COMMUNICATION AND PUBLIC RELATIONS / 19:096 Spring12
Monday 5:30-8:15 / AJB E246
Instructor Professor Ann Haugland W335AJB / 335-3458 / ann-haugland@uiowa.edu
Office hours: Mon 1:30-3, 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
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.

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

WHAT TO EXPECT ON MONDAY EVENINGS
A mixture of lecture and discussion with problem solving exercises, student presentations, guest speakers, and videos. You should 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. If given, quizzes will contribute to exam points.

Public relations research and writing 170 pts

Analysis of publics (50). Research-based analysis of audiences for an organization of your choice.

Media audit (50). Systematic review of media coverage of an organization of your choice.

Case (50) Summary and analysis of a contemporary public relations problem/situation of your choice.

Discussion prep (20) Occasional short writing assignment related to topic of the 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. For major writing assignments, you will upload a copy to an ICON dropbox and also turn in hard copy. In some cases, I will ask for hard copy OR ICON submission—read assignment carefully. Pages must be stapled. If not, I will base your grade on the first page. Unless I tell you otherwise, assignments must be typed. Please note: I will not accept assignments by e-mail.

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.

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 AND 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 and laugh at my sorry attempts.

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 Perlumutter, 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, TESTS**

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>
</tr>
</thead>
<tbody>
<tr>
<td>23 January</td>
<td>Intro to class / definitions and basics</td>
</tr>
<tr>
<td>30 January</td>
<td>continued + Origins / public relations emerges in US</td>
</tr>
<tr>
<td>6 February</td>
<td>PR and organizations</td>
</tr>
<tr>
<td>13 February</td>
<td>Legal and ethical issues</td>
</tr>
<tr>
<td>20 February</td>
<td>Exam one</td>
</tr>
</tbody>
</table>

**THE PROCESS**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>27 February</td>
<td>Planning process / overview + research</td>
</tr>
<tr>
<td>5 March</td>
<td>Objectives/strategies</td>
</tr>
<tr>
<td>12 March</td>
<td>SPRING BREAK</td>
</tr>
<tr>
<td>19 March</td>
<td>Communication / messages</td>
</tr>
<tr>
<td>26 March</td>
<td>continued / wrap up</td>
</tr>
<tr>
<td>2 April</td>
<td>Exam two</td>
</tr>
</tbody>
</table>

**PR IN ACTION**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 April</td>
<td>Corporate public relations / marketing communication, branding</td>
</tr>
<tr>
<td>16 April</td>
<td>Corporate public relations / investors / govt affairs</td>
</tr>
<tr>
<td>23 April</td>
<td>Nonprofits / fundraising</td>
</tr>
<tr>
<td>30 April</td>
<td>Celebrity / travel / sports</td>
</tr>
</tbody>
</table>

Exam week Exam three

(TBA)