

511A 01 - Problems in Public Management: Communication

Tuesdays, March 18, April 1, 8, 15, 22, 29 and May 6, 2008

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Course Materials

- Reading Packet -- BRING PACKET TO EVERY CLASS
- VHS videotape, blank, **with your name clearly marked on the cassette and box**
- 5 (minimum) transparencies, flip chart sheets, or Power Point screens

Course Outline

March 18, 6:30 pm to 9:00 pm

Introduction to course; Student needs assessment; Communication Basics; Working A Room. Before next class, review the “Communications Basics & Working A Room”, “Listening”, and “History of Oratory” sections of your course packet. Prepare a typewritten 1-2 paragraph summary of each section, to be submitted on April 1. Also read the “Presentation Skills” section in preparation for the Presentation Skills Discussion on April 1.

No Class on March 25

April 1 , 6:30 pm to 9:00 pm

Presentation Skills Discussion

- Prior to this class read “Presentation Skills” section in course packet.
- Submit reading summaries noted above.

April 8 6:30 – 9:30 - Bring your blank videotape, visuals, and reading packet.

Introductions and Presentations

- For this class, write an introductory paragraph for yourself. Another student will use it to introduce you before your presentation. You will also introduce another student.
- Develop a 5 minute (no more, no less) presentation using five overheads, flip chart sheets, or Power Point screens. Visuals should follow the parameters indicated during last week’s class. *Your presentation will be timed and videotaped tonight.*
- As soon as possible after this class, critically review your presentation videotape. Prepare a list of three areas of improvement and three positive qualities. Write a brief critique of your performance and visuals based on criteria established in class. Due (typewritten): April 15.

April 15, 6:30 – 9:00 pm

Running a Meeting, Parliamentary Procedure

Guest Lecturer Jim Slaughter, Certified Professional Parliamentarian

- Prior to class, read “Effective Meetings” section in course packet and 2 articles on different topics from the website www.jimslaughter.com. Prepare a typewritten one-paragraph summary of each website article and bring to class.
- Submit performance critique noted above.

April 22, 6:30 pm - 8:30 pm

Media Relations and Media Conference Discussion

April 29 and May 6, 6:30 pm - 9:30 pm (Class may run long)

Bring a blank videotape for your group. Plan to view it together after class.

Mock Media Conferences

- By yourself, prepare a media release for an event coming up in your work or an outside activity. With your team, prepare a media release for the event described in your Mock Media Conference scenario. Plan and present a media conference as discussed last week. Your team may wish to meet outside class to prepare for the Mock Media Conference.

Grading

This is a participation and performance-oriented course. Grading will be based largely on these two factors. Participation includes volunteering in class discussion (although not to the exclusion of others), demonstrating knowledge of the assigned reading material, and reviewing colleagues' class performance. Performance includes preparation for and performance of class assignments. Attendance is vital. Grading is on a ten-point scale (A=90+, B=80+, C=70+, etc.).

Percentages of Grade by Category

20%	Participation - overall
10%	Individual Media Release
20%	5 Minute Presentation
05%	Introductory Paragraph
20%	Mock Media Conference
10%	Team Media Release
05%	Other performance opportunities
<u>10%</u>	General attitude and effort
100%	Final Grade

Bring Reading Packet to every class.