COMM 3337: Crisis Communication  
Instructor: Dr. Leslie Y. Rodriguez  
Spring 2020

**Instructor Information**  
Email: leslie.rodriguez@angelo.edu  
Telephone: 325/486-6089  
Office: Library B306M  
Office Hours: M 4:30 pm-6:00 pm; MW 12:00 pm – 2:00 pm; TR 11:30am – 12:30 pm, 2:00 pm-3:00 pm; and by Appointment

**Readings**  

**Course Description**  
COMM 3337 - This course focuses on crisis communication and management, emphasizing practical application of theories, strategies, and tactics from a public relations perspective.

**Course Requirements: (total = 1000 points)**

- Exam 1 = 100 points
- Exam 2 = 100 points
- Crisis Communication Plan = 300 points
- Group Peer Grade (Crisis Communication Plan) = 100 points
- Press Release = 100 points
- Case Studies & Activities = 150 points
- Participation=50 points  
  Great=50 points Good=40 points Average=30 points Fair=20 points Poor=10 points
- Recorded Group Press Conference=100 points

**Course Learning Goals:**
- Identify and explain key principles of crisis communication management.
- Explain the role of strategic communication, and apply best practices of that structure in crisis situations.
- Know how to write a press release, prepare a media kit and hold a press conference during a crisis;
- Understand role of media in a crisis and demonstrate media skills and information distribution during a crisis;
- Apply crisis communication strategies with the use of critical thinking and practice ethical and legal principles for best outcomes in a crisis.
- Research, analyze and develop a crisis communication plan.

**General Course Requirements**

- Students will take two exams to demonstrate their knowledge of course material. Exams may consist of a variety of multiple-choice, true/false, short answer, and essay questions.
- Students will participate in several case studies and activities throughout the semester to demonstrate application of knowledge learned in course.
• Students, in a group, will select an organization from the community, and create a thorough Crisis Communication Plan as established through course content and guided through an assignment sheet.
• Students will create a press release to demonstrate their knowledge of appropriate AP format.
• Students will demonstrate their ability to hold a press conference during a crisis by staging a press conference in their assigned groups.

Course Grading Based on the Following Point System

The following grading scale will be used: A=1000-900  B=899-800  C=799-700  D=699-600  F<600

Course Policies

1. Attendance

Regular attendance is required in this course. Attendance will be taken and counted beginning the first day of class. The student is allowed to miss 2 days without penalty to the final grade. However, a student’s absence will result in a zero for all work/assignments completed on that day. Once a student misses TWO classes, two (2) points will be deducted from the student’s FINAL average for each additional absence. This number includes both EXCUSED and UNEXCUSED absences. You will be counted absent if you are not present for the entire class. Three tardies will result in an absence. To be considered excused for a class absence, the student must be excused through the school or provide the instructor proper documentation for the absence.

2. Missed Presentation

If you are not present when scheduled to present and you do not have a legitimate reason for being absent (i.e., hospitalization, funeral of close family member), YOU WILL RECEIVE A ZERO for that presentation. Only if an absence is excused through the school or the instructor will a student be allowed to make up the presentation. If you have a legitimate reason for missing, YOU ARE REQUIRED TO MAKE UP YOUR PRESENTATION THE DAY THAT YOU RETURN. This means that you must have your documentation legitimizing your absence and your material ready. You will be FIRST to present on the day that you return. However, if you do not have a legitimate reason, remember course policy states: YOU WILL RECEIVE A “0” AS YOUR PRESENTATION GRADE.

3. Late Tests

If you miss a test due to an excused absence (i.e., hospitalization, funeral of close family member), you must make the test up within a reasonable length (no more than one week, desirably less.) All arrangements for making up work should be made prior to the absence, if possible, and is the student’s responsibility. A typed, signed and dated explanation must be given to the instructor upon returning to class. If the instructor notes that the absence as unexcused, the student will NOT have an opportunity to take the missed exam; as such, the student will receive a zero for the missed exam.

4. Academic Misconduct

****Cheating on an exam or plagiarism on any assignment will result in an F in the course regardless of a student’s numerical average. ****

5. Class Etiquette

Please be a courteous student and peer. TEXTING OR ANY OTHER USE OF ELECTRONIC DEVICES IN CLASS IS NOT ALLOWED. You will be counted absent and will receive a zero for any work for that day is caught texting in class. I will not announce this in class, I will only note my records accordingly.
6. **Dress Requirement**

Appropriate dress is required for presentations. Specific requirements will be announced by the instructor prior to your chapter presentation.

7. **Honor Code Policy**

Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf

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8. **Disability Statement**

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student’s responsibility to initiate such a request by contacting

Mrs. Dallas Swafford, Director of Student Development 325-942-2047 office or 325-942-2211 Fax

dallas.swafford@angelo.edu University Center, Suite 112B

9. **Religious Holiday Observance**

Religious Holiday Observance

A. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20.

B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

C. A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

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10. **Title IX at Angelo State University:**

The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance.

Students are encouraged to report any incidents of sexual misconduct directly to ASU’s Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator at:

Michelle Boone, J.D.
*Director of Title IX Compliance/Title IX Coordinator*
Mayer Administration Building, Room 210
325-942-2022
michelle.boone@angelo.edu

You may also file a report online 24/7 at [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form).

If you are wishing to speak to someone about an incident in confidence you may contact the *University Health Clinic and Counseling Center at 325-942-2173* or the *ASU Crisis Helpline at 325-486-6345.*

For more information about Title IX in general you may visit [www.angelo.edu/title-ix](http://www.angelo.edu/title-ix).
Schedule – Crisis Communication, Spring 2020

January 13: Overview of syllabus, discussion of course requirements

January 15: Class Exercise

January 20: HOLIDAY


January 27: Chapter 3: Proactive Management Functions & Crisis Management

January 29: Class Activities and/or Case Studies

February 3: Chapter 4: The Crisis Prevention Process

February 5: Class Activities and Case Studies

February 10: Chapter 4 cont.

February 12: Review for Exam 1 – Catch up day if needed

February 17: Exam 1 Chapters 1-4

February 19: NO CLASS

February 24: Press Releases

February 26: Chapt. 5: Crisis Preparation: Part I

March 2: Chapter 5 cont.

March 4: Chapter 6: Crisis Preparation: Part II

March 16: Discuss Crisis Plan Project

March 18: Chapter 7: Crisis Recognition

March 23: Chapter 7 cont.; Case Studies & Activities

March 25: Chapter 8: Crisis Response (Mar 28: Last Day to Drop a Class or Withdraw)

March 30: Chapter 8 Cont.; Case Studies & Activities

April 1: SSCA Conference – Group Work

April 6: Chapter 9: Post-crisis Concerns

April 8: Exam 2 – Chapters 5-9

April 13: Project Group Work
April 15: Project Group Work

April 20: Project Group Work

April 22: Project Group Work

April 27: Presentations (group a&b)

April 29: Presentations (group c&d)

NO FINAL EXAM