

Music Promotion and Public Relations

PBRL 4431-001/6431-001

Spring 2023

TTR 11:20 a.m. – 12:45 p.m.

Meeman 106

Prof. Sheri D. Neely

Office: 330 Meeman Journalism Building

Office Hours: Tuesday 7:00am-11:0am or by appointment

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COURSE REQUIREMENTS

Catalog description

Examines publicity and promotion of artists and events within the music industry. Focuses on music journalism, advanced writing of collateral material, and planning and working special events for artists in various capacities.

Textbooks, Software and Required Materials

Ames, C. (2016). Entertainment in Public Relations: Communicating with Audiences. Peter Lang Publishing. ISBN: 9781433130540

Classroom format

Assignments will be given in class and on Canvas. This class will meet in person twice a week in room 106. Publications will provide a backbone of course work, and students will be expected to familiarize themselves with Memphis publications and major publications for study purposes in addition to online versions. Pertinent material to enhance weekly syllabus will be posted on Canvas week to week—current event coverage, examples of well-written releases, original social media campaigns, effective websites, etc.—and may be discussed further in class. Kahoot Quizzes will be given to ascertain students' grasp of the reading assignments and lectures. Class discussions taking place both online and in person should remain respectful and professional, and show respect to all people regardless of background, sex, race, or any other factor. Remember: Public relations is all about creating and maintaining mutually beneficial relationships and our classroom should be no different.

Students will upload all required assignments to Canvas, and feedback will be given to encourage student improvement. Access to a computer or an electronic device will be required. Please be sure to read the instructions for each assignment carefully, as requirements for each assignment will vary.

Assignments being turned into Dropbox will all need to be submitted as a .doc file unless otherwise noted. Reach out in class or via email if anything is unclear to you. All assignments will

be due Sunday nights at 11:59 p.m. central time unless otherwise noted. To allow time for response and clarification, please reach out with any assignment questions at least 48 hours prior to the deadline.

In order to succeed in this course, it's imperative to attend class and stay engaged in all coursework. If at any point you are concerned about your grade or struggling to grasp course concepts, I encourage you to make an appointment during my office hours so we can work to find a good solution. Remember that in order for me to help you, communication is key.

Recommended Preparation

Readings: Do weekly required readings to prepare for Kahoot Quizzes. Kahoot Quizzes are part of your grade.

Guest Speakers: You will be expected to research guest speakers beyond bios included in modules in preparation for Q and As. You are required to prepare two questions and submit them to me as part of your participation grade. If the speaker is a journalist, you should read their columns.

PR Hit or Miss: In the entertainment industry, the Crisis PR Cycle is not uncommon. One person will pick a PR topic and lead a discussion every week on whether you think they handled the crisis effectively from a PR perspective.

Homework: There will be homework almost every week that must be submitted to Canvas. The readings will help you prepare for the homework.

Accessing the course website

1. Go to the University of Memphis online learning home page:
<https://memphis.instructure.com/>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for PBRL 4301-001 to enter your course and read the instructions on the welcoming page

Undergraduate students

Undergraduate students taking this course will create two projects as a group and additional opportunities are below. Grading for these students will be organized as follows: Kahoot Quizzes (10%), Homework Assignments, (10%), In class assignments (10%), In class participation (10%), Midterm (30%), Final (30%).

Assignments

- Kahoot quiz participation 100 points
- Homework assignments 100 points
- In class assignments 100 points
- In class participation 100 points
- Midterm: Group Project 300 points
- Final: Group Project 300 points

Graduate students

In addition to the group projects, graduate students taking this course will also create an individual social media campaign for an artist, TV show or film that must be approved in advance by the instructor.

Grading for these students will be organized as follows: Kahoot Quizzes (10%), Homework Assignments, (10%), In class assignments (10%), In class participation (10%), Midterm (20%), Final (20%), Social Media Campaign (20%)

Assignments

• Kahoot quiz participation	100 points
• Homework assignments	100 points
• In class assignments	100 points
• In class participation	100 points
• Midterm: Group Project	200 points
• Final: Group Project	200 points
• Social Media Campaign	200 points

Final Group Project: Campaign Plan

Music Artist Tour

For the final, you will write and present a strategic, creative, well-researched publicity plan for a new artist's tour. I will determine the artist early in the semester. All members of the group will be expected to watch the program and then contribute to a publicity plan to launch that program in the lead up to its premiere and for the weeks afterward. The plan should include 1) a defined tour strategy for pitching long and short lead electronic and print media. Include specific ideas for utilizing the cast and executive producers in this campaign via interviews and other appearances 2) Social media campaign for all major platforms ramping up to the tour 3) a photo campaign 4) Promotional ideas (stunting) can be a part of the plan but I am primarily looking for publicity ideas, not events that fall into the marketing arena. Your idea should be easily executed within a departmental budget 5) post-tour plan contingent on attendance: how do you keep the momentum going if it's a success or switch gears if it is not.

TV

For the final, you will write and present a strategic, creative, well-researched publicity plan for a TV show. I will assign a television pilot early in the semester. All members of the group will be expected to watch the program and then contribute to a publicity plan to launch that program in the lead up to its premiere and for the weeks afterward. The plan should include 1) a defined premiere date strategy for pitching long and short lead electronic and print media, including the plans for the Television Critics Association panel. Include specific ideas for utilizing the cast and executive producers in this campaign via interviews and other appearances 2) Social media campaign for all major platforms ramping up to premiere 3) a photo campaign 4) Promotional ideas (stunting) can be a part of the plan but I am primarily looking for publicity ideas, not events that fall into the marketing arena. Your idea should be easily executed within a departmental budget 5) post-premiere plan contingent on ratings: how do you keep the momentum going if it's a success or switch gears if it is not.

Film

For the final, you will write and present a strategic, creative, well-researched publicity plan for a Movie Release. I will assign a movie pilot that did not air early in the semester. All members of the group will be expected to watch the movie and then contribute to a publicity plan to launch that movie in the lead up to its premiere and for the weeks afterward. The plan should include 1) a defined movie premiere date strategy for pitching long and short lead electronic and print media, including the plans for the Movie Critics. Include specific ideas for utilizing the cast and executive producers in this campaign via interviews and other appearances 2) Social media campaign for all major platforms ramping up to premiere 3) a photo campaign 4) Promotional ideas (stunting) can be a part of the plan but I am primarily looking for publicity ideas, not events that fall into the marketing arena. Your idea should be easily executed within a departmental budget. 5) Determine strategy for post-premiere plan contingent on ratings: how do you keep the momentum going if it's a success or switch gears if it is not...

Questions About Grades

If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class.

Additionally, you are responsible for tracking your grade online and meeting with me early in the semester if you are concerned about your overall grade. Meeting early and often can help both parties involved find ways to improve student-instructor understanding and quality of work.

Grading

Assignment categories and points or percentage weights.

A = 95-100%; A- = 90-94%

B+ = 87-89%; B = 84-86%; B- = 80-83%

C+ = 77-79%; C = 74-76%; C- = 70-73%

D+ = 67-69%; D = 64-66%; D- = 60-63%

F 0-59.4%

A=Professional quality work that could be used with little or no modification

B=Good to excellent work and exceeds requirement, but would require revision to be used professionally

C=Satisfactory work and adequately meets requirement, but would need significant revision

D=Barely satisfies the minimum requirement and below average quality

F=Unsatisfactory work and does not meet minimum requirements

COURSE SCHEDULE

Week 1, JAN 17, 19: Introduction to Entertainment Public Relations Jobs and Media

Chapter 1

Research a celebrity and analyze their "team"

Prepare for guest speaker and create two interview questions

Week 2, JAN 24 & 26: PR Plans, Audience Segmentation, and Storytelling with Media Releases

Chapter 2

Guest speaker

Week 3, JAN 30 & FEB 1: Storytelling, Bio Sketches & Fact Sheets

Chapter 2, 3, check Canvas for additional materials

Check Canvas assignments

Week 4, FEB 6 & 8: What Does Your Social Media Presence Say About You

Chapter 4, 6

Check Canvas assignments

Week 5, FEB 13 & 15: Newswriting and Writing to Persuade

Chapter 11

Check Canvas assignments

Week 6, FEB 20 & 22: News Releases

Chapter 2

Check Canvas assignments

Week 7, FEB 27 & MAR 1: Blogs and Blogger Relations

Chapter 13, 14

Check Canvas assignments

Week 8, MAR 6, 8: SPRING BREAK

No Readings

Week 9, MAR 13 & 15: Media Pitches, Advisories, and Alerts

Chapter 3,4

Check Canvas assignments

Week 10, MAR 20 & 22: Writing Professional Emails

Chapter 13, 15

Check Canvas assignments

Week 11, MAR 27 & 29: Circling Back to News Releases

Chapter 2

Check Canvas assignments

Week 12, APR 3 & 5: Writing for Social Media

Chapter 14

Check Canvas assignments

Week 13, APR 10 & 12: Brochures

Chapter 7, 12

Check Canvas assignments

Week 14, APR 17 & 19: Writing for Events

Chapter 17,18

Check Canvas assignments

Week 15, APR 24& 26 : Course Wrap Up

No readings

Chapter 17,18

Check Canvas assignments

APR 26 LAST DAY OF CLASS

APR 27 STUDY DAY

APR 28 – MAY 4 EXAMS

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in PBRL 4431

- 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.
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Explain an artist's brand and narrative.
- Recognize cultural and industry context in writing about music.
- Understand strategic marketing concepts including direct to fan.
- Understand how strategic marketing concepts integrate into a public relations strategy.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Earn a passing score on written assignments, quizzes and case studies.
- Assess strengths and weaknesses of a public relations strategy.
- Write artist biographies, press releases, and pitches.
- Meaningfully participate in class discussion.
- Develop a comprehensive album release campaign to demonstrate a holistic understanding of public relations for the music industry.

How assessment of student learning will be met

Awareness

- Recognize the components of an effective music review, biography, and album release.
- Discover music writing and biographies from others to identify course concepts.
- Articulate differences in writing biographies, reviews, and interviews.

Understanding

- Compare writing samples to determine effectiveness and public relations strategy.
- Observe music events and write clear and interesting reviews.
- Express differences in ideas and other considerations when contributing to class discussion.

Application

- Write critical reviews of live and recorded music, public relations music case studies, and biographies.
- Develop and deliver a pitch to the class.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile

- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this

policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.