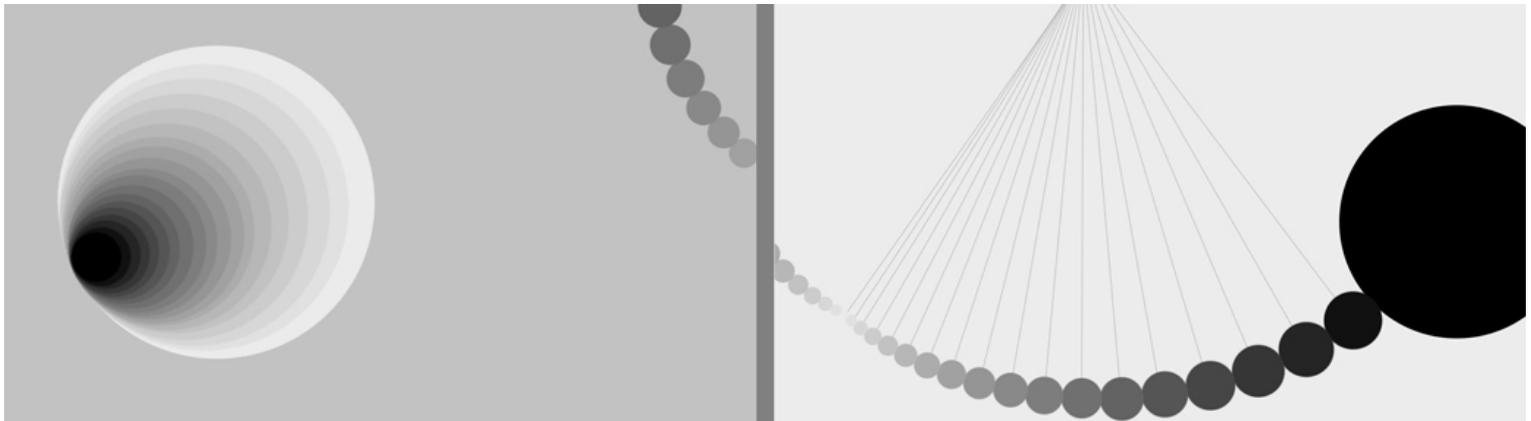




UNSW
SYDNEY

School of the Arts and Media

Faculty of Arts and Social Sciences



MDIA5004

Media and Public Relations

Session 1, 2017

Course Outline

Staff Contact Details

Conveners

Name	Email	Availability	Location	Phone
Emily Booker	e.booker@unsw.edu.au	By email appointment only.		

Lecturers

Name	Email	Availability	Location	Phone
Julian Kenny	j.kenny@unsw.edu.au			

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a valid attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course Details

Credit Points 6

Summary of the Course

This course introduces students to public relations writing and management and develops their understanding of public relations in the Australian media environment. Students will learn the basics of writing a media release, managing a press conference and dealing with media enquiries. The writing component of the course will include writing for the internet, speeches, publications, campaigns, reports and crisis communications. As well as learning to write across a range of genres, students will learn to write for a selected audience. This course will also cover the ways that new media technologies influence media and public relations. Students will be taught techniques for using these technologies for media and public relations purposes. Students will also learn the professional conventions and engage with the ethical and legal issues associated with public relations.

At the conclusion of this course the student will be able to

1. Write a press release and a letter to the editor/opinion piece
2. Organise a media conference
3. Develop and implement a media relations campaign working in a group
4. Write media materials for a media relations campaign
5. Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Teaching Strategies

This course will be taught face to face in a lecture theatre environment but there will be a strong emphasis on encouraging student participation in the process of learning. Students will be actively engaged in solving problems posed by the lecturer. Student learning will be enhanced by the use of case studies and by group work in which students will be asked to produce media and public relations materials and campaigns for a real client.

The content of this course and its teaching approach is designed to enable students to develop particular communications skills that will enhance their practice and work in the field of media and public relations. It reflects my position that their practice within the field will require advanced levels of communication to enable ongoing development.

Assessment

Please refer to Moodle for details of the marking rubrics used for the assessment tasks.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Media plan for Non-Profit Organisation	30%	1500 words	Thursday 18 May – submitted on Moodle through Turnitin – by midnight	This is a group assessment.
Letter to the Editor or Opinion Piece	35%	200 words (letter) + 500-800 words (rationale) OR 800 words (Opinion piece) + 500-800 words (Rationale)	Thursday 13 April - on Moodle through Turnitin – by midnight	This is an individual assessment.
Media Release	35%	Media Release (300 words) + Rationale (500-800 words)	Thursday 23 March – submitted on Moodle through Turnitin by midnight	This is an individual assessment.

Assessment Details

Assessment 1: Media plan for Non-Profit Organisation

Details: Group Assessment Media Plan for Non-Profit Organisation (1500 words). Groups will typically consist of 3 to 5 students. This is the final assessment task. Written feedback will be provided by teaching staff.

Additional details:

	Group assessment
Assessment 3	
Title	Media Plan for a Non-Profit Organisation
Expectations	<p>Write a media relations campaign plan for a real non-profit organisation.</p> <p>Your aim is to get coverage in the mass media.</p> <p>The plan must be designed to get coverage in the mass media of an issue that is of central importance to your non-profit organisation or of a major newsworthy event that your organisation is already planning. This is not a plan to organise an event so you should not be organising an event yourselves.</p> <p>The Media Plan must be presented in a professional manner with headings, client logo and clear, succinct writing. Outline suggested:</p>

1. Cover page with title of the plan, client logo, your group name (as the PR practitioners), date, contact details for your group. Table of contents (optional)
2. Situation Analysis – this is a short description of your client and a short description of either the issue or the event that you will be trying to get coverage of in the media
3. Strategy - statement outlining your approach to the objectives. An effective plan achieves a synergy between aim and objectives, concepts and resources (tactics).
4. Target Audience – the audience that you hope to reach with the information about your issue or event for your client
5. Target Media – your choice of media with an explanation for this choice (e.g. reaches target audience, is favourable to your issue)
6. Aim/goal – brief summary (approx 2 sentences) of what you are trying to achieve with this one (small) Media Plan
7. Objectives – clear, achievable objectives to reach this audience through using the mass media (approx. 2 informational, 1 or 2 motivational)
8. Tactics – how you will reach this audience (e.g. by writing a media release and sending it to a particular newspaper)
9. Calendar of planning/timeline – include every detail of what you will be doing in your plan, assigning tasks to group members
10. Budget – brief outline of the costs of implementing the plan
11. Evaluation – techniques you will recommend to be used to evaluate the plan *after* it is over.

The media plan should be developed using the information presented in lectures and in the readings. Remember this campaign plan is for your **client** – so it must be written and presented *for them*.

Length	1500 words
Weighting	30%
Due date	Thursday 18 May – submitted on Moodle through Turnitin – by midnight

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Organise a media conference
- Develop and implement a media relations campaign working in a group
- Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Assessment 2: Letter to the Editor or Opinion Piece

Details: Letter to the editor (200 words) + rationale (500-800 words) OR opinion piece (800 words) + rationale (500-800 words). Written feedback will be provided by teaching staff.

Additional details:

EITHER

Assessment 2	Individual Assessment
Title	Letter to the Editor + Rationale – OPTION 1
Expectations	<p>Letter to the Editor</p> <p>You must write a letter to the editor based on the guidelines presented in lectures and in the readings. You must follow the format clearly.</p> <p>The letter must argue the case around an issue that you have chosen to advocate in the media for your chosen non-profit organisation. This letter is to come from the head of your chosen organization. So you must write it in their 'voice'. Their name will appear under the letter.</p> <p>The letter must be addressed to the editor of a newspaper or magazine (print or online mass media outlet) that will reach your non-profit organisation's target audience.</p> <p>You must name the editor and the media outlet that you are writing for. You must research the media outlet to see how they have covered your issue and write a letter that touches on this framing.</p> <p>More information on this will be presented in class and covered in the readings.</p> <p>Rationale</p> <p>Explain the rationale behind your decisions in writing your letter to the editor. This must include academic references to your readings or other material that informed your choices of opinion angle, target audience, topic, newspaper choice, etc.</p>
Length	200 words (letter) + 500-800 words (rationale)
Weighting	35%
Due date	Thursday 13 April - on Moodle through Turnitin – by midnight

OR

Assessment 2	Individual Assessment
Title	Opinion piece (Op-Ed) + Rationale – OPTION 2
Expectations	Opinion piece

	<p>You must write an opinion piece based on the guidelines presented in lectures and in the readings. The piece must examine the issue that is being promoted by your chosen non-profit organisation and target a newspaper or magazine (print or online mass media outlet) that will reach the target audience in the media plan for your organisation. You should tie the issue into something covered already in the news if possible. You must name the editor and media outlet that you are writing for.</p> <p>This opinion piece is to come from the head of your chosen organization. So you must write it in their 'voice'. Their name will appear under the opinion piece.</p> <p>Rationale</p> <p>Explain the rationale behind your decisions in writing your opinion piece. This must include academic references to your readings or other material that informed your choices of opinion angle, target audience, topic, newspaper choice, writing style, etc.</p>
Length	800 words (Opinion piece) + 500-800 words (Rationale)
Weighting	35%
Due date	Thursday 13 April - on Moodle through Turnitin – by midnight

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Write a press release and a letter to the editor/opinion piece
- Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Assessment 3: Media Release

Details: Media release (300 words) + rationale (500-800 words). Written feedback will be provided by teaching staff.

Additional details:

Assessment 1	Individual Assessment
Title	Media Release (300 words) + Rationale (500-800 words)
Expectations	<p>Media Release</p> <p>To write a media release for your group media plan for a non-profit organisation (your third assignment).</p> <p>The media release will be marked on how well you have articulated the release in line with effective media release writing guidelines. You will need to present a strong news angle and follow the format and style of a media release presentation.</p> <p>The media release is for your campaign so must focus on the <i>issue</i> or an <i>event</i> that you will try to promote in the media for your non-profit organisation. For an issue, you must research how this issue has been covered in the media and work out how</p>

to make this issue newsworthy. For an event you must consider what makes news (week 2 lecture) and make sure that you emphasise some aspect of the event that is newsworthy. An event in itself is not often newsworthy unless it is unusual.

The 'audience' for the media release is the journalist, producer or editor that you are sending your release to. So your release must have a news angle that will be interesting to this journalist's audience (e.g. the readers of her newspaper, or the viewers of his TV show).

You must name the journalist and the media outlet that you are targeting with your release.

More information will be presented in class and covered in readings.

Rationale

Explain the rationale behind your decisions in writing your media release. This must include academic references to your readings or other material that informed your choices of news angle, target audience, topic, etc. This is a piece of academic writing in which you can explore the concepts and ideas behind your media release.

Length	300 words + 500-800 words
Weighting	35%
Due date	Thursday 23 March – submitted on Moodle through Turnitin by midnight

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

- Write media materials for a media relations campaign
- Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website:

<https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices;

Paraphrasing, summarising, essay writing and time management

Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

Course Schedule

Timetable

Date	Type	Content
Week 1: 27 February - 5 March	Seminar	<p>Week 1: Introduction to Media Relations and Public Relations</p> <p>Reading</p> <ul style="list-style-type: none"> • Mahoney, J 2013, <i>Public Relations Writing</i>, Melbourne: Oxford University Press, pp 1-35 • Johnston, J 2013 <i>Media Relations: Issues and Strategies</i> (2nd edition), Crows Nest NSW: Allen & Unwin, pp 1-8 • Stanton, R 2007, <i>Media Relations</i>, Melbourne: Oxford University Press pp 1-8
Week 2: 6 - 12 March	Seminar	<p>Week 2: Media relations and liaison: What is news</p> <p>Reading</p> <ul style="list-style-type: none"> • Mahoney, J 2013, <i>Public Relations Writing</i>, Melbourne: Oxford University Press, pp 86-98
Week 3: 13 - 19 March	Seminar	<p>Week 3: Writing a media release: What the journalist wants</p> <p>Reading</p> <ul style="list-style-type: none"> • Mahoney, J 2013, <i>Public Relations Writing</i>, Melbourne: Oxford University Press, pp 95-109, p xxix
Week 4: 20 - 26 March	Seminar	<p>Week 4: Non profit organisations: Advocating a cause</p> <p>Reading</p>

Date	Type	Content
		<ul style="list-style-type: none"> • Bales, S and Gilliam, F.D.Jr 2004, 'Communications for Social Good,' <i>Foundation Center</i>, April, Executive Summary at http://www.foundationcenter.org/gainknowledge/research/pdf/practicematters_08_execsum.pdf • Johnston, J and Zawawi, C 2009, <i>Public Relations Theory and Practice</i> (3rd edition), Sydney: Allen & Unwin, pp 443-449
Week 5: 27 March - 2 April	Seminar	<p>Week 5: Opinion writing</p> <p>Reading</p> <ul style="list-style-type: none"> • Mahoney, J 2013, <i>Public Relations Writing</i>, Melbourne: Oxford University Press, pp122-123, 153-156 • Wilcox, D 2013, <i>Public Relations Writing and Media Techniques</i> (7th edition), Boston: Pearson, Allyn and Bacon, pp 183-188 • http://www.smh.com.au/national/hello-and-welcome-to-a-day-in-the-strife-of-the-letters-editor-20110913-1k7l5.html • http://www.smh.com.au/opinion/rules-and-tips-for-submitting-letters-20100115-mcal.html
Week 6: 3 - 9 April	Seminar	<p>Week 6: Media plan: Research, strategy and planning</p> <p>Reading</p> <ul style="list-style-type: none"> • Mahoney, J 2013, <i>Public Relations Writing</i>, Melbourne: Oxford University Press, pp 40-52

Date	Type	Content
		<ul style="list-style-type: none"> • Johnston, J 2013 <i>Media Relations: Issues and Strategies</i> (2nd edition), Crows Nest NSW: Allen & Unwin, pp 99-101 • Stanton, R 2007, <i>Media Relations</i>, Melbourne: Oxford University Press, pp 33-35, pp 38-45 • Wilcox, D 2009, <i>Public Relations Writing and Media Techniques</i> (6th edition), Boston: Pearson, Allyn and Bacon, pp 483-502
Week 7: 10 - 16 April	Seminar	<p>Week 7: Media plan: Tactics, timelines and budgets</p> <p>Reading</p> <ul style="list-style-type: none"> • Mahoney, J 2013, <i>Public Relations Writing</i>, Melbourne: Oxford University Press, p 93-94, pp 142-143, 148-152, 174-179, p xxiv • Wilcox, D 2013, <i>Public Relations Writing and Media Techniques</i> (7th edition), Boston: Pearson, Allyn and Bacon, pp 142-144
Week 8: 24 - 30 April	Seminar	<p>Postgraduate Reading week – NO CLASSES THIS WEEK.</p>
Week 9: 1 - 7 May	Seminar	<p>Week 9: Evaluation of media relations plans</p> <p>Reading</p> <ul style="list-style-type: none"> • Mahoney, J 2013, <i>Public Relations Writing</i>, Melbourne: Oxford University Press, pp 189-197 • Xavier, R et al 2005, 'Using evaluation techniques and performance claims to

Date	Type	Content
		<p>demonstrate public relations impact: an Australian perspective,' <i>Public Relations Review</i>, vol. 31, no. 3, pp 417-424, www.sciencedirect.com</p> <ul style="list-style-type: none"> • MacNamara, J 2006, 'PR Metrics', Media Monitors (access on Moodle)
Week 10: 8 - 14 May	Seminar	<p>Week 10: The political media adviser: Spin and information</p> <p>Reading</p> <ul style="list-style-type: none"> • Johnston, J and Zawawi, C 2009, <i>Public Relations Theory and Practice</i> (3rd edition), Sydney: Allen & Unwin, pp 418-436
Week 11: 15 - 21 May	Seminar	<p>Week 11: Ethics and Corporate Social Responsibility</p> <p>Reading</p> <ul style="list-style-type: none"> • Wilcox, D 2013, <i>Public Relations Writing and Media Techniques</i> (7th edition), Boston: Pearson, Allyn and Bacon, pp 53-55 • Regester, M and Larkin, J 2008, <i>Risk Issues and Crisis Management: A Casebook of Best Practice</i> (4th edition), London: Kogan Page, pp 73-93
Week 12: 22 - 28 May	Seminar	<p>Week 12: Dealing with the media in a crisis</p> <p>Reading</p> <ul style="list-style-type: none"> • Johnston, J 2013 <i>Media Relations: Issues and Strategies</i> (2nd edition), Crows Nest NSW: Allen & Unwin, pp 85-95 • Regester, M and Larkin, J 2008, <i>Risk Issues and</i>

Date	Type	Content
		<p><i>Crisis Management: A Casebook of Best Practice</i> (4th edition), London: Kogan Page, pp 20-24, pp 192-198</p>
Week 13: 29 May - 4 June	Seminar	<p>Week 13: Media conference: A practical scenario (June 1, 2)</p> <p>Reading</p> <ul style="list-style-type: none"> • Johnston, J and Zawawi, C 2009, <i>Public Relations Theory and Practice</i> (3rd edition), Sydney: Allen & Unwin, pp 257-261

Resources

Prescribed Resources

- Mahoney, J 2013, *Public Relations Writing*, 2nd Edition, Melbourne: Oxford University Press

Recommended Resources

- Johnston, J 2013 *Media Relations: Issues and Strategies* (2nd edition), Crows Nest NSW: Allen & Unwin

Johnston, J and Zawawi, C 2009, *Public Relations Theory and Practice* (3rd edition), Sydney: Allen

& Unwin

Regeher, M and Larkin, J 2008, *Risk Issues and Crisis Management: A Casebook of Best Practice*

(4th edition), London: Kogan Page

Stanton, R 2007, *Media Relations*, Melbourne: Oxford University Press

Wilcox, D 2013, *Public Relations Writing and Media Techniques* (7th edition), Boston: Pearson, Allyn

and Bacon

The recommended readings can be accessed through the University library online. Type in MDIA 5004 to get access to the readings.

Course Evaluation and Development

Student feedback is encouraged through both informal feedback directly to lecturers and through the formal survey conducted at the end of the course by the University. This feedback in the past has been incorporated in the design of the content and the teaching strategies. For example in the past students asked for more practical and current examples of theories and hands-on practice for assessments. The group exercise has been particularly designed to meet these needs

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