

**Georgetown University
Master of Continuing Studies
Public Affairs & Government Relations
MMPR-795-01**

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Office Hours: available by appointment before and after class
Class: Wednesdays, 7:45 pm-9:45pm
Term: Fall 2009**

Course Description:

Public Affairs and Government Relations is more important than ever as organizations compete in a complex changing marketplace. This class will work with students to develop integrated public affairs plans that are focused and consistent, to frame debates and deliver compatible messages to a broad range of audiences. We will learn to develop programs that ensure their message is heard by decision makers who shape policy, regulation and legislation. This will include a focus on advocacy, issues management, coalition building and ally development.

Course Objectives / Learning Goals:

By the end of this course, students can expect to be able to establish ambitious but achievable goals. One of the key objectives is to ensure the student is able to develop a public affairs/government relations plan that focuses on integrating all of the tools of advocacy into building a successful public affairs program.

Additionally the class will examine:

- An historical view of successful and not so successful public affairs/government relations programs.
- Key issues facing this Congress and how these issues are being managed— economic crisis, healthcare reform.
- How to maximize impact by integrating public affairs and government relations activities.

Teaching Philosophy:

The primary method of instruction will be lectures by the instructor supplemented by assigned readings from the course textbooks and additional reading assignments designated by the instructor. Discussion will be a focal point of each class and is important to learning. It will be expected that students have a solid up-to-date understanding of national and international news.

Attendance: Students are expected to attend every class and arrive on time. If circumstances preclude you from attending a class or making it to class before it begins, it is your responsibility to notify me via phone or e-mail prior to the start of class. Missing more than two classes will result in a final grade reduction of one level. Special circumstances should be discussed with me ahead of time when possible.

Work Submitted and Presented: Assignments are expected to be of high quality and submitted in the correct format. Assignments will be considered for writing, content, and professional appearance. All written work is to be typed, double-spaced, with a 12-point font and 1-inch margins. Assignments should be e-mailed to me prior to the start of class on the day it is due and a hard copy turned in at the beginning of class. Late work will lose one letter grade per day it is late. If you are to miss a class, you must still turn in assignments due that day. Extenuating circumstances should be discussed with me *ahead of time when possible* to receive consideration.

Ethics Statement: As signatories to the Georgetown University Honor Pledge, and indeed as good scholars and citizens you are expected to uphold academic honesty in all aspects of this course. You are expected to be familiar with the letter and spirit of the Standards of Conduct outlined in the Georgetown Honor System and on the Honor Council website. As faculty, I too am obligated to uphold the Honor System and report all suspected cases of academic dishonesty. For more information, please visit: <http://gervaseprograms.georgetown.edu/he/index/html>.

Honor System: Students are expected to abide by the Georgetown University Honor System. If you have not already done so, please familiarize yourself with the material and information posted on the Honor Council's website: <http://gervaseprograms.georgetown.edu/he/index.html>.

Georgetown University Honor Pledge: In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: to be honest in any academic endeavor, and to conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

Academic Resource Center: If you believe you have a disability, then you should contact the Academic Resource Center ([arc@ Georgetown.edu](mailto:arc@Georgetown.edu)) for further information. The Center is located in the Leavey Center, Suite 335. The Academic Resource Center is the campus office responsible for reviewing documentation provided by students with disabilities and for determining reasonable accommodations in accordance with the Americans with Disabilities Act (ADA) and University policies.

Required Books:

Effective Public Relations, 9th Edition

Scott M. Cutlip

Allen H. Center

Glen M. Broom

Business & Society:

Stakeholders, Ethics, Public Policy, 11th Edition

Anne T. Lawrence

James Weber

James E. Post

Groundswell

Charlene Li

Josh Bernoff

Additional Reading

The Dance of Legislation

Eric Redman

Students are also required to read at least one and preferably two newspapers on a daily basis and be prepared to discuss them during class.

The Washington Post

The New York Times

The Wall Street Journal

USA Today

Roll Call

National Journal

Daily Standard

Politico

Online:

Congress Daily

Congressional Quarterly

Resources

Loc.gov (Thomas)

Grading:

Class participation: 15 points

Assignments: 20 points
Mid-Term Exam: 30 points
Group Project: 35 points (paper: 25 points, presentation: 10 points)
Total: 100 points

ASSIGNMENTS

Weekly Reading

It is critical that weekly reading be completed on time. Each week's lesson will integrate the content from the reading and active participation in classroom discussion, including reference to reading, is expected of every student.

Weekly Current Affairs Challenge

Each week a student will be chosen to "highlight a current affairs challenge" and provide a brief oral summary to students at the beginning of class the following week. The purpose of this exercise is to ensure students understand important concepts and information and to provide a forum for additional questions.

Guest Speakers

Hearing from practitioners who successfully integrate public affairs and government relations in business, government and non-profit will give the students real-world understanding. Guest speakers will hail from a variety of backgrounds.

What's Happening in Public Policy Discussion

The field of public affairs & government relations communications is not new, but it remains a rapidly developing industry with new media. Each week students should be prepared to discuss recent news and topics as well as their implications for the industry. Students will be expected to bring to class each week examples of interesting campaigns and news articles and be prepared to discuss them.

PA & GR Journal & Articles

For the first three weeks of the class you will describe in a 1-2 page paper your observations about a specific public affairs campaign. How did you become aware of the campaign? What were your initial impressions? Who are the target audiences? Do you think the campaign is, or will be, effective? Follow the campaign from your first exposure, investigating all the methods of communications employed to reach audiences. Examples that demonstrate the campaign may be included.

Mid-Term Exam

The mid-term exam is designed to gauge your understanding of the concepts and information presented in class, text and your own outside observations as well as your ability to apply those concepts. The test will be comprised of several discussion questions

and will be take-home. More information about the test will be provided in the weeks leading up to its distribution and in the mid-term review.

Group Project

The group project will challenge students to apply what they've learned throughout the class to a real-world challenge. Working in groups of 3 or 4, teams will choose an issue, healthcare reform/economic crisis or cause for which they will develop a plan for an integrated public affairs campaign in narrative form. Using the textbook as a guide, plans should include key components of successful campaigns, including:

1. *Research findings*
2. *Targeted Audiences*
3. *Key Messages*
4. *Legislative plan*
5. *Media Plan*
6. *Evaluation and measurement tools*

Teams will also present their plan orally to the class. Each team will be given 40 minutes to present their plan and 10 minutes to respond to questions. It is important to be able to effectively present plans in real life in the time allotted by a potential or current client. Going beyond the allotted final presentation time, or significantly under, will result in a grade reduction. Visuals such as a PowerPoint presentation and other creative elements should be used to highlight important areas of the plan. All team members are required to participate in the presentation.

Presentations will be assessed according to:

- Professionalism
- Organization
- Clarity and comprehensiveness of information
- Creativity

The paper portion of the project is worth 25 points, the presentation 10 points. Students will also be asked to evaluate each team's presentation. Student evaluations will be considered by the instructor when making final grade determinations.

Course Outline

September 9th

Introduction
Review syllabus & grading system
Defining Public Affairs/Government Relations & its
Role in setting public policy
Discuss Chapter 1, *Effective Public Relations*

Assignment for next week:
Be prepared to discuss current public affairs issues and their impact.

Chapter 5, *Effective Public Relations*
Chapter 5&6, *Business & Society*

September 16

Creating the Framework for a Public Affairs/Government Relations Program

Discuss “current” Public Affairs Challenge

Reading discussion/Q&A

Lecture: “Creating the Framework—Proactive vs. Reactive”

Assignment for next week:

Chapter 7, *Effective Public Relations*
Part one-Why the Groundswell, *Groundswell*

September 23

Communication and Public Opinion

Discuss “current” Public Affairs Challenge

Reading discussion Q&A

Lecture: “Defining the Problem”

Assignment for next week:

Chapter 11, *Effective Public Relations*
Chapter 18, *Business & Society*

September 30th

Strategy or Strategy?

Discuss “current” Public Affairs Challenge

Reading discussion/Q&A

Lecture: “Developing the Plan”

Assignment for next week:

Chapter 12, *Effective Public Relations*
Chapter 13, *Business & Society*

October 7th

Execution

Discuss “current” Public Affairs Challenge

Reading discussion/Q&A

Lecture: “Taking Action & Communicating”

Assignment for next week:

Chapter 12, *Effective Public Relations*
Part Two, *Groundswell*

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| October 14 th | <p>Examining the Role of lobbyist on Capitol Hill Lobbying the U.S. House of Representatives Lobbying the U.S. Senate Discuss “current” Public Affairs Challenge Reading discussion/Q&A Lecture:Role of the lobbyist</p> |
| | <p>Assignment for next week: Chapters 2& 7, <i>Effective Public Relations</i></p> |
| October 21 st | <p>Managing a successful Public Affairs/Government Relations Program Discuss Public Affairs Challenge Reading discussion/Q&A Lecture: Understanding the Public Affairs Life Cycle</p> |
| | <p>Assignment for next week: Chapter 6, <i>Effective Public Relations</i> Chapter 18, <i>Business & Society</i></p> |
| October 28 th | <p>The Practice of Public Affairs Discuss Public Affairs Challenge Reading discussion/Q&A Lecture:The Practice of Public Affairs in Government, Business, Nonprofits & Trade Associations</p> |
| | <p>Assignment for next week: Chapter 15, 16, 17, <i>Effective Public Relations</i></p> |
| November 4 th | <p>What Role does Technology Play in Public Affairs Campaigns? Discuss Public Affairs Challenge Reading Discussion/Q&A Lecture: How Technology can be used as an effective tool</p> |
| | <p>Assignment for next week: Chapter 10, <i>Effective Public Relations</i> Chapter 2, 3, <i>Groundswell</i></p> |
| Midterm Exams? November 11 th | Fall Break—NO CLASS |
| November 18 th | <p>Building an effective Public Affairs Team Discuss Public Affairs Challenge Reading Discussion/Q&A Lecture: Having the right team in place</p> |

Assignment for next week:
Chapter 9 & 17, *Business & Society*

November 25

Being an effective lobbyist in the nation's capitol
Discuss Public Affairs Challenge
Reading discussion/ Q&A
The do's and don'ts that are critical to success

Assignment for next week:
Chapter 10 & 14, *Effective Public Relations*
Chapter 20, *Business & Society*

December 2
December 9th

Group Presentations
Group Presentations