



**Faculty of Arts and
Social Sciences**

School of the Arts and Media

MDIA5004

Media and Public Relations

Session 1, 2016

UNSW Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location
Course Authority/Lecturer	Emily Booker	e.booker@unsw.edu.au	Wed 2-4 Thurs 12-2	Webster 250 Quad 1046
Lecturer	Dr Paul Ryder	p.ryder@unsw.edu.au	Thurs 4-8 pm	Webster 250

School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster

Building Phone: 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.
- Timetable clash - If a student is unable to attend all classes for a course due to timetable clashes, the student must complete the UNSW Arts & Social Sciences Permissible Timetable Clash Application form: <https://www.arts.unsw.edu.au/ttclash/index.php>
- Where practical, a student's attendance will be recorded. The procedure for recording attendance will be set out on the course Learning Management System (Moodle).
- A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure rather than be awarded a final grade of UF. The final decision as to whether a student can be withdrawn without failure is made by Student Administration and Records.

- 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 for SAM Students

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.

Student learning outcomes

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 & Rationale

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

Assessment Items to Learning Outcomes

Media Release

Write media materials for a media relations campaign

Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Letter to the Editor or Opinion Piece

Write a press release and a letter to the editor/opinion piece

Demonstrate an understanding of theoretical frameworks relevant to media and public relations

Media plan for Non-Profit Organisation

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 & Weighting	Length	Due date	Feedback
Media Release (35%)	Media release (300 words) + rationale (500-800 words)	Week 4 (Thu Mar 24)	Comments and grade on Turnitin
Letter to the Editor or Opinion Piece (35%)	EITHER Letter to the editor (200 words) + rationale (500-800 words) OR opinion piece (800 words) + rationale (500-800 words)	Week 7 (Thu Apr 21)	Comments and grade on Turnitin
Media plan for Non-Profit Organisation (30%)	<i>Group assessment:</i> Media Plan for Non-Profit Organisation (1500 words)	Week 11 (Thu May 19)	Comments and grade on Turnitin

In order to pass this course, you must make a serious attempt at ALL assessment tasks. This is a SAM requirement.

Further details of the assessment tasks is available on Moodle.

Submission of Assessment Tasks

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

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

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CRICOS Provider Code: 00098G

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the SAM assessment protocols at <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Extension Procedure

- A student seeking an extension should submit a SAM extension application form (found in Forms on SAM website) to the Course Authority before the due date.
- The Course Authority should respond to the request within two working days of the request.
- The Course Authority can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.
- If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
- This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.
- A student who misses an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- For more information, see the SAM extension protocols on the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Special Consideration

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL:

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

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

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.

Details of what plagiarism is can be found on the Learning Centre's Website Plagiarism & Academic Integrity website (<http://www.lc.unsw.edu.au/academic-integrity-plagiarism>), in the myUNSW student A-Z: Guide <https://student.unsw.edu.au/plagiarism> and in Appendix A of the Student Misconduct Procedure (pdf- <https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>).

It is not permissible to buy essay/writing services from third parties as the use of such services constitutes plagiarism because it involves using the words or ideas of others and passing them off as your own. Further, it is not permissible to sell copies of lecture or tutorial notes as you do not own the rights to this intellectual property.

If you breach the *Student Code* with respect to academic integrity the University may take disciplinary action under the *Student Misconduct Procedure* (see above).

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example:

- 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

Week 1: Introduction to Media Relations and Public Relations (Mar 2, 3)

- Mahoney, J 2013, *Public Relations Writing*, Melbourne: Oxford University Press, pp 1-35
- Lamb, L and McKee, K 2005, *Applied Public Relations Cases in Stakeholder Management*, New Jersey: Lawrence Erlbaum Associates, pp 88-92
- Stanton, R 2007, *Media Relations*, Melbourne: Oxford University Press pp 1-8

Week 2: Media relations and liaison: What is news (Mar 9, 10)

- Mahoney, J 2013, *Public Relations Writing*, Melbourne: Oxford University Press, pp 86-98

Week 3: Writing a media release: What the journalist wants (Mar 16, 17)

- Mahoney, J 2013, *Public Relations Writing*, Melbourne: Oxford University Press, pp 95-107, p xxix

Week 4: Non profit organisations: Advocating a cause (Mar 23, 24)

- Bales, S and Gilliam, F.D.Jr 2004, 'Communications for Social Good,' *Foundation Center*, April, Executive Summary at http://www.foundationcenter.org/gainknowledge/research/pdf/practicematters_08_execsum.pdf
- Johnston, J and Zawawi, C 2009, *Public Relations Theory and Practice* (3rd edition), Sydney: Allen & Unwin, pp 443-449
- Davis, A 2004, *Mastering Public Relations*, UK: Palgrave Macmillan, pp 177-180

Week 5: NO LECTURE (Reading week for post-graduate) (Apr 6, 7)

Week 6: Opinion writing (Apr 13, 14)

- Mahoney, J 2013, *Public Relations Writing*, Melbourne: Oxford University Press, pp122-123, 153-156
- Wilcox, D 2013, *Public Relations Writing and Media Techniques* (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-20110913-1k7I5.html>
- <http://www.smh.com.au/opinion/rules-and-tips-for-submitting-letters-20100115-mcal.html>

Week 7: Media plan: Research, strategy and planning (Apr 20, 21)

- Mahoney, J 2013, *Public Relations Writing*, Melbourne: Oxford University Press, pp 40-52
- Stanton, R 2007, *Media Relations*, Melbourne: Oxford University Press, pp 33-35, pp 38-45
- Wilcox, D 2009, *Public Relations Writing and Media Techniques* (6th edition), Boston: Pearson, Allyn and Bacon, pp 483-502

Week 8: Media plan: Tactics, timelines and budgets (April 27, 28)

- Mahoney, J 2013, *Public Relations Writing*, Melbourne: Oxford University Press, p 93-94, pp 142-143, pp 174-179, p xxiv
- Wilcox, D 2013, *Public Relations Writing and Media Techniques* (7th edition), Boston: Pearson, Allyn and Bacon, pp 142-144

Week 9: Evaluation of media relations plans (May 4, 5)

- Mahoney, J 2013, *Public Relations Writing*, Melbourne: Oxford University Press, pp 189-196
- Xavier, R et al 2005, 'Using evaluation techniques and performance claims to demonstrate public relations impact: an Australian perspective,' *Public Relations Review*, vol. 31, no. 3, pp 417-424, www.sciencedirect.com
- MacNamara, J 2006, 'PR Metrics', Media Monitors (access on Moodle)

Week 10: The political media adviser: Spin and information (May 11, 12)

- Johnston, J and Zawawi, C 2009, *Public Relations Theory and Practice* (3rd edition), Sydney: Allen & Unwin, pp 418-436

Week 11: Ethics and Corporate Social Responsibility (May 18, 19)

- Wilcox, D 2013, *Public Relations Writing and Media Techniques* (7th edition), Boston: Pearson, Allyn and Bacon, pp 53-55
- Regester, M and Larkin, J 2008, *Risk Issues and Crisis Management: A Casebook of Best Practice* (4th edition), London: Kogan Page, pp 73-93

Week 12: Dealing with the media in a crisis (May 25, 26)

- Sefiani, R 2011, *Anna Bligh's Impressive Crisis Communications*, Sefiani Blog, <http://www.sefiani.com.au/blog/anna-blighs-impressive-crisis-communications/>
- Lamb, L and McKee, K 2005, *Applied Public Relations Cases in Stakeholder Management*, New Jersey: Lawrence Erlbaum Associates, pp 108-111
- Regester, M and Larkin, J 2008, *Risk Issues and Crisis Management: A Casebook of Best Practice*

(4th edition), London: Kogan Page, pp 20-24, pp 192-198

Week 13: Media conference: A practical scenario (June 1, 2)

- Johnston, J and Zawawi, C 2009, *Public Relations Theory and Practice* (3rd edition), Sydney: Allen & Unwin, pp 257-261
- Wilcox, D 2013, *Public Relations Writing and Media Techniques* (7th edition), Boston: Pearson, Allyn and Bacon, p 99

Prescribed Resources

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

Recommended Resources

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.

Moodle

UNSW uses a TELT (Technology Enabled Learning & Teaching) programme called Moodle to make available extra learning material, submitting assignments, and checking your grades amongst other things. It is integral to most University courses and vital to the success of students. Make sure you familiarise yourself with it in the first couple of weeks.

Course evaluation and development

Student feedback is encouraged through both informal feedback directly to lecturers and through the formal CATEI 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

Other information

Information on relevant Occupational Health and Safety policies and expectations is outlined at:

<http://www.ohs.unsw.edu.au/>

Student equity and diversity issues can be sought from Student Equity Officers (Disability) in the Student Equity and Diversity Unit (9385 4734).

Further information for students with disabilities is available at <http://www.studentequity.unsw.edu.au>