



**COURSE OUTLINE**

<b>COURSE NUMBER:</b>	<b>DPS 16086 1802</b>
<b>COURSE NAME:</b>	<b>Media Relations for Public Relations</b>
<b>COURSE PRE-REQUISITE(S):</b>	<b>Public Relations Fundamentals I</b>
<b>INSTRUCTOR:</b>	<b>Chris Albi</b>
<b>INSTRUCTOR CONTACT:</b>	<a href="mailto:chrisalbi@hotmail.com">chrisalbi@hotmail.com</a>
<b>DATES AND TIME:</b>	<b>February 26 – April 16, 2019</b> <b>7 Tue, 9:00 a.m. – 4:00 p.m.</b>
<b>EXAMINATION DATES:</b>	<b>Final Exam (Invigilated)</b> <b>April 16, 2019</b> <b>1:00 p.m. – 4:00 p.m.</b>

*Authorized equipment for all exams will be pens, pencils, and eraser. Unauthorized equipment or material will include all electronic devices, including cell phones and written course material. Your instructors may authorize additional material or equipment for this course.*

**Photo ID will be required for all PACE exams.**

<b>TECHNOLOGY REQUIREMENTS:</b>	<b>Laptop required</b>
<b>REQUIRED READINGS:</b>	<b>Ansell, J. (2010). <i>When the headline is you: An insider's guide to handling the media.</i> San Francisco, CA: Jossey-Bass</b>

**Consult the bookstore [website link](#) for the most recent textbook edition**

**NEXUS:**

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus; if not, materials, if applicable, are available in class.

## **COURSE DESCRIPTION:**

Media Relations begins from the premise that PR professionals who want media attention must first understand the expectations, corporate culture, and constraints of journalists. Students will learn about the complex interactions between those who make the news, those who report it, and those who consume it. The course includes theories and perceptions that influence the media and how the Internet is impacting contemporary media relations.

## **LEARNING OUTCOMES:**

On completion of this course, students will:

- Have insight into how journalists think and what their expectations and constraints are;
- Understand the role of media and alternatives to it;
- Understand the relationship between the media and PR professionals;
- Be able to establish and maintain a positive relationship with the media.

## **DISCLAIMER:**

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

## **LECTURE SCHEDULE:**

<b>SCHEDULE DATES</b>	<b>LECTURE TOPICS</b>
Feb 26	Understanding News
Mar 5	Media Relations and PR Writing
Mar 12	<ul style="list-style-type: none"><li>• Media Message Types with an overview of importance of sources, newspapers, click-bait, BuzzFeed, Huffington post and the varieties of how to access news.</li><li>• Quality vs Quantity</li><li>• How to set up a media event</li><li>• Crisis Communications</li></ul>
Mar 19	<ul style="list-style-type: none"><li>• Hosting a live media event</li><li>• Crisis communications</li></ul>

Apr 2	<ul style="list-style-type: none"> <li>• Students given a crisis scenario</li> <li>• In-class practice time for media scrum</li> <li>• Videotaping of media scrum and of each student responding to a crisis</li> <li>• Review and critique of each student</li> </ul>
Apr 9	<ul style="list-style-type: none"> <li>• Non-traditional media</li> <li>• PR vs media (speaker panel)</li> <li>• How to do effective storytelling</li> </ul>
Apr 16	FINAL EXAM 1:00 p.m. – 4:00 p.m.

**Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.**

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

#### **VOLUNTARY WITHDRAWAL:**

Students can voluntarily withdraw from a course up to the 75% point in a course without any academic penalty. Note that this does not include the hours for the invigilated exams. It is the student's responsibility to withdraw this course to ensure no academic penalty is incurred. Please consult the Registration Office or Academic Advisor for a **Request for Voluntary Withdrawal** form.

#### **METHOD OF EVALUATION:**

<b>WEIGHT</b>	<b>ITEM OF WORK AND DETAILS</b>	<b>DUE DATE</b>
15%	<p><b>Media Release and Media Advisory (Individual assignment)</b></p> <p>Individuals will prepare an email Media Release and an email Media Advisory for the assigned topic to be given in class.</p> <p>The detailed assignment instructions and the grading rubric will be uploaded on Nexus.</p>	<p>Mar 5, 2019</p> <ul style="list-style-type: none"> <li>✓ Hard copy</li> <li>✓ Email copy</li> </ul>

10%	<p><b>Message Types Assignment (Individual Assignment)</b></p> <p>Using the Value Compass and the messaging information from Chapter 2, 3 and 4 of the textbook, students will prepare messages in response to the assigned scenarios.</p> <p>The detailed assignment instructions and the grading rubric will be uploaded on Nexus.</p>	<p>Mar 19, 2019</p> <p>✓ Hard copy only</p>
15%	<p><b>Media Scrum Simulation (Group assignment but Individually marked)</b></p> <p>Students will be assigned to a scrum team of three members where they will assume the role of spokesperson and reporter. All scrum simulations will be videotaped and each student must play the role of a spokesperson in their assigned scrum.</p> <p>The detailed assignment instructions and the grading rubric will be uploaded on Nexus.</p>	<p>Apr 2, 2019</p> <p><b>NOTE:</b> Mandatory for each student to play the role of a spokesperson in their assigned scrum or will receive zero on assignment.</p> <p>✓ Instructor will give mark back on Apr 9, 2018</p>
25%	<p><b>Media Plan (Group Assignment)</b></p> <p>The format of the Media Plan will include:</p> <ul style="list-style-type: none"> <li>• A situation (situational analysis) of their blog, a specific event, issue, product or service</li> <li>• Clear and measurable objectives</li> <li>• Outline of target audience</li> <li>• Key messages</li> <li>• Tactics and communication channels (Reach, frequency, continuity, etc.)</li> <li>• Timelines/Calendar of all key dates (think about the timing of a launch or event)</li> <li>• Projected budget</li> </ul> <p>The detailed assignment instructions and the grading rubric will be uploaded on Nexus.</p>	<p>Apr 16, 2019 by 1 p.m. at registration desk</p> <p>✓ Hard copy ✓ Email copy</p>

30%	<b>Final Exam</b>  The final exam will comprise of content taking from the course lecture materials, readings, class activities, and videos and will consist of a series of multiple-choice, situational and long answer questions.	Apr 16, 2018
5%	<b>Participation</b> – see rubric below	

**All applicable assignments must be typed, as well as formatted and referenced according to APA 6<sup>th</sup> Edition specifications. See the policy on the UWINNIPEG Academic Writing Standards.**

**MINIMUM GRADE:**

Students must receive a minimum grade of “C”, or better, in all courses within the program requirements to graduate.

**PARTICIPATION:**

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment. Participation is a reflection of actively engaging in class room work and attentiveness to the contributions of others and the instructor. Participation is also a reflection of being present in the classroom in a timely fashion and not distracting others.

**PARTICIPATION GRADE RUBRIC:**

<b>GRADE</b>	<b>CHARACTERISTICS / DESCRIPTION</b>
1	Displays most or many of the following: Does not participate in class discussion. Does not ask questions. Does not listen when others speak or interrupts discussion. Is distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations etc.). Is almost never prepared. Misses all or nearly all classes, is late for all, or nearly all, start of the class, or is late returning from breaks.
3	Displays most or many of the following: Is present, but responds minimally when asked directly. Is adequately prepared for class, but does not analyze or provide interpretation. Rarely asks questions, and does not always listen when others speak; is sometimes distracted during class (i.e. uses social media, cell phone, computer, sidebar conversations, etc.). Is often absent or often late for the start of the class or returning to class after break
5	Displays all or nearly all of the following: Very well prepared – read materials and relates it to other materials (readings, course material, discussions, experiences, etc.). Evaluates and analyzes material, and offers new and insightful approaches. Significantly contributes to discussion – listens to classmates and provides further analysis to maintain discussion. Very active discussion. Attends every class, is never

late for the start of class or returning from break. Is always, or nearly always, attentive to class discussions and the instructor, never uses cell phone, computer or engages in sidebar conversation.

### **RESEARCH POLICY:**

Students who plan to conduct research interviews, focus groups, surveys, or any other method of collecting data from any person, even a family member, must obtain the approval of the appropriate ethics committee before commencing data collection. Exceptions are research activities as a learning exercise to satisfy course requirements with no intent to publish as research.

### **POLICY FOR LATE ASSIGNMENTS:**

- All assignments will be given a due date.
- Individuals who cannot meet the deadline and have a legitimate reason (i.e., illness supported by a medical certificate relative to the due date), must request an extension in writing from the instructor no later than the 24 hours before the deadline.
- Students who do not receive an extension from the instructor will receive a grade of zero on the assignment if the assignment is not submitted by the due date.
- It is the student's responsibility to retain an electronic copy of ALL assignments submitted for grading.

### **STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:**

Refer to the [Student Handbook](#) for academic and general PACE policies. This information is also available on the UWinnipeg PACE website.

**It is the students' responsibility to read the policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.**

### **ACADEMIC MISCONDUCT:**

Please refer to the Academic Misconduct Policy in the most recent version of the University of Winnipeg General Calendar, under Student Discipline, Section 8a, or see:

- [Academic Misconduct Policy](#)
- [Procedures: Academic Misconduct Policy](#)

### **UWINNIPEG RESPECTFUL LEARNING POLICY:**

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at [www.uwinnipeg.ca/respect](http://www.uwinnipeg.ca/respect).

**ACADEMIC ACCOMMODATIONS:**

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or [accessibilityservices@uwinnipeg.ca](mailto:accessibilityservices@uwinnipeg.ca) to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

**UWPACE GRADING SYSTEM:**

<b>Letter Graded</b>	<b>Percentage</b>	<b>GPA</b>	
<b>A+</b>	<b>96-100</b>	<b>4.50</b>	<b><u>Pass/Fail</u></b>
<b>A</b>	<b>91-95</b>	<b>4.00</b>	<b>P Pass</b>
<b>A-</b>	<b>83-90</b>	<b>3.75</b>	<b>F Fail</b>
<b>B+</b>	<b>75-82</b>	<b>3.50</b>	<b><u>Non-Graded</u></b>
<b>B</b>	<b>70-74</b>	<b>3.00</b>	<b>CP Certificate of Participation (75% Attendance)</b>
<b>C+</b>	<b>66-69</b>	<b>2.50</b>	<b>NC No Certificate of Participation</b>
<b>C</b>	<b>57-65</b>	<b>2.00</b>	<b><u>Special Designations</u></b>
<b>D</b>	<b>50-56</b>	<b>1.00</b>	<b>I Incomplete</b>
<b>F</b>	<b>&lt;50</b>	<b>0.00</b>	<b>TC Transfer Credit</b>
			<b>S Standing</b>

**DISCLAIMER:**

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.