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### **A Brief Abstract**

Public relations has been increasingly visible on television over the past few years. Shows like *Mad About You*, *Spin City*, *Everybody Loves Raymond*, and *The West Wing* have all, to various degrees, had characters practicing in and/or plot lines focused on public relations. Of all these shows, *The West Wing* has put the greatest emphasis on what press relations and government communications involves. But *The West Wing* can be seen as more than a dramatization of White House press relations. *The West Wing* offers rich opportunities for classroom discussion and can add value to a PR curriculum, especially in the areas of role understanding, tactical execution and strategic decision-making. The show can be an effective teaching tool for many aspects of public relations for beginning, intermediate and advanced PR students. This project, then, seeks evidence of student learning from viewing and applying key lessons highlighted in *The West Wing* to complete realistic, specific public relations assignments.