Monday + Wednesday + Friday | Thompson 114
10-10:50 a.m. Monday + Wednesday + Friday | Thompson 114



COURSE DESCRIPTION

A study of the channels of communication available to the public relations practitioner and of ways to use those channels effectively. The course covers traditional print and electronic media as well as new media (University Bulletin). Prerequisites: SPCH 1300, PRLS 2305 and SPCH 2308.

COURSE APPROACH

This is a service-learning course. UCA defines academic service-learning as a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities (National Service-Learning Clearinghouse). You will complete a research-based service-learning project that involves gathering and presenting information on areas of interest and need. For details, visit, <http://uca.edu/servicelearning/>.

UCA is committed to service-learning through its stated mission: The University of Central Arkansas aspires to be a premier learner-focused public comprehensive university, a nationally recognized leader for its continuous record of excellence in undergraduate and graduate education, scholarly and creative endeavors, and engagement with local, national, and global communities.

The service-learning community partner is [Children's Advocacy Alliance](#). The client expects you to write a media pitch; create an infographic; assess its website, online newsroom, blog and social networking sites; and develop ideas for blog posts. You will complete before, during and after reflections in an online survey.

COURSE STUDENT LEARNING OUTCOME/GOAL

PR graduates will demonstrate an understanding of the complementary nature of traditional and emerging media platforms in engaging key audiences. PR graduates will demonstrate the ability to employ a wide range of communication tools used by public relations professionals to reach and engage relevant audiences (Program Level Continuous Improvement Process).

COURSE GOALS/OBJECTIVES

At the end of this course, you should be able to:

- Understand the role of public relations practitioners in media relations
- Create a basic media list, infographic, personal blog and social media news release
- Prepare and present news conferences with media kits
- Conduct basic assessments/audits of websites, online newsrooms, blogs and social networking sites
- Use public speaking skills to deliver professional presentations

REQUIREMENTS

- Campbell, Joel J. and Walton, Susan Balcom (2012). *Making it Work: Improving the Relationship Between Public Relations Spokespeople & Journalists (MIW)*
- Howard, Carole M. and Mathews, Wilma K. (2013). *On Deadline: Managing Media Relations (5th edition) (OD)*
- Social media accounts: WordPress, Canva, Piktochart and Google Hangouts
- Google Drive (Google Docs, Google Presentation, etc.)

COURSE EVALUATION

Activities	<i>up to 100 points</i>
Media Pitch	<i>50 points</i>
Media List	<i>50 points</i>
Career Fair Assignment	<i>75 points</i>
Infographic and Presentation	<i>100 points</i>
Online Assessments	<i>100 points</i>
Online News Conference (practice)	<i>25 points</i>
News Conference	<i>250 points</i>
<u>Personal Blog</u>	<u><i>250 points</i></u>
TOTAL	<i>1,000 points</i>

A = 900-1,000 points B = 800-899 points C = 700-799 points D = 600-699 points F = 0-599 points

COURSE ASSIGNMENTS*Activities*

You will earn points each week for completing in-class activities, *which could include pop quizzes.*

Points: up to 100 total (points vary)

Deadline: End of class or 11:59 p.m. on designated day

Media Pitch

You will work individually to write creative media pitches, one which may be presented in class.

Points: 50

Deadline: During class and 11:59 p.m. Friday, Sept. 9

Media List

You will work in teams to develop a media list for Children's Advocacy Alliance that includes key media contacts for a blog, magazine, television station/show, newspaper and radio station/show.

Points: 50

Deadline: 9 a.m. class: 4 p.m. Wednesday, Dec. 7

10 a.m. class: 10 a.m. Monday, Dec. 5

Assessments (Website, Online Newsroom, Blog, Social Media)

You will work in teams to assess the Children's Advocacy Alliance website, online newsroom, blog and a select social network for adherence to best practices. The assessment will include comparing CAA to a similar organization, developing blog post ideas, and making recommendations for improvement.

Points: 100

Deadline: 11:59 p.m. Friday, Nov. 4

Online News Conference

You will work in teams to conduct an online news conference via Google Hangouts to practice for the in-person news conference.

Points: 25

Deadline: Week of Oct. 10-14 during class time

News Conference

You will work in teams to conduct news conferences in class on assigned news topics. Teams will prepare opening statements and media kits. A PR/media relations professional will provide written and verbal critiques.

Points: 250

Deadline: Week of Oct. 10-14 in class; media kit due online at 11:59 p.m. day of news conference

Infographic

You will work individually to create an infographic for Children's Advocacy Alliance and present it to the class.

Points: 100

Deadline: Presentation: In class Monday, Nov. 28, or Wednesday, Nov. 30

Draft: 11:59 p.m. Monday, Nov. 28, or Wednesday, Nov. 30

Final: *9 a.m. class:* 4 p.m. Wednesday, Dec. 7; *10 a.m. class:* 10 a.m. Monday, Dec. 5

Personal Blog

You will work individually to develop a fun, creative WordPress blog and write five blog posts related to your personal brand, or a topic in which you are passionate.

Points: 250

Deadline: Drafts: 11:59 p.m. Thursday, Nov. 3, Nov. 10, Nov. 17, Nov. 23, Dec. 1

Final: *9 a.m. class:* 4 p.m. Wednesday, Dec. 7; *10 a.m. class:* 10 a.m. Monday, Dec. 5

ATTENDANCE/DROP POLICY

- You are expected to attend class regularly and arrive on time.
- You must sign in by answering the question of the day to be counted present.
- If you miss **five** classes without an official medical or university excuse, you will be dropped automatically.
- **You cannot earn activity points if you are absent. Points will be deducted if you are late.**
- **If you arrive after the door is locked, you will be required to sing a song (class or professor choice) or do a mini presentation (3 to 5 minutes) about a current event with PR implications.**

DEADLINES/MAKEUP WORK

- To reinforce the importance of deadlines, any work submitted late, without prior permission from the professor, will result in an automatic zero (0).
- Makeup work is not allowed -- unless it is a university-sponsored trip, or medical or family emergency.
 - Official documentation is required for any makeup work.

PLAGIARISM

- *Plagiarism is strictly prohibited and will not be tolerated.*
- If you are caught plagiarizing, you will get an automatic zero (0) on the assignment and will not be allowed to rewrite it.
- According to www.plagiarism.org, all of the following are considered plagiarism:
 - Turning in someone else's work as your own
 - Copying words or ideas from someone else without giving credit
 - Failing to put a quotation in quotation marks
 - Giving incorrect information about the source of a quotation

- o Changing words but copying the sentence structure of a source without giving credit
- o Copying so many words or ideas from a source that it makes up the majority of your work, whether you give credit or not.

ACADEMIC INTEGRITY STATEMENT

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the *Student Handbook*. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

CLASSROOM BEHAVIOR

It is the policy of the department that any student in a department class whose behavior regularly interferes with the instructor's ability to conduct the class and foster student learning, or who exhibits a behavior so outrageous as to severely impede the conduct of a class, may be dropped by the instructor after the instructor consults with the department chair. Prior warning will be provided to the student when possible, but under extraordinary circumstances such warning may not be possible.

AMERICANS WITH DISABILITIES ACT STATEMENT

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Support Services, 501-450-3613.

BUILDING EMERGENCY PLAN

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

TITLE IX DISCLOSURE

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member (as it relates to "student-on-student" or "employee-on student"), the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific sets of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit <https://uca.edu/titleix>.

EVALUATIONS


Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that you are gaining knowledge. You may evaluate courses you are taking starting on the Monday of the 13th week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button in the top right.

OTHER POLICIES

You are encouraged to familiarize yourself with all policies included in the *Student Handbook*, particularly the sexual harassment policy and academic policies.

TENTATIVE! NOT ETCHED IN STONE! SUBJECT TO CHANGE!

DATES	TOPICS	ASSIGNMENTS DUE 11:59 p.m.
Aug. 19	Introduction	
Aug. 22+24+26	Ch. 1: Jobs (MIW) Ch. 2: Guide (MIW) Ch. 3: Quotability (MIW)	
Aug. 29+31+Sept. 2	Ch. 2: News (OD) Ch. 4: Pitcher (MIW) Ch. 5: Q&As (MIW)	
Sept. 5+7+9	Ch. 6: Commenting (MIW) Ch. 7: Message Matrix (MIW) Guest speaker 9/9	MEDIA PITCH 9/9
Sept. 12+14+16	Ch. 8: Misinformation (MIW) Ch. 9: Managing Quotes (MIW)	
Sept. 19+21+ 23	Ch. 3: Tools of the Trade (OD) Ch. 4: Reporters (OD)	
Sept. 26+28+30	Ch. 5: Training and Briefing (OD) Ch. 6: Ethics (OD) Ch. 11: Ethical Photos (MIW) Ch. 7: Media Events (OD)	
Oct. 3+5+7 <i>Spotlight Internship Program 10/3</i>	Ch. 12: Journalism and PR (MIW) Google Hangouts News Conference Preparation Media Kit Peer Review	
Oct. 10+12+14		ONLINE NEWS CONFERENCE NEWS CONFERENCE
Oct. 17+19+21 <i>Homecoming Week</i>	Websites and Online Newsrooms Social Media Blogs	
Oct. 24+26+28 <i>Career Fair prep 10/28</i>	Websites and Online Newsrooms Social Media Blogs	BLOG SETUP 10/28
Oct. 31+Nov. 2+4 <i>Career Fair 11/2 Out of town 11/4</i>	Social Media News Release Images	BLOG POST 1 DRAFT 11/3 ASSESSMENTS 11/4

DATES	TOPICS	ASSIGNMENTS DUE 11:59 p.m.
Nov. 7+9+11	Infographics Media Lists	BLOG POST 2 DRAFT 11/10 CAREER FAIR ASSIGNMENT 11/11
Nov. 14+16+18	Infographics	BLOG POST 3 DRAFT 11/17
Nov. 21+23+25 <i>Thanksgiving Week</i>	WORK DAYS	BLOG POST 4 DRAFT 11/23
Nov. 28+Nov. 30 <i>Dec. 2 Study Day/ No class</i>	INFOGRAPHIC PRESENTATIONS	BLOG POST 5 DRAFT 12/1 INFOGRAPHIC DRAFT 11/28, 11/30
Dec. 5+7+9 <u>Finals Week</u> 10 a.m. <i>Final exam 12/5 8-10 a.m.</i> 9 a.m. <i>Final exam 12/7 2-4 p.m.</i>	 <p>You at the end of the semester!</p>	REVISED BLOG REVISED INFOGRAPHIC MEDIA LIST 10 a.m. class: <i>Due 10 a.m. Monday, Dec. 5 I will be available in the classroom 8-10 a.m. to assist you</i> 9 a.m. class: <i>Due 4 p.m. Wednesday, Dec. 7 I will be available in the classroom 2-4 p.m. to assist you</i>

NOTE: Details about weekly activities and assignments will be posted on Blackboard.