

M 376: Public Relations Case Studies Tuesday and Thursday, 0930-1050, Henry Hall 203

TEXT: Public Relations Cases 4th edition, by Jerry A. Hendrix. (Need access to The Associated Press Stylebook)

INSTR | TOR: Louis A. Torraca, APR, 254-3286 Phone and Fax, EMail luigi@hawaii.rr.com, you should also do a cc to: kunhale@juno.com whenever you send me an email message.

Office hours by appointment, following class on Tues-Thurs. Appointments can be made for other times, if necessary.

BIO SKETCH: 26 ½ years experience as an Air Force public affairs (public relations) officer with assignments as the Director of Public Affairs for three major commands, including the world's largest, the US Pacific Command, headquartered at Camp Smith, Hawaii. Director of the Honolulu Mayor's Office of Information and Complaint; Director of Communications, Office of the Hawaii Superintendent of Education; Special Assistant to the President, Bishop Museum. Degrees: B.S., Communications/Public Relations, Boston University; MA, Journalism/Public Relations, Oklahoma University.

PR instructor for seven years at Chaminade University.

Accredited (APR) member, Public Relations Society of America (Hawai'i Chapter President, 1995; National Delegate, 1996-Present) and active member of the International Association of Business Communicators.

Current memberships: The Society of Professional Journalists; The Retired Officers Association; Urban Design Task Force, Kailua (Communications Chair); Hawai'i Society, Sons of the American Revolution (President, 1997-1999); Air Force Association; American Legion; Kaneohe Marine Corps Base, Hawaii, Base-Community Council.

Listed in: *Who's Who in the West; Prominent People of Hawai'i and Outstanding Young Men of America.*

COURSE DESCRIPTION: This course is designed to engage students in the actual process of researching, planning, implementing and evaluating a PR campaign. It will use examples of cases that have worked, and some that haven't. The goal is to show how the conceptual framework of public relations is manifested when real audiences, messages, actions are involved. After all, the true test of public relations is not merely having a good idea, but having a good idea that works.

COURSE OBJECTIVES:

1. To engage students in the process of public relations problem solving.
2. To familiarize students with actual examples of PR campaigns.
3. To alert students to public relations pitfalls.
4. To develop an in-depth understanding of PR research, message development and programming.
5. To provide practical exercises in public relations problem solving.
6. To enable students to present oral and written presentations of a public relations campaign to a potential client.

YOUR APPROACH TO THE COURSE: You'll only get out of this course what you put into it. It's an opportunity to excel. Studies show that "C" students think "A" students only study twice as hard and long as they do. In fact, "A" students study three times as much as "C" students!! You should spend at least two hours preparing for every hour in classes. You will need to read assignments before class. Don't be satisfied with completing the minimum requirements. Be intellectually curious. Do some research and reading on your own just for the fun of it. Most PR professionals are news addicts. They read four or five newspapers, watch several TV news shows daily, listen to all-news radio at every opportunity and connect to the internet for news updates and downloads, several times a day.

CONDUCT OF THE COURSE: The course will consist of lecture, discussion, case studies, projects, skill exercises, video tapes and guest speakers (time-permitting). Students are expected to read all assignments in the text, thoroughly, before each class and to take notes in class. Content of reading assignments will not necessarily be repeated in lecture, however, all material is subject to being covered in examinations whether covered in lecture or not. If there is something you don't understand, ask questions in class. Discussion, participation, and questions are encouraged and expected in class. If you can't get enthusiastic about the subject in class, you probably won't enjoy a public relations career. There are no cheerleaders in this profession. It can be a tough way to make a living. Public relations is demanding, invigorating, intellectually stimulation and rewarding. As a student contemplating a career, you should be self-driven and striving for excellence.

WRITTEN ASSIGNMENTS: Written assignments must be typed, double-spaced, one side of the sheet of paper only. Any assignments not appropriately prepared according to these guidelines will automatically be penalized 10 points. Releases, articles, etc., must be written following the formats provided and the Associated Press Style book. Good writing usually requires several edits, so refine your writing through several drafts. Check spelling. You may use appropriate journalistic editing marks. Above all, meet deadlines! If accepted at all, late papers will be severely penalized. If you can't meet a deadline, I want you to do the exercise anyway whether you receive credit or not. The objective is for you to learn the task at hand and to meet deadlines.

GRADE SCALE: A=90-100, B=80-89, C=70-79, D=60-69, F=below 60.

GRADING WEIGHT:

Office VisitProject	10%
Mid Term Exam	20%
Final Exam	20%
Final Paper	20%
Writing Assignments	20%
Quizzes	10%

EXAMINATIONS: A mid-term exam will test your understanding of the ROPE model and your familiarity with the specific cases in the textbook. It will be an in-class essay exam. The final exam will ask you to synthesize the material from the course and apply it to actual PR challenges in the form of a strategic public relations proposal. For a reference guide for preparing a proposal, go to this address on the worldwide web: www.geocities.com/WallStreet/8925/prplan1.htm

CURRENT EVENTS QUIZZES: Periodic, unannounced current events quizzes will be given. They will cover top stories (usually page one) in the news media since the last quiz. They will be given at the beginning of class. If you arrive in class while a current events quiz is in progress, you may be allowed to take the quiz. If you arrive in class while or after the quiz papers are being collected, you will not be allowed to take the quiz and will receive a zero(0). There will be NO make-up current events quizzes.

LATE ASSIGNMENTS: Assignments are due at the beginning of the class period indicated. Points earned for assignment turned in after assignments have been collected but before the end of the day will be reduced by 10. Late papers, if accepted, will be reduced by 10 points for each

school day late. You may turn-in late assignments at faculty services on the first floor of Henry Hall, to be placed in my mailbox; be sure to have the paper date/time stamped.

OFFICE VISIT ASSIGNMENTS: During the course of the semester, you will, as a team, visit several public relations offices and prepare a report to present, orally, in class. You will be provided with a set of guidelines to use in completing these assignments.

ATTENDANCE: Professional public relations practitioners are always expected to be on the job every day, on time. Regular class attendance is expected. Excessive absences prevent students from attaining course objectives. Each absence beyond three, not excused at the time, will lower the final grade by one point. Three tardies will count as one absence. Excused absences include official university activities, severe (verified) illness or injury, and other unpredicted calamities over which the student has no control. Don't assume that just because roll isn't formally called that absentees aren't noted. If possible, notify me by phone or email before missing class. You can also call faculty services, before class, at 735-4739 so they can put a note in my mailbox which I check before class.

TENTATIVE CLASS SCHEDULE: The professor reserves the option of changing this schedule by announcing changes in class, usually no later than one class period in advance of the change. Additional assignments, e.g. the office visit, will be passed out, in writing, per your syllabus.

Week-Date

Tic

Chapter

1-Jan 12&14

Course Intro & Admin Matters

Public Relations in Action

Ch I

2-Jan 19 & 21

The Public Relations Process

Ch 2

3-Jan 26 & 28

Media Relations (V)

Ch 3

4-Feb 2 & 4

Media Relations (cont'd)

Ch 3

Internal Communications (V)

Ch 4

5-Feb 9 & 11

Internal Communications

Ch 4

6-Feb 16 & 18

Community Relations (V-[3])

Ch 5

7- Mar 2 & 4

Community Relations (cont'd)

MID TERM EXAM-Mar 4

Ch 6

9-Mar 16 & 19

PA & GA, (cont'd)

Investor/ Financial Relations

Ch 7

10- Mar 23 & 25

Consumer Relations (V)

Ch 8

11- Mar 30 & Apr 1

Consumer Relations (cont'd)

International Public Relations (V)

Ch 9

12- Apr 6 & 8

International Public Relations (cont'd)

13- Apr 13 & 15

Special Publics (V)

Ch 10

14- Apr 20 & 22

Special Publics (cont'd)

Emergency Public Relations

Ch 11

15- Apr 27 & 29

Emergency Public Relations (cont'd)

MAY 4 FINAL EXAMINATION 12:45 - 2:45 PM

Hendrix, Chapters I-11