Public Relations Cases & Campaigns

CMMN A318
Spring 2008

Tuesday 3:30-6:15
C/M 324

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Public Relations Cases & Campaigns

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It is important that you read this entire syllabus IMMEDIATELY
Dear PR Student:

Welcome to CMMN A318, Public Relations Cases & Campaigns, the final PR course in the public relations sequence. This course is only open to students who are enrolled with a major or minor in Mass Communication or a major in Theatre-Communications. This course is the culmination of the PR curriculum and brings together all of the elements learned in the prerequisite courses, including media relations, special events planning, PR writing, crisis management and much more. We will base our study on the RACE model of public relations: research, action, communication and evaluation.

PREREQUISITES
You must have completed CMMN A250, A316 and A317 and have earned a C or better in CMMN A101. There are no exceptions.

You should know how to create a PR proposal; develop a client history; determine the client’s challenge, need or opportunity; define a strategy and the tactics that will achieve that strategy; and analyze the results. You should be able to create a timeline, budget, RFP, media materials, special events and evaluation systems.

OBJECTIVES
This course will cover:
• research and development of a total PR campaign.
• analysis of previous campaigns through case studies.
• media and client relations.
• time management.
• evaluation processes.
• professional presentation skills.

As a result of this course, you will be able to:
• create and execute a complete PR campaign.
• provide a community service through teamwork and course requirements.

FORMAT
This class is unlike any you’ve taken before; it is a self-directed, real-world class with a real client and definitive goals and objectives. You will be given an agency job with a title and responsibilities. You’ll create a designated portion of your agency’s campaign. Working with other agency members, you’ll develop and execute the campaign. It is important that you understand and fulfill your individual and agency responsibilities.

TEXTS AND SUPPLIES
• You’ll need your AP Stylebook.
• Download the PR Resources Packet on Blackboard. It contains examples of specific types of media writing.
• You must have a Macintosh formatted jump drive.

GRADING
While most team-oriented projects yield a team grade, this class is also about individual responsibility and achievement. You will have individual assignments due each day for class, assignments generated in class and assignments given as part of your agency meetings outside of class. Each person receives an individual grade at the conclusion of the semester. There are no guaranteed As, despite the success of the campaign or agency competition winner chosen by the client. (Details are listed under Project Specifications and Grading Policies.)

Student learning will be assessed through a variety of responses to specific topics. Passing work will show a demonstrated ability to:
• write professional and effective messages for specific media and audiences.
• creatively promote a PR client.
• meet client demands.
• work professionally in group situations.
• implement a complete PR campaign.

CLASSROOM ETIQUETTE
Cell phones are absolutely forbidden in class for any reason. I don't want to see or hear yours. If I do, you will be asked to leave class that day. If you’re a repeat offender, you may be asked to drop the class.

COMPUTER WORK
• The majority of your work will be done in a computer lab. Budget appropriate time for computer lab work.
• Handwritten work is not acceptable.
• You must save your work on a Macintosh formatted jump drive. Put your name on it and keep it with you. You need it every day. “I don't have my disk with me” is not an acceptable excuse for late work or lack of productivity. Don't share it. SHARING A DISK IS LIKE SHARING A NEEDLE.
• Information saved on the hard drive could be eliminated at any time, due to maintenance, electrical outages or carelessness on the part of other students. Back up your work daily.
• This course requires some basic design work. It is your responsibility to spend time outside of class familiarizing yourself with software programs needed to complete assignments. You can get help with the programs from the staff of the Donnelley Center.
• Food and drink – including gum and water – are not allowed in the computer lab.

QUESTIONS?
Should you have questions about any aspect of this course, don’t hesitate to talk with me. I’m looking forward to an interesting and productive semester. I hope you are, too.

Valerie J. Andrews, M.J.
Assistant Professor

SPRING 2008 OFFICE HOURS
Monday - Thursday 1:00 - 3:30
AGENCY GOVERNANCE
• Your agency will monitor and be accountable for the actions of its members. That includes assignments, attendance and behavior. Don’t let your final grade reflect poor decisions on your part.
• Each agency member should have all of the agency work on their individual disks. This avoids claims that someone couldn’t work on something because “someone else has that information.”
• Internal agency problems should be resolved within the agency. Bring them to me only as a last resort.

BLACKBOARD
• Information on and for this course will be placed on Blackboard under this course designation. If you do not have access to this course on Blackboard, please notify me immediately in writing via email. Include your name, email address and ID number.
• Announcements will be posted regularly on Blackboard. It is your responsibility to read them regularly as well.
• Resource material not available in this syllabus will be posted on Blackboard from time to time. It is your responsibility to check in periodically to stay current.
• Blackboard will be used as a format for continuing the course, in the event of a campus closing and/or evacuation. Should there be an emergency, check in to see how and when the class will continue.

CLASS ETIQUETTE
• Do not be tardy.
• There is NO tobacco use in class (smoking, dipping, chewing, spitting).
• Throw trash away as you leave class.
• Keep unnecessary noise to a minimum (knuckle cracking, paper crunching, online sounds, squeaky chairs).
• You MAY NOT chew gum in class.

CLASS OBLIGATIONS
• Assignments and major projects are discussed in detail both in writing and orally.
• Out-of-class assignments will be frequent and in-depth.
• Should you have questions about any project, assignment or classroom discussion, talk with me BEFORE the assignment is due.
• It is your individual responsibility to get the work done, particularly work that requires meetings, research or interaction outside of class with teams or clients. Failure to do so will ultimately affect your grade.
• Your out-of-class work will require a minimum of 15 hours each week, meaning assignments on nights, weekends and holidays and some interference with work hours or social interests.
• It is your individual responsibility to get the work done, particularly agency work that requires meetings outside of class. Failure to do so will ultimately affect the performance of the agency as well as your grade.
• You will find me unreceptive to pleas to leave class early for sporting events (unless you’re a rostered Loyola athlete traveling to a required event), social functions or other non-class-related activities.

DEADLINES AND ABSENCES
• Deadlines are serious and frequent. You must give all deadlines the attention they require.
• Requests for changes in deadlines, assignments or other scheduling are rarely granted.
• All assignments are due on or before the deadline (beginning of class on the due date). Papers submitted after class or brought to my office are late.
• Late assignments receive a 50% point reduction off the top.
• Your attendance in this class is mandatory. Period.
• A doctor’s excuse does not remove your burden to make up what you’ve missed, nor does it necessarily exempt you from late penalties on late assignments.

DISCUSSION AND PARTICIPATION
In the classroom, a student does not have the right to engage in conduct which is disruptive to the educational process. Such conduct (e.g., abusive language, threats, disruptive talking and laughing, violent actions, etc.) may cause removal from that class meeting and can result in removal from the course with a grade of W. A second such disruption may result in exclusion for one or two terms or dismissal from the university. (http://bulletin.loyno.edu/2006undergraduate/academic_regs/contents.html)

OFFICE HOURS
• I keep regular, posted office hours. I’m available at other times by appointment.
• The best way to reach me is by email, except on the weekends. Due to unusual email names used by the loyno.edu system, be sure to include your full name and your course number in your email.
• If you leave a voice mail message on my office number, it may be quite some time before I return it. Be sure to include your name and phone number and the class you’re calling about.
• You can call me at home between noon and midnight.

OUTSIDE TEAM MEETINGS
• Your agency will be required to meet outside of class at least one time per week for 2-3 hours. This outside meeting is as important as your class time and will be graded. As an agency you will set up a regular meeting day and time. Each member is required to attend these meetings, during which you’ll brainstorm, exchange information and interact the way a professional work group would.
• Attendance at these meetings is not optional. There are NO allowable excuses.

(CONTINUED ON NEXT PAGE)
PLAGIARISM

• Specifically, cheating, plagiarism, and misrepresentation are prohibited. Plagiarism is defined by Alexander Lindley as “the false assumption of authorship: the wrongful act of taking the product of another person’s mind, and presenting it as one’s own” (Plagiarism and Originality). “Plagiarism may take the form of repeating another’s sentences as your own, adopting a particularly apt phrase as your own, paraphrasing someone else’s argument as your own, or even presenting someone else’s line of thinking in the development of a thesis as though it were your own.” (MLA Handbook, 1985)

• A student who is found to have cheated on any examination may be given a failing grade in the course. In case of a second violation, the student may be excluded for one or two terms or dismissed from the university.

• For more information, see http://bulletin.loyno.edu/2006undergraduate/academic_regs/contents.html.

TUTORIAL SERVICES

• The Academic Resource Center provides course-related tutoring across the curriculum. Subject areas [include] Communications.

• For more information, see http://bulletin.loyno.edu/undergraduate/1999/acadprogs.html

UNIVERSITY POLICY FOR STUDENTS WITH DISABILITIES

• Loyola University is committed to ensuring equal access and reasonable accommodations for students with disabilities under Section 504 of the 1973 Rehabilitation Action and the 1990 Americans with Disabilities Act (ADA) and to providing support services which assist qualified students with disabilities in all areas of the university. Disability Services was created to ensure the careful implementation of this policy by faculty and staff and to assist students with disabilities in meeting the demands of university policy. (http://bulletin.loyno.edu/2006undergraduate/special_programs/content.html#disability)

UNIVERSITY POLICY ON SAFETY AND EMERGENCY PREPAREDNESS

• Loyola University maintains a Web page with current information on emergency procedures and, during an emergency this page provides updated information on the university’s status. It is available at http://www.loyno.edu/emergency/

• Changes to the university calendar, if necessary, will be announced as soon as practicable on the Loyola Web page and will be sent to students, faculty, and staff at their Loyola e-mail address. (http://www.loyno.edu/studentaffairs/hurr_brief.htm)

UNIVERSITY REGULATIONS

• It is ultimately the student’s responsibility to comply with the regulations and completion of requirements for his or her chosen program of study. (http://bulletin.loyno.edu/2006undergraduate/academic_regs/contents.html)
This tentative calendar is for your use in planning deadlines and assignments. Most assignments will be made by the agency. Other deadlines will be set as needed. You will set your own schedules for out-of-class meetings.

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>assignments due</th>
<th>notes</th>
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<tbody>
<tr>
<td>8</td>
<td>1st DAY ASSIGNMENTS DUE; agencies announced</td>
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</tr>
<tr>
<td>15</td>
<td>(1st Day Assignments to be returned, graded)</td>
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<td>22</td>
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<td>29</td>
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<tr>
<td>FEBRUARY</td>
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<td>5</td>
<td>MARDI GRAS; no class</td>
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<td>12</td>
<td>PROPOSALS DUE</td>
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<td>19</td>
<td>(Proposals to be returned, graded)</td>
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<td>EASTER HOLIDAYS; no class</td>
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<td>22</td>
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<td>29</td>
<td>FINAL PRESENTATIONS FOR CLIENT plans books due</td>
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<tr>
<td>MAY</td>
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<tr>
<td>14</td>
<td>ALL FINAL GRADES DUE</td>
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INDIVIDUAL PROJECTS

Individual grades are given in a number of areas that relate to the campaign as a whole. These grades are not given to the agency but to the individual only. It is your responsibility to make sure that your work is credited and that your attendance is noted. Make sure that your AE keeps track of your work and attendance. It will be the AEs' responsibilities to turn in the work sheets weekly.

FIRST DAY ASSIGNMENT 100 points

In order to get started quickly on the campaign, you will need to do some initial, individual research. This research will be used within your agency as background information. (For specifications and grading, see First Day Assignment.)

WEEKLY ASSIGNMENTS 240 points

Assignments are given every day in class and through your individual agency meetings. You must turn in a written report or a key element of the campaign at each class and agency meeting to receive credit for weekly assignments. Each week has three assignments worth 5 points. These assignments are graded on completion, relevance and content.

Each agency is required to meet outside of class at least one time per week for 2-3 hours. Your attendance at these meetings is mandatory.

It is your responsibility to list your assignments on the assignment sheet each week.

PEER EVALUATIONS 80 points

Each agency member will evaluate their colleagues. Scores will be totalled and averaged to determine the grade, based on a 40-point scale. Evaluations are due the last day of class. (See Evaluation Forms.)

TEACHER EVALUATION 40 points

Each member of the team will receive a final teacher evaluation. (See Evaluation Forms.)

AGENT PROJECTS

Each agency project will result in a single grade for all members of that agency for that project.

PROPOSAL 100 points

Each agency will develop a proposal, in correct format, of your proposed campaign, complete with client background, research, SWOT analysis, strategy statement and tactics outline. The proposal incorporates the information from individual first-day assignments and includes the creative approach (slogan/theme) that your agency will use to develop the PR campaign. (See Evaluation Forms.)

FINAL PLANS BOOK 200 points

The major written project to be completed by each agency is a final plans book. All members of each agency receive the same grade on the book. The plans book includes all of the major parts of the campaign (client background, challenge/need/opportunity, strategy, tactics, evaluation), along with finished versions of all tactics and any supplementary materials that are appropriate to the campaign. This is due at the end of the semester and becomes a vital part of your portfolio.

You will need to submit at least TWO copies of your agency’s final book at the conclusion of the semester; one will be graded and the other goes to the client. See also:

- Evaluation Forms, in this syllabus
- Writing a Plans Book, in this syllabus
- Calendar for deadlines, in this syllabus
- Writing a PR Proposal, in the PR Resources Packet
- examples of proposals and campaigns books in my office

CLIENT PRESENTATION 100 points

At the conclusion of the semester, formal presentations by the competing agencies will be made to the client. This is a formal presentation. Each agency member is required to participate in some way. Because this simulates “real world” experience, this is a competition. The client’s choice of winning campaign (see below) will be based in part on the client presentation. (See Evaluation Forms and PowerPoint Notes.)

CLIENT’S CHOICE 15 points

Because this is a competitive challenge, the client will choose one agency as the “winner” of the account. Only the winning agency will receive points for this area.

MISCELLANEOUS 25 points

Miscellaneous points will come from quizzes and other small assignments given during the semester.
ASSIGNMENT:
You will immediately begin to research your client’s environment and those PR techniques used successfully to promote similar clients. You will use what you learn to provide background for your meeting with the client, as well as for your initial proposal and the final plans book.

This assignment is due at the beginning of class, Tues., Jan. 8.

CLIENT:
Your client for Spring 2008 is the Myra Bordelon Burson Foundation. Familiarize yourself with the information found at their Web site, particularly the 5 initiatives. http://www.myraburson.com/notinmy parish

SPECIFICATIONS:
Materials will be submitted in a 2-3” 3-ring binder (any color). Submit materials as noted below. Inside your binder include:
1. cover sheet with your name, email and phone number inside the binder. (If you have a binder with a clear cover, you can also put a cover sheet within the clear section on the cover.)
2. table of contents with specifics (page numbers, divisions, inclusions, appendices).
3. the following 5 sections (please make a divider page with a heading for each section).

NOTE: There is no section with campaign suggestions. You will be put into agencies, and your agencies will use the information from this first-day assignment to formulate campaign strategies.

Section 1. Background
The background section should be a minimum of 10 typed pages, excluding any samples that you include.

What is the state of elder abuse protection in Louisiana?
• Provide a very detailed background. Look for information from the state’s official publications and Web site, but look at other resources that are available.

• Avoid using Wikipedia and similar sites with unsubstantiated reader-contribution content unless you have reasonable support for the validity of that information from a variety of other sources.
• Feel free to include samples (visuals, articles, ads, media releases) that inspire you or add to your understanding of this environment.
• How much money is being spent to reduce elder abuse, to promote awareness of it, to create public resources?
• Look at other states to see how they handle elder abuse protection. For example, Vermont has an outstanding site (http://www.ccvs.state.vt.us) with the types of information that you should be familiar with.
• Look at recent incidents of reported elder abuse and what is being done in those cases.

Section 2. Case Studies
Three PR case studies from appropriate* resources, one each on the following topics:
• what one organization has done to make elder abuse a more visible issue
• innovative ideas on promoting programs that deal with the elderly
• award-winning PR campaigns for nonprofit foundations

* Appropriate resources
Appropriate resources include credible academic, scholarly, professional, industry and/or business journals, as well as professional organizations’ and agencies’ Web sites. All printouts must include the source (URL is OK), the date of the publication and the author.

Be sure that you are actually using a case study and not a media release or news story. Case studies include key information about the case, as well as an analysis of the PR response.

Look for case studies under various agencies. They usually promote themselves via their successes. If you use the library Web site research section, go to the Database & Subject Guides under Social Sciences for Mass Communication and then to Communication & Mass Media Complete for best results.

Some journals to consider include:
Communication World
Journal of P.R. Research
PR News
Public Relations Quarterly
Public Relations Review
Public Relations Strategist
Public Relations Tactics
Journal of Communication

Section 3. Analysis
Write a brief (2-page) analysis of EACH case study. Use complete sentences. Don’t regurgitate. Look for meaning and relevance to our client. Show critical thinking and application of previous PR course content.

Section 4. Competition & Support
• Look at organizations that work with elderly people, either individually or in groups.
• Look at other foundations that work with the elderly.
• Create an ANNOTATED list at least 10 organizations that work on this issue, with an emphasis on Louisiana and the South.

Section 5. Media
Create a comprehensive media list, listing potential channels of information dissemination about your client. Make sure the information is current and the media outlets are relevant. They do not all have to be local. You will need a minimum of 15 comprehensive listings.

GRADING:
Your first day assignment is worth 100 points total. It should follow all rules for professional submission. (See Grading Policies in your syllabus.) It will be graded along the following lines:
• specific assignments 50 points
• following instructions 10 points
• grammar/spelling/punctuation/AP style 20 points
• PR acuity 10 points
• other/miscellaneous 10 points
GENERAL GRADING POLICIES

• Late assignments receive a 50% point reduction off the top.
  • Grammar, spelling and punctuation must be accurate and reflect professional standards.
  • We follow AP Style, unless otherwise specified. Failure to use AP Style will result in a lower grade.
  • All assignments must be typed and/or designed in appropriate formats. There are no exceptions.
  • Materials must be double spaced, unless specifically stated otherwise.
  • Body copy type must be between 10 and 12 points in an appropriate serif font. See the Type Use Policy on Blackboard for examples of appropriate type and size.
  • Papers should be submitted on white 20# bond, one sided, with margins no larger than 1” and no smaller than 1/2”.
  • Specifications noted elsewhere in the syllabus or on handouts, must be followed. Failure to follow directions will result in a lower grade.
  • All assignments should reflect comprehension of the topic, as well as a clear understanding of the instructions.
  • Presentation counts. Be neat.
  • DO NOT use plastic page protectors.
  • Include your name on everything you turn in.
  • No paper-clipped papers (or pages with corners folded over) will be accepted. If your papers cannot be stapled, either submit them in a 3-ring binder or in a 9”x12” catalog envelope.
  • Plagiarism will not be tolerated. Any student caught plagiarizing will receive a grade of ZERO on the project and will be dealt with through the proper university channels, according to the provisions of the Honor Code.
  • Final grades are determined by adding all the semester’s points together. Points will not be averaged, nor will they be curved.
  • By March 7, the last date to withdraw from the university, you will receive feedback on your performance in this class. You will have at least two graded projects returned to you.

See also:
  • Project Specifications
  • Calendar
  • House Rules
  • Actual Grade Sheets (Blackboard)

PROJECTS

A. INDIVIDUAL PROJECTS

FIRST DAY ASSIGNMENTS 100 pts.
WEEKLY ASSIGNMENTS 240 pts.
PEER EVALUATIONS 80 pts.
TEACHER EVALUATION 40 pts.

B. AGENCY PROJECTS

FINAL PLANS BOOK 200 pts.
PROPOSAL 100 pts.
CLIENT PRESENTATION 100 pts.
CLIENT’S CHOICE 15 pts.

C. MISCELLANEOUS 25 pts.

TOTAL POINTS SEMESTER 900 pts.

FINAL GRADE BREAKDOWN
Percentages, points and letter grades for final grades

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<thead>
<tr>
<th>grade</th>
<th>percentages</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>91-100%</td>
<td>819-900</td>
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<tr>
<td>B</td>
<td>81-90%</td>
<td>729-818</td>
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<tr>
<td>D</td>
<td>61-70%</td>
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</tr>
<tr>
<td>F</td>
<td>&lt; 61%</td>
<td>&lt; 549</td>
</tr>
</tbody>
</table>