

PUR 4243– PITCH THE PRESS – FALL 2024

Course number: 29705 & 29993 (UFO)
Time: Tuesdays at 1:55 pm - 2:45 pm on Zoom
Prerequisite: PUR3000 with a C or better

Instructor: Ashley Moore
Email: amoore@jou.ufl.edu
Virtual Office Hours: By Appointment
Phone: 407-496-8310. Text message preferred.

Required Texts

All readings will be provided on Canvas, no textbook purchase required.

Students may be expected to be regular readers of free updates from *PRWeek Daily Breakfast Briefing*. **PRWeek is accessible to UF students through the UF George A. Smathers Libraries online database system.** The professor will provide or assign additional reading materials (e.g. media articles or book chapters) over the course of the semester. Generally, assigned reading (book chapters or other articles) in the syllabus should be read in advance of the class for which they are listed. Be prepared for the professor to call on you in that class to discuss the assigned readings.

Course Description

The purpose of Pitch the Press is to learn the art behind successfully landing a media placement. Media relations is an extremely effective business promotion, because it's free and it provides third-party endorsement, increasing your credibility. But the media can be challenging to work with. This course starts with a simple breakdown of the media landscape and offers a tried and true formula for developing a story into the right narrative needed to get attention.

Course Learning Objectives

Upon completing this course, students will understand:

- How the media landscape works
- The right language to use with press
- How to simplify your pitch and pitch it concisely
- Ways to identify things you never thought about pitching before
- The best structure to your pitch approach
- The difference between a pitch and a press release
- What it really takes to tell a good story, even in one interview

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work

Key Course Policies

Instructor Interaction:

Please feel free to email me to setup time to discuss any further needs you might have. The best way to reach me is by e-mail. I check my e-mail account regularly, but please do not expect a response by e-mail after normal business hours/over the weekend. If I have not written back within 48 hours, please send your email again. As my email is considered a state public record, I do not discuss grades or any student records issues via e-mail. Please schedule a meeting with me to discuss these issues.

Late or Missed Work:

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each day it is late (e.g. B to a C). Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; however, you need to notify the instructor before the deadline is missed, not after the fact.

Attendance:

This course focuses on class participation and group discussion. Your attendance is an important aspect of this course. Excessive absences will harm your grade. You are responsible for notifying the professor in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Email Policy:

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, you should not email things that you would be uncomfortable with anyone else reading (personal information, information about grades, ect.). In general, face-to-face meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

University Honesty Policy:

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

Professionalism:

As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are fully present during class, using the appropriate features of the virtual meeting to ask questions or make comments, or arriving or leaving late – practice your professionalism now!

Students Requiring Accommodations:

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals> ([Links to an external site.](#)). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/> ([Links to an external site.](#)).

Grading and Assignments

Grading:

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same criteria. Because of this, no extra work or special assignments will be given. Normally, by the time I return your graded assignment, I have looked at each person's work at least several times and feel comfortable with the grade assigned to it. Grades are earned; they are not gifts. Grades are awarded on the basis of quality, not the amount of time expended. I don't round up (e.g., if you get 89.9 points, you earn a B+ not an A-). I will keep grades posted on Canvas - it is your responsibility to check on your progress throughout the semester.

Grade components are:

Attendance and Active Participation: 30%

Attendance and active participation are mandatory. Students will be expected to participate in various interactive exercises and to be fully engaged at all times unless cleared in advance with the professor. Each absence after the drop/add period will result in reduction in the grade for attendance. After due warning, the professor may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences (please note: more than two unexcused absences during the semester will be considered "excessive absences." You are responsible for notifying the professor in advance of the cause of your absence when possible and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Individual Assignment: 25%

Individual assignments will provide an opportunity for you to explore various aspects of Media Relations in Public Relations. These will include:

- Weekly news consumption
- Brief exercises in writing for the press

Quizzes: 45%

Quizzes will be designed to test the students' understanding of key concepts of corporate communication essentials addressed in the course textbook and/or in supplemental readings, and those discussed in class by the professor and/or guest lecturers.

Grading for the course follows current UF grading policies for assigning grade points (see [here](#)).

The grading scale for the course is as follows:

A	94.0 – 100%	C	74.0 – 76.99%
A-	90.0 – 93.99%	C-	70.0 – 73.99%
B+	87.0 – 89.99%	D+	67.0 – 69.99%
B	84.0 – 86.99%	D	64.0 – 66.99%
B-	80.0 – 83.99%	D-	60.0 – 63.99%
C+	77.0 – 79.99%	E	below 60%

Tentative Course Schedule*	
Week 1 Aug. 27	Course Overview <ul style="list-style-type: none"> What is media relations and why it matters today
Week 2 Sept. 3	The 5 W's of the Newsroom <ul style="list-style-type: none"> Read: Identify one regional media outlet and one national media outlet. Read stories from each and come to class ready to discuss.
Week 3 Sept. 10	Crafting a Sticky Story – Ideation <ul style="list-style-type: none"> Read this journalist Q&A: https://ampublicrelations.com/insight/journalist-qa-blake-farmer-of-nashville-public-radio/ Read article provided by Professor Moore prior to class and attempt to identify why a story was interesting. Bring thoughts to discussion.
Week 4 Sept. 17	Crafting a Sticky Story – Meeting the NEWS Threshold <ul style="list-style-type: none"> Assignment: Pick a news story and take it through the NEWS Threshold.
Week 5 Sept. 24	Crafting a Sticky Story – Finding a Story that's Sticky <ul style="list-style-type: none"> Review last week's assignment via open discussion. Bring 2 story ideas to class relevant to your community, college, etc. for open discussion.
Week 6 Oct. 1	Quiz #1
Week 7	Catch the "News" Beat

Oct. 8	<ul style="list-style-type: none"> ● Read 3 news stories and identify what beat the reporter has for each. Bring to class for open discussion.
Week 8 Oct. 15	<p>How to Target Reporters</p> <ul style="list-style-type: none"> ● Read blog post on story targeting: https://ampublicrelations.com/insight/inside-the-outlet-the-wall-street-journal/. Bring thoughts to class for open discussion.
Week 9 Oct. 22	<p>The Pitch v. The Press Release</p> <ul style="list-style-type: none"> ● Read examples of pitches and press releases provided by Professor Moore prior to class. Prepare for open discussion.
Week 11 Oct. 29	<p>Writing to Get Notice: Press Releases</p> <ul style="list-style-type: none"> ● Assignment: Professor Moore will provide the class with a story that needs a press release written. Write 3 headlines for the press release.
Week 12 Nov. 5	<p>Quiz #2</p> <ul style="list-style-type: none"> ● Review last week's assignment via open discussion.
Week 13 Nov. 12	<p>Writing to Get Noticed: Pitches + Editorial Calendars</p> <ul style="list-style-type: none"> ● Assignment: Write a pitch for the storyline provided to you by Professor Moore.
Week 14 Nov. 19	<p>Ready, Set, Pitch</p> <ul style="list-style-type: none"> ● Read journalist Q&A provided by Professor Moore. ● Review last week's assignment via open discussion.
Week 15 Nov. 26	<p>No Class - Thanksgiving Break</p>
Week 16 Dec. 3	<p>Quiz #3</p> <ul style="list-style-type: none"> ● Wrap-Up and Key Takeaways: The Changing Media Landscape

Standard UF Policy Information and Links

UF Grading Policy

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades> (Links to an external site.)

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals> (Links to an external site.). Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/> (Links to an external site.).

University Honesty Policy

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html> (Links to an external site.)

In-Class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

Campus Resources:

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc> (Links to an external site.), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies),
or <http://www.police.ufl.edu/> (Links to an external site.).

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> (Links to an external site.).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> (Links to an external site.).

Library Support, <http://cms.uflib.ufl.edu/ask> (Links to an external site.). Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> (Links to an external site.).

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> (Links to an external site.).

Student Complaints

Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf (Links to an external site.).

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> (Links to an external site.).