

**Media Practicum
Priority One Public Relations**

**Sam Houston State University
Department of Mass Communication
Spring Semester 2018**

3 Credit Hours

Prerequisites: Faculty Approval

This course is a credit/no credit course

**MCOM 3026, Section 07
Room 209 Dan Rather Communications Building
Tuesday & Thursday, 4:00 p.m.-5:20 p.m.**

Office Information: The instructor's office is Room #313, Dan Rather Communications Building Telephone: (936) 294-4502; (713) 668-2793
E-Mail: phr001@shsu.edu Fax: (936) 294-1888

Office Hours: Tuesday, 12 Noon; Thursday, 12 Noon
Also by appointment

Course Description:

This course will provide the basis for students to create a functioning public relations entity. The goal is to establish an entity that identifies clients, creates public relations plans in their behalf and delivers those plans to them via presentation.

Course Objectives:

- To produce a Priority One promotional brochure
- As in a public relations firm, to meet with potential new clients
- As in a public relations firm, to meet with clients
- As in a public relations firm, to designate each member of the group for specific assignments and responsibilities in behalf of those clients
- To create, write and present public relations plans for those clients
- To promote and produce special events
- To promote and produce the television show, *City Spotlight*

Attendance Policy:

Regular attendance at Priority One staff meetings and active participation in all client-related activities is most strongly advised. The importance of this is also described under **Grading**. Attendance will be recorded at Priority One meetings.

Grading:

The grade received in the course—credit or no credit--will be based on the total extent of each student's participation in Priority One's activities. This will include: a) time accrued in attendance at Priority One staff meetings; b) time accrued participating in client presentations and meetings; and c) time accrued on one's own time that is devoted to client-related work.

As in a public relations firm, each student will keep a time sheet during the course of the semester that indicates the amount of time (hours/minutes) they have devoted to Priority One-related work done on their own time.

At the end of the semester this will be combined with the instructor's record of their time devoted to Priority One staff meetings and client-related meetings and presentations. That total amount of time will determine the grade received—credit or no credit.

Academic Dishonesty:

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The university and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of research materials.

Americans with Disabilities Act:

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance are

expected to visit with the Office of Services for Students with Disabilities located in the Counseling Center. They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If a student has a disability that may affect adversely his/her work in this class, then the student is encouraged to register with the SHSU Counseling Center and to talk with the instructor about how best to deal with the situation. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until the student registers with the Counseling Center.

Religious Holidays:

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

Visitors in the Classroom:

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

Use of Telephones and Pagers in Academic Classrooms and Facilities:

The use by students of telephones and pagers or any device that performs these functions during class-time is prohibited unless specifically permitted by the instructor. Any use of a telephone or pager or any device that performs these functions during a test period is prohibited. If there is an emergency situation for a student, that student should inform the instructor and place himself/herself in a seat near the door where an exit for a phone call would be only minimally disruptive.

Other arrangements for handling emergency situations may be granted at the discretion of the instructor.

Instructor Evaluation:

Students will be asked to complete a course/instructor evaluation form toward the end of the semester.

Assignments:

Client-related assignments for student members of Priority One will be given during Priority One meetings.

Classroom Rules of Conduct:

Section 5.2.22 of the Code of Student Conduct and Discipline defines classroom disturbances.

About the Instructor:

Peter Roussel has served two tours of duty in the White House, those being under President Ronald Reagan and President Gerald R. Ford. He has also had professional associations with President George H.W. Bush, Secretary James A. Baker, III, and other national figures. He served as press secretary when Mr. Bush was U.S. Congressman, 1969-70, when he ran for the U.S. Senate, 1970, when he was U.S. Ambassador to the United Nations, 1971-73, and when he was Chairman of the Republican National Committee, 1973-74. Mr. Roussel's first tour of duty in the White House was as staff assistant to President Ford, 1974-76. His second tour of duty in the White House was as special assistant and deputy press secretary to President Reagan, 1981-87. His duties as a White House spokesman included briefings of the press corps and accompanying President Reagan on domestic and foreign trips. These included summit meetings with Russian president Mikhail Gorbachev at Geneva in 1985 and Iceland in 1986. He helped plan the U.S. media participation at those events as well as for four Economic Summits. One of his first assignments in the Reagan White House was to handle media relations for the historic nomination of Sandra Day O'Connor as the first female Associate Justice of the United States Supreme Court. In 1990 he was communications director for the Houston Economic Summit Host Committee. From 1996-2003 he was executive vice president and a managing partner of the Houston public relations firm, Neumann Roussel. His career in public relations and advertising began in 1966 with the firm of Rives, Dyke & Co. and has included professional experience with five firms in three cities. From 2004-2008 he was columnist for *Intown* magazine, writing a monthly column for that publication. From June 2005 to May 2008 he served as the magazine's editor. He is an author, playwright, public

speaker and radio-TV commentator, having done such for a variety of media outlets. In August 2016 his play, *Ruffled Flourishes*, adapted from his novel of the same title, received its world premiere performances at SHSU as presented by the Department of Theatre & Musical Theatre. He is a 1965 graduate of the University of Houston where he was honored in 1983 as a Distinguished Alumnus. In 1986 he received the first Distinguished Communications Alumnus Award presented by that university. In 2009 he was appointed to the Philip G. Warner Endowed Chair in the Department of Mass Communication at Sam Houston State University. In 2013 and 2016 he was recipient of the Sammy Award for Outstanding Student Organization Advisor (PRSSA/Public Relations Student Society of America.). In 2016 and 2017 he was recipient of the Keys of Excellence Award presented by Sam Houston State University's Orange Keys organization.

Course Requirements:

A primary goal of this course is to encourage as much student participation as possible. Students are encouraged to ask questions, to express opinions freely, and to challenge the views of the instructor as well as fellow students.

Instructor's Comment:

My goal is for students to enjoy this class, and most importantly, to learn from it based on firsthand experiences in the fields of public relations and advertising that have been a part of the instructor's career.

Priority One Public Relations Implementation Sequence:

1. Develop Priority One promotional brochure
2. Meet with potential clients
3. Meet with clients
4. Assign individual responsibilities to Priority One members
5. Create, write and present public relations plans for clients
6. Promote and produce special events
7. Promote and produce the television show, *City Spotlight*