Course Name: JOUR 4460 Public Relations Communications

Section Information: Section 002 (Spring 2012) Tuesday, 3:30—6:20 pm GAB 114

The Twitter hashtag for this course is #untj4460

Course Description and prerequisites:
Success in Public Relations communication rests on strategic thinking, juggling multiple tasks and competing deadlines, working independently and in teams, learning to organize ideas and possessing the necessary skills to ensure appropriately placed communications. In this course students will continue building skills that increase their mastery of the PR process culminating in development of a PR campaign for an actual client. The course places heavy emphasis on writing for selected PR channels, and students are held to a high professional standard. (Prerequisite(s): JOUR major status; JOUR 3420; consent of school). If you have not had Journalism 3420 you will have a very difficult time in this class. See me immediately.

Course Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 102 C  Office phone: 940-565-2167
Cell phone: xxx-xxx-xxxx (text any time, include name & class, call only if emergency.)
Office hours: Any time my door is open; Tuesday 11:00 am –Noon, or by appointment.
E-mail: Samra.Bufkins@unt.edu

A note on accessibility: I try to be available to my students but if you text/tweet/email me on a weekend or late at night, don’t panic if I don’t respond right away. By all means try again if you haven’t heard from me within 24 hours. If you need immediate response, do NOT email me through Blackboard because I cannot respond via mobile device.

Teaching Assistant: Cameron Meyer
Phone xxx-xxx-xxxx
Email:  
Twitter:

Class Format
This course consists of lecture, discussion and outside assignments. It is writing intensive and deadline-dependent. You are also expected to do several regular assignments without prompting from the instructor. I expect you to read the assigned material as well as supplemental material forwarded via Twitter, uploaded to Blackboard or handed out in class and produce quality work. That means you will have read the assigned readings before coming to class and are ready to actively discuss or apply concepts from the readings. I’ll post announcements, activities and Web links on the class Blackboard and via Twitter. Please be sure you check these resources often, and be prepared to discuss articles in class. Feel free to share links to articles of interest with your classmates and me via Twitter. You may see elements of these readings again on an exam or pop quiz. You are also expected to review the Dallas Morning News and The New York Times daily, especially the business sections. These are the media I am most likely to draw on for current events quizzes. Both papers are available free on campus, and you can read them in the library on weekends.

In this course, you will:
• Learn the elements of strategic communications planning and apply them to assignments for actual clients
• Practice applying good writing and visual communications techniques to specific contexts in public relations
• Learn to manage time independently and in teams, and meet regular, assigned deadlines
• Engage with actual clients in analytical and creative problem solving communications
• Create a professional public relations campaign for an actual client.
• Complete a professional portfolio (hard copy or online) suitable for job interviews and networking

DEADLINES: As demanded in a professional environment, deadlines and formats are strictly observed.
**Texts**

**Textbook Policy**
The Mayborn School of Journalism does not require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online, and are available for rental.

**Required:**
4. Supplemental readings as assigned.

If you have completed Journalism 3420 you should already own these books, which are recommended as supplemental materials for this class:

**Additional Required Resources:**
- UNT class Blackboard LEARN (new version this semester—we’ll suffer through it together.)
- Twitter account (class hashtag #untj4460) with unprotected tweets
- Personal blog and LinkedIn profile
- About.me or Retaggr splashpage with all social media contacts—upload link to Blackboard
- Your client from Journalism 3420 with a signed letter of agreement
- Regular reading of The Dallas Morning News, The New York Times, and listening to NPR Morning Edition and All Things Considered. (Most of the radio content is available online after broadcast).

**Academic Integrity (Cheating)**
**Mayborn School of Journalism Academic Integrity Policy**
The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

I have zero tolerance for cheating, and will not hesitate to file a report with the Office of Academic Integrity for any and all instances of suspected cheating including plagiarism, dual submission of work (work you submitted for another class) and falsifying research (including lying about personally interviewing sources or clients). Such actions have resulted in students not graduating from UNT. Do not think for one moment that because you are a senior graduating this semester this cannot happen to you.

When you submit work for this class it is the same as making a statement that you have produced the work yourself, in its entirety, specifically for this class and no other class. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work and ideas are unacceptable and in most instances illegal. **All assignments and blogs in this class are to be submitted via Turnitin. There are no exceptions. Anything not submitted via Turnitin will receive a grade of 0 (zero). Turnitin is also set to lock out late submissions.**
Plagiarism, in a nutshell, is using other people’s written words as your own, including copying from your client’s website or other published materials. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people’s writing, because plagiarism is a serious offense in any discipline, especially in journalism. It’s a firing offense in the professional world, and can keep you from graduating.

For this class, copying from your client’s website and other materials is plagiarism. While there are rare situations in which you must copy verbatim (organizational mission statements, for example), DO NOT ASSUME BECAUSE YOU HAVE THE CLIENT’S PERMISSION SUCH COPYING IS ACCEPTABLE FOR THIS CLASS. This is primarily a writing class, not a “copy, paste, attribute” class. If you are in doubt or have a question contact me immediately. It is better to ask for clarification than to find yourself dealing with an academic integrity issue that will go on your permanent academic record.

Quoting large chunks of text, even with attribution, in assignments or blog posts is unacceptable in an academic environment. This is a WRITING class and you are expected to provide critical analysis in your blog posts and other assignments, not copy, paste and attribute. Rewrite source material in your own words.

Submitting previously published work and/or work submitted for other classes (whether or not it was graded) is strictly prohibited by university policy. All work submitted for this class is to be original work created by you for this class only.

ATTENDANCE, PREPARATION AND PARTICIPATION POLICY
You are expected to attend and participate in each class meeting, complete all assignments and online assessments on time in the proper format and participate in all online and social media activities as assigned. I may periodically give quizzes covering the week’s readings, class discussions and current events—these will occur in the first 10 minutes of class. Be there. There may also be in-class writing exercises. This class meets once a week, so missing one class means you’ve missed an entire week of class.

- One absence is the limit without penalty toward your final grade, unless you have communicated with me, in writing, from the beginning about an extraordinary problem (like you’re planning to be on life support).
- Two absences will result in 20 points taken off your final course grade, with 20 points deducted for each subsequent absence.
- After the third absence I reserve the right to drop you from the class if I do not see sufficient evidence that you are taking the class seriously and making an effort to complete all work.
- Instances of your illness or a death in the immediate family (persons residing in your household) must be documented in writing.
- Coming to class late or leaving early constitutes 1/2 of an absence for that day. You are late if you arrive after I have taken roll.
- Leaving class to feed a parking meter will result in an absence for that class day, and you will not be re-admitted to the classroom.
- Absence from class to meet a shadowing class commitment is not permitted under any circumstances.
- Absence from class due to internship conflicts will be excused only if I am contacted well in advance, in writing and by telephone, by your internship supervisor, and only then for extraordinary circumstances.
- If you need to leave the classroom for any reason during an exam you will not be re-admitted to the classroom, and your exam will be graded based on work completed.
- Failure to meet with your project group during class periods set aside for that purpose will result in an unexcused absence for the day.
- Credit for “extra credit” assignments will be awarded only if all assignments, blogs and online exercises have been completed. “Extra credit” is just that—it is not make-up credit for missed work.
- Back up your work in Google Docs or a cloud in case your hard drive fails or your flash drive is lost or destroyed. It is your responsibility to ensure your work is completed and accessible at all times.

ONCE IN THE CLASSROOM SILENCE ALL ELECTRONIC DEVICES AND PUT THEM AWAY. THIS INCLUDES MUSIC HEADPHONES. I RESERVE THE RIGHT TO CONFISCATE ANY UNAUTHORIZED DEVICES IN USE DURING THE CLASS PERIOD. DO NOT USE THE COMPUTER DURING CLASS UNLESS INSTRUCTED TO DO SO.
I retain my nonnegotiable right to evaluate everyone’s in-class performance and ask anyone to leave if they are disruptive or their inattention is disruptive. This includes sleeping in class, playing on Facebook or with mobile devices, working on assignments for other classes, surfing the Internet, doing crossword puzzles and sudoku, muttering and talking in class, talking back, and disrespectful and/or inappropriate comments to the instructor or classmates. Food and drinks are acceptable as long as you clean up your area and don’t stink up the classroom.

Communication:
Communication between students and instructor will primarily be via email and Twitter.
- IT IS YOUR RESPONSIBILITY TO CHECK YOUR UNT EMAIL AND BLACKBOARD EMAIL OR FORWARD TO YOUR PERSONAL EMAIL.
- If you must reach me at night or on a weekend and need a quick response, DO NOT EMAIL ME THROUGH BLACKBOARD because I cannot respond via mobile device. You can email me through Blackboard and then text me about it.
- If I need to cancel a class or change a class meeting location I will do so via Twitter using the class hashtag.
- Please do not tweet that you will be late, missing class, or with questions about grades. Please use the DM function, email or text messaging. However, tweeted traffic/weather reports are welcome.
- Email communication will be professional and utilize correct grammar, spelling and punctuation, as in all business communication. Text language is not an acceptable business communication method for anything but texting (and even then I’d be conscious of the audience).
- Please address any confidential or grade-related email through Blackboard, as that is the most secure platform.
- DO use Twitter to share links to articles you think are relevant to your fellow classmates (and me) and to facilitate class discussion.

Course Objectives
After taking JOUR 4460, each student will be able to:
- Think critically, creatively and independently.
- Write a measurable objective and evaluate its effectiveness in a strategic communications plan.
- Develop and utilize strategic planning skills in an ethical, client-focused manner.
- Conduct research and evaluate information by methods appropriate to the PR profession.
- Write correctly and clearly in forms and styles appropriate for the communications profession, targeted audiences, media and purposes.
- Critically evaluate his/her own work for accuracy and fairness, clarity, appropriate style, and grammatical correctness.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Demonstrate an understanding of the diversity of individuals and groups in a global society in relationship to communications.
- Manage time effectively in order to complete complex projects individually and in groups.
- Present a professional portfolio including work from classes, internships and paid/volunteer work.

Evaluation
Writing Assignments (12 total) 240 points
Exams (2 total) 200 points
Blogs (15 total) 150 points
Portfolio 100 points
Publicity Campaign (group project) 300 points
Class participation, pop quizzes, in-class exercises, social media interaction 100 points
Total Points possible 1,090

Grading System—Based on a percentage of 1,090 possible points
92% and above = A (1,003 points and higher)
82% -- 81.9% = B (894 — 1,002 points)
72% -- 79.9% = C (785 — 893 points)
62% -- 71.9% = D (676 — 784 points)
Less than 62% = F (fewer than 676 points)
Evaluation Explanation

Class participation (including regular Twitter), pop quizzes and in-class writing assignments (10% of your total grade). I may periodically hit you with a quickie quiz about the week’s readings, grammar and current events. Be sure you’ve read the assigned chapters and any supplemental readings I send out via email or Twitter before coming to class. Public Relations practitioners are expected to know what’s going on in the world, especially the business world. Get in the habit of reading the business section of the Dallas Morning News and New York Times and try listening to NPR Morning Edition. Anything in the news is fair game. Follow the same breaking news sites I follow on Twitter. I may also spring a writing assignment on you with little or no notice, to be done in class on tight deadline. This is to prepare you for those kinds of days in your job in PR.

Blog (15% of your final grade) Write a short, (approximately 500 words) engaging weekly blog about the concepts you’re learning in this class or a critical analysis of something you’ve read about PR/media/communications from other sources. Please, no celebrity garbage or personal ranting—stick to some serious, legitimate PR/communications/media issues. Provide hyperlinks as appropriate, and SEO tags. Your blog site must have your own name prominently displayed and searchable, a completed profile and comments must be enabled. There is no anonymous or pseudonymous blogging allowed in this class. Sign your name to comments you make on other blogs as well. You are encouraged to read and comment on your classmates’ blogs—that will factor into your class participation grade.

- You will make 15 weekly blog posts with the first one due Friday, January 20 and the last one due Friday, May 4 at 11:59 p.m. (no blog due during Spring Break but there’s extra credit if you write/submit one then—see my note on extra credit*).
- DON’T WRITE YOUR BLOG IN THE BLOG EDITOR -- WRITE IT IN MICROSOFT WORD, EDIT IT, CHECK SPELLING, PRINT IT OUT AND PROOFREAD IT BEFORE YOU UPLOAD IT ONLINE.
- Upload it via Turnitin as a Microsoft Word document containing the link to your blog post, your name, a headline, and which blog it is (Blog #1).
- Submit your blog via Turnitin BEFORE you post it live online—this should keep Turnitin from showing it as copied from the Internet.
- Tweet about your update, (include the link) read your classmates’ blogs and comment on them.
- IMPORTANT NOTE: You will receive a graded copy of your blog. Go back into your blog and make any noted corrections to grammar, spelling and punctuation as soon as possible. This is because your blogs are live and employers are searching for your work online. We will check periodically to see that this is done, and you may get points docked if you don’t make online corrections.
- EVEN MORE IMPORTANT NOTE: Last semester 6 people received B’s and C’s in this class because they did not turn in enough blog assignments. These are people who did A work on their major assignments and exams, and either “couldn’t remember” or “didn’t feel like writing” a blog that week. Just because it’s due on Friday night doesn’t mean you can’t submit it early. The little things add up, in life, and in class. Don’t blow this off and wreck your grade. Professionals manage their time and meet regular deadlines without being reminded, and those deadlines are rarely at their convenience. Schedule a regular time to do your blog, and stick to it.

Exams – (10% of your final grade) Exams are comprehensive and cover principles covered in class lecture and readings. They are not easy. Take them seriously, even though they’re a small percentage of the final grade. Little things add up.

Writing assignments—listed in detail below. You will have 12 assignments, and together they represent 240 points, or 24% of your final grade. You will be graded as follows according to content/key messages, style and grammar, design and format, and how well you execute the assignment based on my instructions. Keep in mind, however, that well executed assignments riddled with GSP errors and AP Style errors will receive a low grade and I will stop grading anything that’s unreadable.

A word about Spell Check. Spell Check is a great tool, and I couldn’t live without it, but IT IS NOT A PROOFREADING PROGRAM. If you’ve misspelled a word in such a way that it simply becomes another, correctly spelled word, it’s wrong, it will affect the meaning of your document, and it will affect your grade. YOU MUST GET INTO THE HABIT OF MANUALLY PROOFREADING YOUR WORK. Print out a copy and read it on paper—the eyes and brain work better together when reading paper. You cannot succeed in this class (or your profession) if you insist on submitting little more than a first draft as your final work. Write, print, proof, edit, re-
write and do it again until it’s right. This process also means you cannot wait until the last minute to do an assignment.

Unless instructed otherwise, all assignments must be word-processed in 12-point font with margins no wider than 1”, unless the assignment involves graphic design. You will have freedom of choice for font and layout; however, be aware that you will be graded according to the style you choose, and its appropriateness for the project. Please, no cutesy or funny fonts. Keep in mind that well-executed assignments riddled with typos, GSP errors and formatting errors will receive a low grade and I reserve the right to stop reading and grading anything that’s unreadable.

ASSIGNMENT SUBMISSIONS

- Assignments must be submitted as a Word document or .pdf via Turnitin 30 minutes prior to class time. Turnitin will lock you out if you are late. Don’t assume the clock on your computer is correct.
- Assignments not submitted on time via Turnitin will receive a grade of ZERO. No exceptions.
- “I had problems with Turnitin” and “Turnitin will not accept my work” is not a valid excuse unless you submit a trouble ticket and provide me with a copy. For this reason, always keep your submission confirmation tickets until the end of the semester.
- Waiting until the last minute to submit work invites disasters. Be professional and complete your work early. You’ll sleep better, too. You can submit drafts early to Turnitin to check originality.
- Assignments must also be submitted in hard copy at the beginning of class. Prepare a hard copy with a separate reference list attached—and don’t depend entirely on Internet research, either.
- **Failing to prepare a hard copy or attach a reference list will cost you half credit for that assignment.**
- You will not be allowed to use a classroom printer to print out hard copy.
- Multiple-page hard copies MUST be stapled together.
- No e-mail submission of assignments is allowed.
- All source material will be cited and listed on a separate sheet to be turned in with the assignment. Include name and phone number of anyone you quote or interview.
- During this course, save all your work on your computer through the end of the semester. I recommend using Google Docs. “My flash drive failed” is not an excuse for a late or lost assignment.
- In the case of inclement weather resulting in the closing of the university, any assignments due must still be submitted electronically on the due date, with hard copy to be submitted at the next class meeting. No exceptions.
- If the university is closed due to inclement weather we will engage in an online chat during regular class time. Watch Twitter and email for instructions.

I expect students in this class to perform as if they are employees of my public relations agency or department. As such, I hold you to very high professional standards because you are upper-level students with several previous writing classes. Most of you should have internship experience by now, too. This is not a beginning PR writing class, it is an advanced writing and planning class. You should already know how to write if you’re in this class.

- Content and message appeals: Your writing will be evaluated for factual accuracy, organization of thought, strength of message, inclusion of the human element, persuasiveness, originality, and other content issues relevant to each assignment.
- Format: Proper format is nearly as important as content and GSP. Adhere to the agreed format. This is important for your professional work, as well, as there are very good reasons for specific formatting requirements.
  - Grammar, style and format: The Associated Press Stylebook and When Words Collide will be your guides to writing. Your writing will be graded carefully for mechanical content and construction.
  - General sloppiness or lack of professionalism will result in a lowered grade.
- Originality: Your work must reflect your original ideas and existing facts. No form of academic dishonesty is tolerated. No matter how well you have done before, one incident of academic dishonesty will have grave consequences on your college career. A typical example of plagiarism is a feature piece with minor modifications on a single news story you happen to find on the Web. Another type of academic dishonesty is submitting work you submitted to another class or submitted for publication. Lifting huge chunks, even with attribution, from client websites and other sources is also considered academic dishonesty.
• Always research more than you think you need and use multiple sources to discover your own ideas and story angle. Cite all sources on a separate sheet attached to your assignment. Assignments without the citation sheet will receive half credit.

A NOTE ON RESEARCH SOURCES: Answers.com, Ask Yahoo!, Quora, Wikipedia and all similar, unverified, user-generated sites are not acceptable research sources, although they are often good places to start looking for ideas. Don’t be lazy and quote the first one or two things that pop up on Google. Use the library resources available to you—you paid for them—and your research will be more meaningful to you and your clients and will most likely result in a better grade. Do not depend solely on Internet research—the Willis Library has lots of dead tree media and nice librarians who will help you find stuff.

GRADED ASSIGNMENTS (not necessarily in the order in which they are due):

1. In-Class Assessment Exercise. Completed in class the first day we meet.

2. LinkedIn – Create a personal profile on LinkedIn that casts you as a new PR professional, including a complete work history, career objectives, and suitable photo. Connect with other professionals (starting with your instructor) and your classmates. You will also post this link in Blackboard along with your social media contact information. The TA and I will check it throughout the semester to see you are keeping it current and expanding your connections. A final grade will be assigned around Thanksgiving.

3. Twitter chats – You must participate in no fewer than four Twitter chats relevant to PR/Journalism by May 1, and provide screen shots of your posts—see schedule for specific due dates. I highly recommend you familiarize yourself with Tweetdeck or Hootsuite to facilitate this process. A comprehensive list of Twitter Chats is available at https://spreadsheets.google.com/ccc?key=ruaz3GZveOsoXU0ot86B3AQ#gid=0

4. Communications Plan – Develop a basic communications plan for your current client incorporating at least three measurable objectives, a minimum of two strategies for each objective and at least two tactics for each strategy. Client contact is required.

5. Social Media News Release – As assigned and described using the format discussed in class.

6. Media list – Compile a targeted media list that contains a minimum of 15 print journalists, 5 broadcast journalists, and 5-10 online sources appropriate to your client’s needs, with all contact information and relevant additional information.

7. Telephone pitch – Write a 30-second telephone pitch, and then pitch it as assigned.

8. Op-Ed Piece – Working with your client, write an op-ed piece about an issue of concern to them. Extra credit available if this is published in an approved publication by December 7.

9. Newsletter editorial calendar – Create a detailed 12-month editorial calendar for a monthly 4-page newsletter.

10. Newsletter – Design, write and produce a minimum 4-page newsletter from the editorial calendar you created. Must have a minimum of 5 articles, a table of contents, preview of the next issue, and organizational boilerplate.

11. Podcast script – Develop a script for a minimum 5-7 minute podcast on a topic for your client. Extra credit if you actually produce it.


*Extra Credit* Extra credit will be awarded only if you’ve submitted all other assignments and blogs.

You are allowed one exclamation point per semester, between your blog and your writing assignments. Use it wisely. I will deduct points for exclamation point abuse.
Portfolio—100 points
Continuing the work you started in Jour 3420, you will complete your portfolio and present it to the class during the final exam period. It is up to you whether you want a digital portfolio, a traditional bound portfolio, or a combination of both. The portfolio will contain a resume, all the finished products from your 3420 portfolio plus all the finished work from this class. You may also include work done for internships, student associations and volunteer activities. Pieces should be error-free and should include a short summary of how it was developed, its intended audience, and your role in creating it.

Complete portfolios may include correspondence, PR planning, and other documents designed to illustrate to future practitioners your mastery of the material.

Publicity Campaign—300 points (That’s nearly 1/3 of your grade, folks)
During the last half of the semester you will be teamed with 2-3 other persons to create a publicity campaign for an actual client. Each team will “compete” to produce a unique campaign and effectively designed collateral materials for the same client; therefore, each team will work independently of other teams. This is a fast-track project with very specific requirements based on what might be required in the real world. It will require groups to meet independently with the client, and spend significant time outside of class working on the many elements of this campaign. This is also an opportunity for you to develop material for your portfolio. Team members will complete a peer evaluation questionnaire that will be considered when grading the final project.

This project is extensive (the average submission is 80 pages long, full color, bound) and will require a large amount of teamwork and time management on your part. You cannot complete this project in a marathon session the weekend before it is due. Be prepared to incur some expenses, too, for printing and binding a minimum of 3 color copies of the entire project.

There will be a required progress report (including peer review) due midway through the assignment period. Failure to submit a progress report will reduce your project’s final grade by 50 points. Do not try to complete this project without meeting with me as a group in my office at least twice during project development. It is a very complex project and teams that do not meet with me one-on-one are less successful than those that did.

Required elements of this project include:
Executive Summary

Comprehensive communications plan with SWOT analysis, measurable objectives, audience-specific strategies, tactics, and evaluation criteria. (This is worth 1/3 of the points for the final project.)

Budget

Timelines and schedule

10-15 tactics, designed and described

Presentation to client.
## Journalism 4460.002 Schedule, Spring 2012

*This class outline is subject to change.*

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Topic</th>
<th>Read before this class:</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/17</td>
<td>In-class writing exercise, introduction to the class, syllabus review.</td>
<td>For next week: Kent, Chapters 1,2,3 &amp; pages 157-164. APR Study Guide pages 37-45, and possible additional readings TBA</td>
<td>Student Info Sheet, Blog 1 due Friday 1/20 at 11:59 pm. Blogs are due every Friday at 11:59 pm.</td>
</tr>
<tr>
<td>2</td>
<td>1/24</td>
<td>Communications Planning</td>
<td>Kent, Chapters 1,2,3 &amp; pages 157-164. APR Study Guide pages 37-45, and possible additional readings TBA</td>
<td>LinkedIn Profile, Post About.me link in BB.</td>
</tr>
<tr>
<td>3</td>
<td>1/31</td>
<td>New Media—Tweetdeck, Social Media Releases, Intro to Podcasts (if we have time)</td>
<td>Kent, Chapters 4, 5, 8 &amp; 10 + additional readings TBA. Class may meet in the Mac Lab unless everyone has a WiFi enabled laptop they can bring to class.</td>
<td>Communication plan for your client</td>
</tr>
<tr>
<td>4</td>
<td>2/7</td>
<td>Media relations and pitching the media. Telephone pitch assignment explained. Review for exam.</td>
<td>Kent, Chapter 6 + additional readings TBA</td>
<td>Social Media Release.</td>
</tr>
<tr>
<td>5</td>
<td>2/14</td>
<td>Exam (planning concepts, all material covered to date) Advocacy Public Relations—issues management and crisis communications</td>
<td>Kent—finish Chapter 7 before class.</td>
<td>Media list due. First contact for telephone pitch verified. First Tweetchat screenshots due</td>
</tr>
<tr>
<td>6</td>
<td>2/21</td>
<td>Newsletters and Brochures</td>
<td>Kent--Chapter 12, and review Chapter 4.</td>
<td>Op-Ed piece Telephone pitch completed?</td>
</tr>
<tr>
<td>7</td>
<td>2/28</td>
<td>Video and Podcast scripting</td>
<td>Kent—Chapter 9 &amp; 11. Chapter 13 is optional, but a good read.</td>
<td>Newsletter Editorial Calendar and minimum 4 page newsletter</td>
</tr>
<tr>
<td>8</td>
<td>3/6</td>
<td>Introduction of client for final project</td>
<td></td>
<td>Brochure and podcast script</td>
</tr>
<tr>
<td>9</td>
<td>3/13</td>
<td>Budgeting and more planning, logistics, etc. for final project</td>
<td>Readings TBA</td>
<td>Campaign Draft Communications Plan</td>
</tr>
<tr>
<td>10</td>
<td>3/20</td>
<td>Spring Break</td>
<td>Spring Break</td>
<td>Spring Break</td>
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<tr>
<td>11</td>
<td>3/27</td>
<td>Direct Mail and Advertising</td>
<td>Mandatory group meetings in my office</td>
<td>Second Tweetchat screen shots due</td>
</tr>
<tr>
<td>13</td>
<td>4/10</td>
<td>Exam 2—concepts covered since first exam + planning concepts.</td>
<td>Exam 2—1st half of class, then work on your project</td>
<td>Third Tweetchat screenshots due</td>
</tr>
<tr>
<td>14</td>
<td>4/17</td>
<td>Project &amp; Portfolio Q &amp; A</td>
<td></td>
<td>Final Project due in class—upload electronic version by 12:00 noon Presentations and Speeches</td>
</tr>
<tr>
<td>15</td>
<td>4/24</td>
<td>Final Project Due in class—upload electronic version by 12:00 noon</td>
<td>Final Project uploaded by 11:59 p.m. Monday 4/23 &amp; hard copy submitted in class.</td>
<td>Final Project uploaded by midnight Monday &amp; hard copy submitted in class.</td>
</tr>
<tr>
<td>16</td>
<td>5/1</td>
<td>Final presentations (15-20 minutes per group) in class</td>
<td>Last Blog due Friday May 4.</td>
<td>Final Tweetchat due Turn in portfolio to office by 5:00 p.m.</td>
</tr>
<tr>
<td>17</td>
<td>5/8</td>
<td>Final Exam Time 10:30 am—12:30 pm</td>
<td></td>
<td>Present portfolio to class.</td>
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Journalism Requirements and Guidelines

The Mayborn School of Journalism, in conjunction with the Registrar’s Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program: thus, we are unable to maintain the traditional waiting list as has been done previously.

By registering for this course, you are stating that you have taken the required pre-reqs according to your calendar year and major/minor status. If the instructor later determines that you haven’t taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your pre-requisites, please see an advisor.

A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. Pre-majors must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

Students will not be allowed to take automatically a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation
The School of Journalism cooperates with the Office of Disability Accommodations to make reasonable accommodations for qualified students. If you have not registered with ODA, please present your written accommodation request to me by the 12th day of class.

SETE
The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You are a critical part of our growth and success. We look forward to your input through SETE.

Final Note
I come across as a tough old broad but it’s because I’m trying to prepare you for the intensely competitive career you’ve chosen. I’m here to help you, and I care deeply about all my students. I have 23 years of professional PR experience and many professional contacts in the industry. Come see me in my office any time, about anything, and if I can help, I will. My ultimate goal is to see you succeed and to inspire you to greatness.

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