Who’s Running This?
Professor: Bailey Thompson, Ph.D.
Email: thompsonba@sfasu.edu
Office: Boynton 201
Office Hours: M/W 12:30-3pm*
*The only exception to this will be Monday, July 10- office hours that day will be moved to 10-12:30pm.

Where Do We Meet?
Class Location: Online
Class Times: Online

What Books Do We Need?
Ongoing Crisis Communication: Planning, Managing and Responding
W. Timothy Coombs
5th Edition
ISBN: 9781544331959

What’s This Class About?
MCOM 5355: Seminar in Public Relations: Explores problems and cases of planning, strategies and tactics including the creation and execution of public relations campaigns used by practitioners. Summer 2023 will focus specifically on crisis public relations and communications.

What are some of SFA policies?
Withdrawal Policy
The last day to drop the course without a “WP or WF” varies by semester. Please consult the SFA Academic Calendar should you anticipate needing to drop the course.

Students with Disabilities
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

Grade Withheld Policy (Semester Grades A-54)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
Professor’s Academic Freedom Policy
Graduate school often covers topics like involve sex, drugs, violence, corruption, and any number of things that we as a society frown upon. Some of the material dealt with in this class may be perceived as controversial or offensive to some students. Graduate school is all about learning new things and being exposed to different topics and viewpoints. I urge you all to both listen and speak your mind during class.

Mental Health Statement
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room 202
936-468-1041

Crisis Resources:
Burke 24-hour crisis line 1(800) 392-8343
Suicide Prevention Lifeline 1(800) 273-TALK (8255)
Crisis Text Line: Text HELLO to 741-741

Academic Dishonesty
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Using other’s speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.

Basically- don’t cheat, I’ll catch you, and then I’ll have to report you- and that’s not fun for anyone. At the graduate level, academic dishonesty is taken even more seriously than at the undergraduate level, please do not throw away your degree by plagiarizing or cheating. I have very little patience for plagiarism at the graduate level- you are expected to cite your sources (in APA style) and synthesize information appropriately.
What are Dr. Thompson’s Policies?

24/7 Rule
Your grades are just that- your grades. Not mine. If you have questions about a grade you earned on an assignment, I urge you to contact me about it (via email) to set up an appointment to come in and talk about it. I want you to know what you did wrong, and what you did right. However, please observe the 24/7 policy- take 24 hours after receiving a grade to cool off, try to understand your mistakes, and then shoot me an email. Make a plan- don’t just come in and say “I don’t like my grade, it should be higher, change it!” Be ready to explain to me what you did, provide justification for your answer, and for why you think the grade is not reflective of what you believe it should be. You will also have 7 days after a grade is posted to contact me to discuss or dispute it. After those 7 days, all grades will stand as is.

Late Work
Late work will not be accepted for any reason; this is a graduate level course and you will be treated as such.

Email Submissions
Do NOT submit any assignment to me via email. All submissions are to be done through D2L- I will not accept any assignment, test, etc. via email as it does not allow me to grade your assignment at the same time and in the same manner as your classmates.

Extra Credit
Extra credit will not be provided in graduate-level courses.

D2L
All course material and announcements will be posted on D2L. Check it, use it.

Contacting Bailey
Please contact me via SFA email, not D2L email. My email address is thompsonba@sfasu.edu. I will not respond to emails from 6pm-7:55am. I also will not respond to emails on Saturday or Sunday. All emails sent during this time will be responded to at 8am the following business day.

How Will We Be Graded?

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
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</thead>
<tbody>
<tr>
<td>Reaction Papers (3 @ 20% each)</td>
<td>60%</td>
</tr>
<tr>
<td>Quizzes (8 @ 5% each)</td>
<td>40%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100%</td>
</tr>
</tbody>
</table>

Final Grade Rounding Policy
I will round final grades with a .5 or higher. I will not raise final grades with a .4 or lower for any reason.

I will also not round “9” grades. Therefore, if you make an 89 in the class, do not email me asking if I will bump in to a 90. Unless you make an 89.5 or higher, I will not round.
I will not respond to any emails at the end of the semester where students ask for their grades to be changed or raised.

I also will not calculate your grade for you, or tell you what you need to make on specific assignments to achieve a desired grade. All grades will be updated regularly in D2L, however, this website is a great resource for grade calculation as well: https://thegradecalculator.com/

Assignments

In this course there will be 2 types of assignments: quizzes and reaction papers.

Quizzes
You will have 8 quizzes throughout the course of the semester. Each quiz is worth 5% of your overall final grade. The purpose of the quizzes is to check that you’ve read and understood the assigned content. The quizzes will be multiple choice and/or T/F in nature with the occasional short answer question. Quizzes will take a maximum of 20-30 minutes to complete but will average around 15 minutes. When you complete the quizzes is completely up to you- as long as they are all completed by August 3 at 11:59pm.

Reaction Papers
You will write 3 reaction papers during the course of the summer. When you turn them in is completely up to you- as long as they are all submitted by August 3 at 11:59pm.

Each reaction paper should be 4-5 full pages, double spaced, 12pt Times New Roman font. I prefer APA style for Mass Communication MA students, however, I recognize this course has students from various disciplines, so as long as you are consistent with the style of your discipline that is fine with me.

Your reaction papers should demonstrate 3 main things: 1) your understanding of and interest in a relevant and timely crisis happening in the world, 2) your understanding of relevant textbook material and additional peer-reviewed scholarly work relating to crisis communication and/or crisis public relations, and 3) your ability to articulate and relate and apply the relevant crisis to course and outside academic content.

Each reaction paper must cover a different crisis/topic.

If you are unsure about a specific topic or idea please feel free to reach out via email!

I would also be more than happy to review your first reaction paper to ensure you are on the right track- I am here to help and guide you on your academic journey so please utilize me as a resource! ☺️
Weekly Calendar

I reserve the right to make changes to the calendar at any time. Should I make changes, it is my responsibility as the professor to inform the students. Changes will be posted on D2L. The following calendar is an approximation of our schedule this semester. All due date times are CST.

This is essentially how I might break up the content in this course. As there is only one singular deadline, how you break up the content is your prerogative.

Week 1: Chapters 1 and 2  
Week 2: Chapters 3 and 4  
Week 3: Chapters 5 and 6  
Week 4: Chapters 7 and 8  
Week 5: Polish and complete all required reaction papers and ensure all quizzes are complete by **August 3 at 11:59pm.**