COMMUNICATION AND PUBLIC RELATIONS / 19:096 FALL 11
MONDAY 5:30-8:15 / AJB E238

INSTRUCTOR
Professor Ann Haugland
W335AJB / 335-3458 / ann-haugland@uiowa.edu
Office hours: Mon 11-12, Tues 2-3:30, Wed 1:30-3, and by appointment

Contact guidelines: For basic questions about the class or assignments (due dates, etc.), please first check course schedules, assignment instructions, syllabus as distributed in class or posted on course ICON site. E-mail is good for simple questions that I can answer in a sentence or two. For more complicated questions or concerns, I’d like to talk with you; please see me during office hours or make an appointment. If you miss class, please check with a classmate. Please note that I will communicate through your UIowa email address only.

ABOUT THE CLASS
The term “public relations” covers a wide range of communication and relationship building practices: it’s strategic communication, it’s advocacy/activism, and it’s a major component of media content. By the end of the term, you should 1) have a base of knowledge of concepts, terms, and practices of public relations in a variety of settings, 2) understand how public relations practice by organizations shapes contemporary culture, and 3) have experience analyzing public relations problems. Throughout the class we’ll balance two perspectives: as students, you will read academic research and journalistic accounts and ask questions about the role of public relations; as potential practitioners, you will read textbooks and industry publications to become familiar with the field.

THE IOWA DOZEN
A learning portfolio that reflects understanding of the Iowa Dozen is a graduation requirement for journalism majors. This class will focus on these elements:

• explore the history and structure of media institutions as we see how pr practitioners interact with mass media
• explore the role of media (with a focus on the public relations practices of organizations) in shaping cultures;
• use mass communication theories and concepts in public relations planning and communication;
• look at the diverse global communities that are publics for contemporary organizations;
• conduct research and write a situation analysis and a media audit;
• use creativity and independence to develop a communication plan.

During the term, save work and make notes of thoughts and observations that would provide evidence for your learning portfolio.

READING

Additional readings posted on ICON.

Professional media such as The Daily Dog, PR Week, etc.
Daily newspapers and other media such as New York Times, Des Moines Register, National Public Radio, etc

CLASS STRUCTURE
The class is a mixture of lecture and discussion with problem solving exercises, student presentations, guest speakers, and videos. Students prepare for class by reading assigned material from textbook, public relations trade publications, and other sources. Public relations practitioners must keep up with news and issues; classes will include discussion of current events.
ASSIGNMENTS / EVALUATION

Exams and quizzes (?) 300 pts
Three exams cover lecture, reading, and discussion + current events. Exam format is short answer, matching terms, some multiple choice, short essay. Exams may include a take-home component. If given, quizzes will contribute to exam points.

Public relations research and writing 170 pts
Situation analysis (75). Conduct secondary research and write a short analysis (3-4 pages) of an industry or field of your choice.
Media audit (25). Analyze media coverage of an organization of your choice.
Cases /explore resources (20) Complete occasional short assignments related to topic of week
Discussion questions forum (50) Respond to weekly discussion questions (based on assigned reading and PR industry news) on ICON forum. (2 pts per response / max 8 pts per week)

Current events / reading and discussion 30 pts
Present news of the week in class OR host PR industry news on-line discussion forum (10)
Magazine/journal/blog reading (20) PR people keep up with contemporary culture. To encourage this habit, twice during the term you will read and write summaries of articles.

Total- 500 pts / Final grade

465 -500= A 384-365 = C
464-450 = A- 364-350 = C-
449-435 = B+ 349-335 = D+
434-415 = B 334-315 = D
414-400 = B- 314-300 = D-
399-385 = C+ below 300 = F

EXAM AND ASSIGNMENT POLICIES

Exams must be taken as scheduled. If you have an unavoidable conflict, talk with me in advance. In an emergency or illness, be in touch as soon as you can, in advance if possible.

Please submit your work as specified for each assignment. If I ask for papers in class, pages must be stapled. If not, I will base your grade on the first page. Unless I tell you otherwise, assignments must be typed. If I ask you to submit electronically to an ICON dropbox, please do so by the deadline, before the box closes. (If you have problems doing so, check “ICON Help.” Please note: I will not accept assignments by e-mail unless.

Late work is accepted only in cases of illness or other emergencies that you have discussed with me. Note: computer or printer problems do not count as emergencies; plan ahead; remember to back up your work. If you forget to bring your assignment to class or have last-minute computer problems, you may submit your work to an ICON “late box” by 9 am the following day for reduced credit. Expect a deduction of 10% (minimum one pt).

Always always keep a copy of your assignments. We all do our best, but papers or electronically submitted material can go astray. You are responsible for providing a copy if necessary.
ATTENDANCE / CLASSROOM POLICIES

You are responsible for your attendance; I won’t keep track. You will be most successful, of course, if you come to class regularly, on time, ready to be an active participant. You are responsible for all material, assignments, and schedule changes whether or not you attend class. Please talk with me if class or an assignment conflicts with a religious observance.

This will be an informal and, I hope, friendly and enjoyable class. Please respect your classmates, the J-School, and me by following these guidelines:

• no cell phones (that means turned off, put away, no checking messages or texting—really!)
• no laptops
• no ipods
• no food unless you bring enough to share (water, coffee, soda ok—don’t leave cups, cans)

If you need to use our class period for doing work for another course, reading the DI, you should do so—but please don’t come to class.

Arriving late or leaving early may occasionally be unavoidable, but please don’t make it a habit. If you have an on-going conflict with this class, please resolve it or drop the class.

Night classes are hard for everyone—well, maybe some of you are at your best, I’m old. I will count on you to help make this a good class by being active participants. Ask questions, share your thoughts and reactions—tell a joke.

UNIVERSITY/CLAS POLICIES

The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall or see the CLAS Student Academic Handbook.

Electronic Communication University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences. (Operations Manual, III.15.2. Scroll down to k.11.)

Academic Fraud Plagiarism and any other activities when students present work that is not their own are academic fraud. Academic fraud is a serious matter and is reported to the departmental DEO and to the Associate Dean for Undergraduate Programs and Curriculum. Instructors and DEOs decide on appropriate consequences at the departmental level while the Associate Dean enforces additional consequences at the collegiate level. See the CLAS Student Academic Handbook.

CLAS Final Examination Policies Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO (David Perlmutter, School of Journalism). Complaints must be made within six months of the incident. See the CLAS Student Academic Handbook.

Accommodations for Disabilities A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

Understanding Sexual Harassment Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy.

Reacting Safely to Severe Weather In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. (Operations Manual, Part IV, 16. See items e, h, and i.)
### Tentative Schedule of Topics and Assignment Due Dates

Detailed reading and assignment schedules will be posted on ICON. You are responsible for all changes announced in class or posted on ICON.

#### The Big Picture

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>22 August</td>
<td>Intro to class / definitions and basics</td>
</tr>
<tr>
<td>29 August</td>
<td>continued + Origins / public relations emerges in US</td>
</tr>
<tr>
<td>5 September</td>
<td>Labor Day / Class does not meet / ICON assignment</td>
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<tr>
<td>12 September</td>
<td>PR and organizations</td>
</tr>
<tr>
<td>19 September</td>
<td>Legal / ethical issues</td>
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<tr>
<td>26 September</td>
<td>Exam one + TBA</td>
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#### The Process

<table>
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<tr>
<th>Date</th>
<th>Topic</th>
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<tr>
<td>3 October</td>
<td>Planning process / overview + research</td>
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<tr>
<td>10 October</td>
<td>planning / communication, media</td>
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<tr>
<td>17 October</td>
<td>planning / messages, strategies</td>
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<tr>
<td>24 October</td>
<td>planning wrap up</td>
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<tr>
<td>31 October</td>
<td>Exam two + TBA</td>
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#### PR in Action

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<tr>
<th>Date</th>
<th>Topic</th>
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<tr>
<td>7 November</td>
<td>Corporate public relations / marketing communication, branding</td>
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<tr>
<td>14 November</td>
<td>Corporate public relations / investor relations / public affairs</td>
</tr>
<tr>
<td>21 November</td>
<td>No class / Thanksgiving break</td>
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<tr>
<td>28 November</td>
<td>Public relations in nonprofits / fundraising</td>
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<tr>
<td>5 December</td>
<td>Entertainment, sports, travel</td>
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4:30 Friday, 16 Dec Exam three (official final exam period)

4:30 Tuesday, 13 Dec Exam three (tentative alternative exam period)