

**UNIVERSITY OF HAWAII, HILO/FALL 2002**  
Survey of Public Relations/COM 494/3 credits  
(Course proposed to be Com 344)  
Dr. Becker

**Class meetings: T & R, 1:30-1:45 pm**

Office: 209 EKH

**Office Hours: T & R 12:00-1:20 pm; M & W 2-:2:50 pm**

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**COURSE DESCRIPTION:**

Public Relations is the values-driven management of relationships with groups of people that can influence and organization's success. This course will examine how organizations can ethically and systematically build productive mutually beneficial relationships with such groups.

**OBJECTIVES:**

Students who complete this course successfully should be able to:

1. Describe the different models of public relations.
2. Recognize the role of values and ethics in public relations.
3. Explain the key approaches to the practice of public relations.
4. Gain experience writing a press release, one of the primary tools of PR.
5. Cite the laws governing public relations.
6. Behave professionally and ethically while gaining experience providing PR services to an actual organization.
7. Link public relations theories and methods to contemporary global and local events.

**TEXT:** *Public Relations: A Value Driven Approach*, by David Guth and Charles Marsh. Allyn & Bacon, 2003.

**GRADES:**

Three exams @ 20% each for a total of	60
Attendance	10
Participation	10
Press release	20
Optional service learning assignment (up to 20 bonus points).	<b>100</b>

**Exams:**

There will be three exams. They may consist of multiple choice, true/false and/or short answer questions. They will include material from the text and material discussed in class. Make-up exams will only be provided in the case of documented emergencies.

### **Attendance:**

You will be given 2 bonus points for perfect attendance; more than three absences will lower your attendance grade by 5 points for each additional absence. Coming late or leaving early will count as one-half of an absence. Exceptions to this policy (such as emergencies or illness) will be considered on a case-by-case basis.

### **Participation:**

Participation is required and evaluation will be based on your class preparation and contribution to group activities. Prepare for each class by answering the following questions:

1. What is the one thing you have read about or heard about public relations that you didn't know before?
2. Comment about anything discussed in class or that you have read in the text.
3. Ask a question about anything we have discussed in class or that you have read in the text.
4. Relate what you have read to a contemporary event.

Question four is included to enable you to become a more informed potential user and/or consumer of public relations. In order to answer it, read the newspaper of your choice on a regular basis and keep a selection of the articles that relate to public relations. Try to find examples where the public relations activities of an organization are explicit and implicit. An example of an explicit use of PR might be paid for position issue advertisement. An example an implicit use of PR could be a news article that may have been initiated by public relations activities. Also consider the ways that the various publics may respond to the article. Be prepared to summarize some of your favorite articles so that the class may discuss the ways it links to public relations. ***You will be called upon at minimum of two times during the semester. You should be able to answer question 4 along with one of the other questions each time you are called upon.***

### **News Release:**

Write a 1-2 page news release about the organization or individual of your choice. Be sure to include a cover page that describes your target audience, objectives, and media outlet. Make sure that your news release is in the correct format (as demonstrated by the example in your text and discussed in class). Be sure to follow these guidelines exactly; incorrectly formatted news releases may not be taken seriously by the media. Therefore all errors will result in a lower grade. Keep in mind that the production of an excellent news release usually involves *several* revisions, so begin it early and be check your work. Grammatical, spelling and typographical errors will result in a lower grader. Besides excellent writing, another important skill of a public relations professional is the ability to meet deadlines. Therefore, *late news releases will not be accepted*. Be prepared to share your news release in class. You will be provided an opportunity to revise your news release upon obtaining feedback from your peers and instructor.

### **Service-Learning (Optional):**

If you select this option you are required to engage in 10-15 hours in service-learning. Service-learning fosters civic responsibility through active participation in an organization that meets community needs and provides an excellent opportunity to gain experience in public relations. You will receive a information from your instructor that includes information on organizations that you may select for your service. You may also identify and select additional organizations upon approval of your instructor. Be sure to have your organization selected, supervisor's and instructor's approval by **Oct 10, 2002**. This will allow you to work an average of one to one and half hours per week for ten weeks.

Your packet also includes a waiver, an agreement contract, a supervisor's evaluation, a service-hours record, and a reflection guide. Upon completion of your service-learning hours, write a 3-5 page (typed, double-spaced) paper answering the questions in the guide. You must submit **two copies** of each of the forms and your reflection paper. Forms and reflection paper should be collated and stapled in two documents. One should be labeled, "Dr. Becker," the other should be labeled, "UHH Service Learning Office." Missing any of the forms or the two sets will result in a lower grade.

### **Special Needs:**

If you have a documented learning disability and would like to request accommodation please contact the University Disability Services at 933-0816 (V), 933-3334 (TTY), Campus Center Room 311, early in the semester as possible. If there is anything else I can do to help you succeed in this course, please come and talk with me.