

# Media Relations & Event Management

Fall 2012  
MCPR 3013-01 - 3 credit hours  
10-11:15 a.m. TR  
Walker Center, Room 122

## **Professor:**

Kenna Griffin  
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Office phone: 208-5043  
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*I have an open-door policy and am happy to discuss public relations with you at any opportunity. You do not have to schedule an appointment to discuss course-related matters with me. If you want to guarantee an uninterrupted one-on-one that will take longer than 15 minutes, I encourage you to schedule an appointment to ensure that we can provide one another our undivided attention.*

## **Required Texts & Course Materials:**

There is no required text for this course. Course materials will be distributed as needed.

## **Course Description:**

This course will introduce and familiarize you with the techniques and practical skills necessary for a public relations professional to build relationships with media and to plan and produce effective special events. The media relations portion of the course will focus on understanding the role of media and the best practices for working successfully with media practitioners. Lectures and assignments will focus on identifying and creating news within and organization, developing media tools, training spokespeople, hosting press conferences, developing media relations programs, and working with media during times of crisis. The event management portion of the course is designed to show you all of the aspects of planning and producing special events, from developing an initial concept to creating a budget and actually executing the event. Lectures, class discussions, practical exercises, projects, and assigned readings will be used to achieve all of these course functions.

## **Grading:**

I will attempt to grade all class assignments and return them to you within a week of submission. You are encouraged to visit my office to discuss any questions or concerns you have about your grades. You are strongly discouraged from openly discussing your grades during class sessions.

Your grade for this course will consist of grades in three categories:

- Final event – 50 %
- Attendance/participation – 20 %
- Assignments – 30 %

## **Assignments:**

You will complete a variety of assignments to apply specific components of media relations and event planning. I will provide a handout that explains each assignment. I encourage you to keep these handouts and follow them carefully.

Assignments will be done individually or in groups, as I deem appropriate.

Each assignment will be worth 100 points.

Assignments are due at the beginning of class unless I state otherwise. If you are late for class, your assignment will not be accepted.

You must print your assignments on your own time. You will not be excused from class or receive an excused tardy because of printing-related issues.

Missed assignments cannot be made up without my approval. I will not accept assignments sent to class with peers.

If you need an extension on an assignment because of an absence, you must schedule a time to privately discuss it with me. If you miss an assignment and are allowed to make it up, you must do so at the scheduled time or you will not receive credit.

## **Attendance:**

Course attendance and participation are required and will be counted as 20 percent of your final grade. You are expected to arrive to class on time and leave when class is complete. At this point in your academic career you should understand the concept of decisions and consequences. You are free to make your own decisions regarding your attendance. However, it's important that you are aware that lack of attendance in any class will result in you missing important material that will not be repeated. In addition, repeat absences will result in the lowering of your final grade. If you cannot avoid missing class, you must notify me prior to the class session. Do not assume that I know you will not be present. Communicate with me regarding every necessary absence. Notification of an absence from anyone but yourself will not be considered adequate. Do not send word of your absence via another classmate. I will give excused absences on a case-by-case basis. Remember: ***You make choices. You live with the consequences.***

## **Participation:**

You are required to participate in class. Participation could include commenting on readings, interactive lecture, and careful and active note taking.

It is essential for you to keep pace with the assigned readings to survive this course.

Asking questions always is encouraged. Discussion of things unrelated to class is discouraged. You are not allowed to be disruptive in any way that takes class value from your classmates.

You must always attend class prepared for participation. This includes having paper, writing utensils, books, etc. during every class session.

## **Technology:**

You are not allowed to have your cell phone ringer or alert notifications on during class. Students found texting or using cell phones or computers for anything other than note taking during class will be asked to discontinue the practice or leave. Repeated issues will result in lowering of your attendance/participation grade.

## **Printing:**

Writing assignments must be completed outside of class. All assignments must be typed and stapled. You will not be excused from class to print assignments. Do not come to class to discuss printing with me. It is up to you to determine if you should be late to class to print. If you do not have access to a computer and/or printer, you are welcome to use the mass communications computer lab at the front of our department. Malfunctions of the equipment in the computer lab will not constitute an excuse for late assignments.

## **Course schedule:**

*This schedule is tentative and subject to change.*

### **WEEK 1**

**Tuesday, Aug. 21:**

- Course introduction

**Thursday, Aug. 23:**

- Lecture: Introduction to the Dart Foundation
- Lecture: Types of Events

### **WEEK 2**

**Tuesday, Aug. 28:**

- Lecture: Event Objectives

**Thursday, Aug. 30:**

- Lecture: Initial Planning and Budgeting

### **WEEK 3**

**Tuesday, Sept. 4:**

- Lecture: Organization and Timing

**Thursday, Sept. 6:**

- Lecture: Organization and Timing

### **WEEK 4**

**Tuesday, Sept. 11:**

- Lecture: Guests

**Thursday, Sept. 13:**

- Lecture: Transportation

## **WEEK 5**

**Tuesday, Sept. 18:**

- Lecture: Event Locale

**Thursday, Sept. 20:**

- Lecture: Venue Requirements

## **WEEK 6**

**Tuesday, Sept. 25:**

- Lecture: Event “Extras”

**Thursday, Sept. 27:**

- Lecture: Event “Extras”

## **WEEK 7**

**Tuesday, Oct. 2:**

- Lecture: Event Communication

**Thursday, Oct. 4:**

- Lecture: Event Communication

## **WEEK 8**

**Tuesday, Oct. 9:**

- Lecture: Why media and PR need each other

**Thursday, Oct. 11:**

- Lecture: Why media and PR need each other

## **WEEK 9**

**Tuesday, Oct. 16 – Fall Break. No Class.**

**Thursday, Oct. 18:**

- Lecture: Understanding Reporters

## **WEEK 10**

**Tuesday, Oct. 23:**

- Lecture: Media Relations Basics

**Thursday, Oct. 25:**

- Lecture: Media Relations Basics

## **WEEK 11**

**Tuesday, Oct. 30:**

- Lecture: Traditional Media

**Thursday, Nov. 1:**

- Lecture: Traditional Media

**WEEK 12**

**Tuesday, Nov. 6:**

- Lecture: Non-Traditional Media

**Thursday, Nov. 8:**

- Lecture: Non-Traditional Media

**WEEK 13**

**Tuesday, Nov. 13:**

- Lecture: Event Pitfalls & “Catch-up”

**Thursday, Nov. 15:**

- Lecture: Event Pitfalls & “Catch-up”

**WEEK 14**

**Tuesday, Nov. 20:**

- Lecture: Ethics of Relationships

**Thursday, Nov. 22:**

- Lecture: Ethics of Relationships

**WEEK 15**

**Tuesday, Nov. 27:**

- Lecture: Evaluating Strategic Events

**Thursday, Nov. 29:**

- Lecture: Evaluating Strategic Events

**WEEK 16 – Final Event during this week**

**Mass Communications Departmental Policies**

**LATE WORK:**

- No late work will be accepted for full credit without prior arrangement with the instructor.
- Work is due at the beginning of the class session.

**EXAMINATIONS:**

- No makeup examinations will be given unless prior arrangements are made with the instructor.
- NO FINAL EXAMS WILL BE GIVEN EARLIER THAN ANNOUNCED BY THE INSTRUCTOR. NO EXCEPTIONS. Students who make travel plans without confirming the scheduled finals date for

this class do so at their own risk. Students who travel prior to the scheduled final exam will be unable to take the examination and must accept a zero test score.

#### INCOMPLETE:

Incomplete grades are not a student option except under extreme circumstances. Students seeking an incomplete must submit a written request supported by documentation verifying the need for this extension. Incompletes are given for a limited period of time.

#### TARDINESS/ATTENDANCE:

Students are expected to be in class on time. Entering the classroom late is unprofessional and disruptive. Repeated tardiness is unacceptable. Students should be punctual and prepared, since these are the qualities expected by the business community. Attendance will be taken at each class session. Students are expected to attend all class sessions.

#### GRADING SCALE:

93.0 - 100	=	A	
90.0 - 92.99	=	A-	
87.5 - 89.99	=	B+	
82.5 - 87.49	=	B	
80.0 - 82.49	=	B-	
77.5 - 79.99	=	C+	
72.5 - 77.49	=	C	
70.0 - 72.49	=	C-	
67.5 - 69.99	=	D+	
62.5 - 67.49	=	D	
60.0 - 62.49	=	D-	
Below 60.0	=	F	Not I or W

#### CHEATING/PLAGIARISM:

##### STANDARD OF RESPONSIBILITY

Oklahoma City University was founded upon strong values and high standards. Honesty in academics is a priority. Students should be advised that cheating and plagiarism are not tolerated. The Academic Honesty Policy can be found online at <http://starport.okcu.edu/ad/aa>

Cheating is defined as using, or supplying information that is not authorized by the instructor in taking an examination or completing any other assignment. Cheating also includes turning in another's work and representing it as being your own.

Plagiarism is defined as a unique form of cheating where persons turn in another's work and represent it as being their own. This would include: 1) purchasing term papers and turning them in as if they are original work; 2) using a paper that has previously been turned in; 3) copying passages verbatim from books, articles, etc.;

4) submitting material for grades in which the student has not done the work required; 5) collusion – the unauthorized collaboration with another person; 6) misrepresentation of actions and 7) falsifying information.

Every student is expected to observe the highest standards of conduct, both on and off the campus. The University cannot accept the responsibility for the education of any student who is not in sympathy with the purposes and the regulations of the University.

Mass Communications students should be aware that this department considers the above-described conduct to be dishonorable and dishonest. Students found cheating or plagiarizing will receive a grade of “0”, which is an “F”, on the involved examination, project or paper and, at the professor’s discretion, may receive a failing grade for the entire course.

#### EXAMINATION EQUIPMENT:

Students are not permitted to use or access the following items during an examination:

- Dictionaries
- Electronic spellers, translators, dictionaries or calculators
- Computers
- Class notes, books

Once any examination has begun, if a student wishes to leave the room they must be prepared to turn in their examination paper and/or blue book. And, it will not be returned to them for additional work.

#### DISABILITY STATEMENT:

If you need an accommodation due to a disability under the Americans with Disabilities Act, please contact Student Health and Disability Service Office immediately at 208-5991 or 208-5090. Advance notice is required for many accommodations.

#### EVACUATION POLICY:

The evacuation plan for Walker Center is as follows: Everyone on the first floor proceeds out the north doors to the north parking lot. Everyone on the second floor must exit down the north stairway, out the north doors to the parking lot. The shelter locations for Walker Center are as follows: WC 143, WC 144, and the men’s and women’s restrooms on the first floor. These rooms are on the east side of the first floor.

POLICY STATEMENT

I have read the above stated policies for the academic year 2012-13 for the Mass Communications Department.

I understand the policies and agree to abide by them.

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Name

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Student ID# or SSN#

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Date

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Course Name and Number