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CHAMINADE UNIVERSITY OF HONOLULU
Winter 2000

COMMUNICATION 376: PUBLIC RELATIONS CASE STUDIES

TEXT

Public Relations Cases 4th edition, by Jerry A. Hendrix. (Also need access to the Associated Press Stylebook)

INSTRUCTOR

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Biographical sketch:

More than 15 years' experience as an Air Force public affairs (public relations) officer, with assignments as chief, public affairs, Yokota Air Base, Tokyo, Japan; deputy public affairs officer for joint command of U.S. Forces Korea/8th [U.S. Army/United Nations Command](#), Seoul, Korea; and deputy director of public affairs, Headquarters Air Force Space Command, Peterson Air Force Base, Colorado Springs, Colorado. Other positions include: account executive for Hill and Knowlton/Communications-Pacific, Inc. (public relations agency), Honolulu; independent PR consultant; public information officer, State Department of Accounting and General Services, Honolulu; communications director, Office of the President, Hawaii State Senate (current).

Degrees: B.A., Secondary Speech Education, Washington State University;

M.A., Communication, University of Northern Colorado.

Accredited in Public Relations (APR), Public Relations Society of America, Hawaii Chapter.

Current memberships/appointments: PRSA; Organization of Women Leaders; Secretary of Veterans Affairs' appointment to Advisory Committee on Minority Veterans (members serve as consultants to the Secretary of VA and to Congress on minority veterans' matters); The Retired Officers' Association; American Association of University Women.

Listed in: *Who's Who in American Women and Outstanding Young Women of America*.

COURSE DESCRIPTION

This course is designed to give students "hands-on" experience in the actual process of researching, planning, implementing, and evaluating a public relations 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, and 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

- D To engage students in the entire process of public relations problem solving.
 - To familiarize students with actual examples of PR campaigns; "lessons learned."
 - To alert students to public relations pitfalls.
 - To develop an in-depth understanding of PR research, message development, and programming.
 - To enable students to present oral and written presentations of a public relations campaign to a potential client.

POLICY/GENERAL INFORMATION

It is your responsibility to fulfill all course requirements that are prescribed. Since time before and after class hours is limited, please arrange to meet with me at a mutually convenient time.

Attendance. You should make every effort to attend classes. 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. Three or more unexcused absences will automatically result in lowering the grade at least one letter grade. Students are expected to be on time for class. Three tardies will count as one absence. Excused absences include official university activities, severe (verified) illness or injury, and other emergencies over which you have no control. If possible, notify me by phone or e-mail before missing class. You can also call faculty services before class at 735-4739 so they can put a note in my mailbox.

Your approach to the course. You'll only get out of this course what you put into it. This is an opportunity to excel. Prepare for class-don't "wing it!" Typically, you should spend about two hours preparing for every hour of classes. Read assignments before class but don't be satisfied with completing the minimum requirements. Be **intellectually curious**. **DO research** and reading on your own for the fun of it and to expand your horizons. Most PR professionals are news addicts. They read more than one newspaper, watch several TV news shows daily, and monitor the media at every possible opportunity.

Conduct of the course. The course will consist of lecture, discussion, case studies, projects, skill exercises, videotapes, and guest speakers (time permitting). Students are expected to thoroughly read all assignments in the text 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. Public relations can be a tough way to make a living. It's demanding, invigorating, intellectually stimulating, and rewarding. As a student contemplating a career in public relations, you should be self-driven and always strive for excellence.

Written assignments. Written assignments must be typed, double-spaced, on one side of the paper only. Any assignments not appropriately prepared according to these guidelines will automatically be penalized 10 points. Releases, articles, and other materials must follow formats provided and the Associated Press Stylebook. 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, 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.

Current events quizzes. Periodic, unannounced current events quizzes--covering top stories since the last quiz will at the beginning of class. If you arrive in class while a 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 quizzes.

Office visit assign ent. During the course of the semester, you will partner together to visit a public relations office and prepare a report to present, orally, in class. You will be provided with a set of guidelines to use in completing this assignment.

Late assignments. Assignments are due at the beginning of the class period indicated. Late papers, **if accepted**, will be reduced by 10 points for each school day late. You may turn in late assignments at faculty services, Room 105, Henry Hall, to be placed in my mailbox. Be sure to have the paper date/time stamped. Or, drop them off at my office in Room 002, State Capitol.

Examinations. Exams must be taken as scheduled. No make-up exams will be given except in verifiable emergency situations beyond your control (illness; death in the family). Immediately following any emergency absence, you will be responsible to contact me to make up the exam. Once an exam has been returned and discussed, there will be no make-ups. A mid-term exam will test your understanding of the ROPE model and your familiarity with the specific cases in the textbook. 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, go to this address: <http://geocities.com/WallStreet/8925/informs.htm#PRplan>

Grading. Students are expected to take course examinations, quizzes, and complete all assignments. The following is a breakdown of grading weight:

Office visit project	10%
Mid-term exam	20%
Final exam	20%
Final paper	20%
Writing assignments/in-class participation	20%
Quizzes	10%

GRADE SCALE: A=90-100, B=80-89, C=70-79, D=60-69, F=59 and below.

Best of luck and have fun learning