

Principles of Public Relations

SCILS 04:192:365 | Monday/Wednesday | 6:15-9:45 p.m. | Location: Frelinghuysen Hall A4

Office Location: 329 SCILS

Office Hours: 5:15-6 p.m. M-Th or by appointment

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Course Description: Principles of Public Relations is an introductory course designed to expose students to the basic theories and history in the field of public relations. Because the practice of public relations requires writing skills in a variety of areas, Principles of Public Relations will expose students to staple writing activities such as news releases, brochures, and pitch letters. Principles of Public Relations will also provide students with the basic terminology and skills necessary to succeed in more advanced public relations courses.

Objectives

- To learn the basic theories and history of the field of Public Relations.
To learn about the PRSA code of ethics and other professional codes.
To learn to think critically about public relations activities.
To expose students to staple writing activities such as news releases, back-grounders, brochures, and pitch letters.
To expose students to mediated public relations activities.
To reinforce "professional practices."

Academic Dishonesty: The University is an academic community of scholars. Academic dishonesty is a very serious offense against the integrity of this community and will not be tolerated. All academic work submitted by you is assumed to be your own original work and to contain your own thought, research, and self-expression. Work that borrows the ideas, organization, or wording, from others must be properly acknowledged. Similarly, work that was conducted for another class should not be passed off as original.

Plagiarism is the unauthorized or inappropriate use of the words or ideas of others. Plagiarism occurs when written or spoken material is borrowed (even from oneself), in whole or in part, and passed off as original by a writer or speaker. Plagiarism includes, but is not limited to, presenting someone else's ideas, speech, presentation, essay, book review, or news release as original. It also includes failing to document or cite the source of word-for-word or paraphrased material in oral presentations or written assignments.

It is my policy to pursue plagiarism vigorously, to fail students who plagiarize for the entire class, and to report cases of plagiarism to the university administration.

- Please come to class prepared to participate and contribute to class.
Please submit all work in a professional "final-draft-looking" form.
NB: "draft," dot matrix, hand-written, or typewriter documents will not be accepted.
Late assignments will be discounted 10% per calendar day.

Attendance policy: students may miss the equivalent of one week of classes without penalty—two weeks before failing. Missing three classes will result in a 5% reduction of the final course grade; missing four classes will result in a 10% reduction of the final course grade. Missing five or more classes will result in a failing grade for the course.

For "perfect" attendance: (including being on time for each class) you will gain an additional 3% on your final grade. No exceptions to bonus will be made for any reason.

Texts/Readings (Required)

- Newsom, Turk, and Kruckeberg (2000). This is PR: The realities of public relations (7th edition). New York: Wadsworth. ISBN: 0-534-55962-X
- Goldstein, N. (ed.) (2000). Associated Press Stylebook And briefing on media law. New York: Associated Press. ISBN: 0-917360-19-2

Assignments	Points
Exams (Lecture, text, stylebook 2 at 300 points each)	600
Stylebook Study-guide (Typed. Proofread. Must cover <u>all</u> required terms)	300
News release I (Draft 1, required/ungraded; draft 2, 100 pts.; draft 3, 200 pts)	300
News release II (Draft 1, required/ungraded; draft 2, 100 pts.; draft 3, 200 pts)	300
Professionalism (Preparedness for class, participation in class, etc.)	300
Total	1,800

Note: College level writing standards are expected on all work submitted (this includes correct grammar, spelling, punctuation, careful proofreading, etc.). No spelling errors are allowed—having even one spelling error will result in a zero for the assignment in question. All assignments should be double-spaced (with 25–27 lines-per-page), have one-inch margins (1”) all around, and be written in one of the following fonts: **Bookman** or Bookman Old Style 11pt., Times or Times New Roman 12 pt., Palatino 11 pt., New Century Schoolbook 11 pt., Garamond 12 pt., or Bernhard Modern 12 pt.. For headings, use **boldface type**, **Ariel Black**, or **Helvetica Black**.

Professionalism Policy

Webster defines a professional as: (1) characterized by or conforming to the technical or ethical standards of a profession; and (2) exhibiting a courteous, conscientious, and generally businesslike manner in the workplace.

Failing to come to class (or work) regularly (or coming late) is clearly unprofessional. Furthermore, merely coming to class every day, getting “good” grades, and “occasionally” saying something in class is not the mark of a professional. Rather that is “average” behavior. Individuals who simply show up to work, do their jobs acceptably, and collect their paychecks (or grades), are not what we envision as archetypal professionals. As Webster explains above, professionals are “conscientious, and generally businesslike.”

Demonstration of the “conscientiousness” mentioned by Webster is accomplished by being prepared to discuss classroom issues, having done your reading, having made an effort to understand the text and other materials, and showing a focused and respectful attitude toward your peers, the teacher and any guests.

Communication is an “audience oriented” discipline. Effective interpersonal communication is one of the hallmarks of “professional” communicators. Professionalism is not be exhibited by arguing about grades, policies, or procedures, in class (or in my office). Any discussions of this sort should occur in private and in a courteous manner with your instructor. “Arguing” is not professional behavior. Being genuinely interested in how to improve is professional.

Associated Press Style Guide and Libel Manual Handout

Read the AP Stylebook carefully and use it as a reference whenever you write for the print and broadcast media. You are not required to know everything in the manual, however, you are required to know the following terms for the exams and the “study-guide.” The reason that you must learn so many terms is so that you know what you don’t know. That is, unless you know that a rule exists for using a term, why would you look it up? Look up all term, identify the basic rules for each term, and include an example of the terms proper use in a public relations context. If you do not find the term in the AP guide, consult a dictionary for proper usage.

Exam I

abbreviations
 Academic degrees (BA, MA, etc. Not Ph.D. or MD)
 accept/except
 affect/effect
 a.m./p.m.
 because/since
 brand names
 call letters
 capitalization
 co-
 compliment/complement
 composition titles
 congress
 corps
 county
 couple
 courtesy titles
 dangling modifiers
 datelines
 distances
 doctor (Dr./MD) **not** Ph.D.
 dollars
 either/neither
 editor
 email
 family names
 fewer/less
 fractions

fundraising, fund raising/fund-raising
 governor
 government bodies
 high-tech
 historical periods
 holidays
 hometown
 home page
 in/into
 initials
 its/it's
 lay/laid/lie
 legislative titles
 long-term
 majority/plurality

Exam II

man/humanity
 Medicare/Medicaid
 mid-
 months
 Mr., Mrs., Ms.
 music
 newspaper names
 large numbers
 part-time
 party affiliation
 people/peoples/person/persons
 Ph.D./Ph.D.s
 phenomenon/phenomena

plurals
 polls
 possessives
 pre
 principal/principle
 the “Punctuation” section
 quotations
 race
 release times
 R.S.V.P.
 seasons
 semi
 sentences
 should/would
 south
 state names
 telephone numbers
 that, which
 their, there, they’re
 time element
 time zones
 titles
 television
 verbs
 weekend
 Western Hemisphere
 who, whom
 World Wide Web
 years
 zip code

Name: _____ Assignment: _____ Date: _____

Overall Release Format

- 8.5" by 11" white paper.
- Wide margins—at least 1.5."
- Double space entire release except for the address information and header—double, double space between the release's paragraphs.
- Identify yourself in the upper left corner—include: company name, contact person's name, postal address, telephone, fax, e-mail.
- "For Immediate Release" line—or embargo date (when absolutely necessary).
- Headline: CENTERED, BOLD AND CAPITALIZED.** Neither write a vague/catchy newspaper headline nor a boring academic paragraph. Write an "informative" headline.
- Leave about two inches between the bottom of "for immediate release" and the top of the release's first paragraph for editing—center the headline in this area.
- Never split paragraphs from one page to the next.
- Include "More" at the bottom of all pages that continue to another.
- Include a "slug" (identifying info.) and page number (top, right), on all pages after the first.
- Include a "boiler-plate" informational paragraph about the organization—2nd till last ¶.
- Include a "for more information contact..." paragraph—last ¶.
- Place hash marks (###), centered, at the end of the document on a separate line.

Content

- Dateline (location and date, no year)—capitalize the city and state.
- Your news release has a news angle (state it briefly): _____
- Convincing summary lead using some (not all) of the five W's and H.
- The introduction: should get interest/attention, preview the points, reveal the thesis/claim, establish newsworthiness, and establish your organization's credibility if necessary.
- Release is concise—you're reporting a newsworthy event not writing the story.
- Use short active sentences. If you need a comma, then the sentence is probably too long.
- Include supporting quotes that add information to your news angle.
- Release is free of cliches, technojargon, and unfamiliar terminology.
- AP Stylebook checked for proper usage: numbers, times, abbreviations, etc.
- Every fact is checked—make sure names are correct, check grammar/spelling.
- Organizational policy about disclosure reviewed.
- Written according to the inverted pyramid.
- The news release is localized and tailored for this outlet.
- Someone has read the final release before you give it to the instructor. Final drafts are expected to be ready to be put in the envelope and mailed to the media.

Miscellaneous

- Lead and following paragraphs are short and kept to two-three sentences.
- Each paragraph follows-up on the news angle mentioned in the headline/lead.
- If you have quotes, then start paragraphs with them.
- Never use "which" (this is often a run-on).
- Avoid pronouns: "he, she, it, they, their." Be specific. Always use proper names.
- Avoid starting sentences with a dependent clause.
- Periods go inside of quotes.
- Avoid "ing" verbs like the plague.
- Watch slang—got to, would of, could of, should of, etc.
- Can you say this more concisely?

Get Out of Jail Free

This card entitles the bearer to one of the following:

- Eliminate or reduce a late penalty on one written assignment (depending upon the severity of the infraction).
- Eliminate or reduce a time penalty on one speech/presentation (depending upon the severity of the infraction).
- Rewrite one assignment (not already A- or above).
- Make one “deal” with the instructor.**



Request (be Specific)

This card may not be used to:

- Change the date or time of an exam.
- Take a makeup exam.
- Eliminate an attendance penalty.
- Eliminate a late-to/early-from class penalty.
- Receive credit for work done in another class.

This offer may be claimed only once per semester. Coupon must be redeemed at the time of use. This offer is non-transferable and carries no cash value. This offer does not apply to any other class penalties not explained in this document. Void where prohibited by law.

Name (print)

Signature

Date