

JOURNALISM 840—MEDIA RELATIONS
SPRING 2019 SYLLABUS

COURSE DESCRIPTION

Journalism 840-Media Relations is an introduction to current practices in media relations. Through a combination of lectures, guest speakers, readings and hands-on exercises, students will explore a variety of techniques used to facilitate successful relationships between an organization and the media (both traditional media and emerging platforms). Students will apply their newly acquired knowledge through assignments, including a comprehensive media relations plan for an organization or cause of their choice.

COURSE INSTRUCTOR

Angie Hendershot

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Office hours: Upon request

COURSE TEXT BOOKS

- *On Deadline: Managing Media Relations, fifth edition* by Carole M. Howard and Wilma K. Matthews
- *The Associated Press Stylebook and Libel Manual*

COURSE REQUIRED TOOLS

- Meltwater monitoring tool

OTHER USEFUL INFORMATION

Media Relations is one component of the discipline of Public Relations. If you have not already studied the principles of public relations, you may find it helpful to refer to a general PR textbook or guide, such as *Public Relations the basics* by Ron Smith. Students are expected to have a working knowledge of social media, particularly platforms of frequent use in the practice, including Twitter, LinkedIn and Facebook.

CLASS MEETING TIME/ATTENDANCE POLICY

Journalism 840 meets on Wednesday evenings, from 6:30-9:00 p.m. at the KU Edwards Campus, beginning January 23. Regular attendance in class and field work outside of class is required. Additionally, a portion of your final grade will be based upon your active participation and contributions to our class discussions.

If you must be absent due to a medical, family or work-related event, it is your responsibility to notify the instructor *prior to class* to determine how best to make up for your absence. Any assignments due on the date you are unable to attend class are still due at the beginning of class time.

COURSE GRADING (*The instructor reserves the right to change assignments as needed.)

Appropriate graduate-level grasp of the concepts covered in the course, professional writing and timely completion of work are essential to achieving an A or B grade.

Journalists are professional writers and therefore grades will be based on writing essentials (spelling, grammar, punctuation, subject/verb agreement, etc.) and writing quality (storytelling, compelling leads, persuasiveness, literary devices, brevity, etc.). Journalists also work on deadlines and so media relations professionals must as well. Timeliness is absolutely essential to grading in this class.

Media Journal (50) and Analysis (50)	100 points
Media Relations Plan Components	100 points
<ul style="list-style-type: none"> • Goals/Situation Analysis/Secondary Research (25) • Strategies (25) • Tactics (25) • Measurement (25) 	
News release/alert and pitches	50 points
Reactive message panel, Q&A	50 points
Final Media Relations Plan	100 points
<u>Attendance/Class Participation/Professionalism</u>	<u>100 points</u>
<i>Total Possible Points</i>	<i>500 points</i>

Grading Scale

A 93 – 100 A- 90 – 92 B+ 88 – 89 B 83 – 87 B- 80 – 82 C+ 78 – 79 C 73 – 77 C- 70 – 72 D+ 68 – 69 D 63 – 67 D- 60 – 62 F 0 - 59

ASSIGNMENT EXPECTATIONS

Media Journal

You will select a person, group or issue to study how it is covered in the media. After the first class, identify a few options and observe them in the news the following week before making your selection. Find, read/listen/watch and record two entries each week from 1/28-4/7 (10 weeks). Links to stories might be easiest as you go, but to avoid dead or moved links, print or save the full article/transcript to ensure you don't lose the content at the end of the semester when you need to access it for your analysis paper.

- A level work will require 2+ entries in all 10 weeks, representing a diversity of media types including broadcast, print and digital
- B level work will require 2+ entries in 9-10 weeks, representing at least two types
- C level work will require 2+ entries in at least 8 weeks

Media Journal Analysis

You will write a 2-4 page (double spaced) brief analyzing the media coverage on your person, group or issue, using citations from the entries in your journal. Attach the full stories referenced in your paper.

- A level work will include critical thinking on the coverage and what may have influenced the way the person/group/topic was portrayed and implications for media relations professionals attempting to influence that coverage.
- B level work will include summaries of coverage, observations of similarities and differences across entries and identification of themes in the coverage.
- C level work will include summaries of coverage.

Media Relations Plan Components

- Goals/Situation Analysis/Secondary Research – Goals should be tied to and in support of the organization’s overall strategic goals (financial, growth, mission, etc.). A Situation Analysis summarizes the environment your plan is operating within. Secondary research includes information on public opinion, reporters, media outlets or coverage.
- Strategies – Should be logically in support of your goals and reasonably achievable in the identified timeframe. These will be overall approaches or paths to achieving your goals. Generally includes an audience and either media type or content category.
- Tactics - You will be assessed on the appropriateness of your tactics to achieve your goals, strategy and objectives. Depth of detail in your thinking is expected for maximum points. You will be measured separately on the quality of the content of one proactive (news release/alert) and one reactive component (message panel/Q&A).
- Measurement – Your plan will include a measurement and results reporting approach with stated goals. Ideally you should include a benchmark and way of measuring post-plan results.

News release/alert and pitches – You will select one proactive tactic to execute via a news release or media alert. Grades will be based on the newsworthiness, writing quality and adherence to AP style. This story will be pitched in class.

Reactive message panel, Q&A – You will select one reactive tactic to execute by creating a message panel or key message document with prepared Q&A. This piece should be concise enough to be used to brief and prepare an executive or spokesperson for a live media reporter. Q&A should include difficult and likely questions from media or public organizations and answers that use a bridge to key messages wherever possible.

Final Media Relations Plan - You will combine the components create and graded throughout the semester into a final plan. You will have the opportunity to edit and adjust this content in the final plan document. This assignment should demonstrate the techniques you have learned and practiced as well as graduate school level thinking achieved in the course.

Attendance/Class Participation/Professionalism –

Quality and frequency of participation in class discussions and (in and out of class) exercises will contribute to this grade. Top points will require active listening and engagement with all speakers (instructor, guest speakers, classmates) and thoughtful questions and contributions to the discussion. Generally excused absences discussed in advance of class can have participation points made up with out-of-class exercises assigned by the instructor. These may include reading and assessment of industry blogs, online news rooms, tools of the trade and monitoring and measurement tools.

AAAC Accommodations

The Academic Achievement and Access Center (AAAC) coordinates academic accommodations and services for all eligible KU students with disabilities. If you have a disability for which you wish to request accommodations and have not contacted the AAAC, please do so as soon as possible. More information about AAAC can be obtained at the KU Edwards Student Services Welcome and Success Center in Regents Center or by calling 913-897-8539 or emailing kuecsucces@ku.edu. Additional information about AAAC services can be found at access.ku.edu. Please contact me privately in regard to your needs in this course.

Diversity, Equity and Inclusion

As a premier international research university, the University of Kansas is committed to an open, diverse and inclusive learning and working environment that nurtures the growth and development of all. KU holds steadfast in the belief that an array of values, interests, experiences, and intellectual and cultural viewpoints enrich learning and our workplace. The promotion of and support for a diverse and inclusive community of mutual respect require the engagement of the entire university.

Library Services

A librarian is available in the Hawks Nest (Regents Center, Room 120) to help you with your research and library questions every Monday and Tuesday from 2-7 pm. In addition to the scheduled dates, the librarian is also providing consultations by appointment. For an appointment, contact Lyn Wolz at lwolz@ku.edu.

Writing Center

The Writing Center is offering online consultations during the semester. Students can schedule an online appointment at writing.ku.edu.

JOURNALISM 840—MEDIA RELATIONS SPRING 2019 SCHEDULE (AS OF 1.22.19)

COURSE ASSIGNMENTS AT A GLANCE

The instructor reserves the right to amend the schedule and/or change assignments at any time based upon progress against the learning objectives and the needs of the class.

DATE	TOPIC	READINGS (to be read <i>prior</i> to class)	ASSIGNMENT(S)
Jan 23	<ul style="list-style-type: none"> • Course Overview, Expectations, Calendar • The Media Journal and Semester Project • What exactly is Media Relations? <ul style="list-style-type: none"> ○ Two-way relationship ○ Proactive and reactive ○ Newsworthiness • Overview of news media <ul style="list-style-type: none"> ○ Broadcast, print, digital, social ○ Monthly, weekly, daily, always on ○ Local, national, trade, global ○ Owned/Earned/Paid ○ News, editorial/opinion 	<i>the news</i>	<ul style="list-style-type: none"> • Select a person, topic or issue to follow in the news through the semester • Weekly media journal should include at least two entries from different media
Jan 30	<ul style="list-style-type: none"> • Media Relations in context <ul style="list-style-type: none"> ○ Role within PR ○ Role within IMC ○ Role within organization, strategy • Overview of a media relations plan <ul style="list-style-type: none"> ○ Goal(s) ○ Situation Analysis ○ Research ○ Strategy/Objectives ○ Tactics ○ Measurement • Introduction to Meltwater 	<i>On Deadline:</i> Chapters 1 & 2 Getting Started News	<ul style="list-style-type: none"> • Identify your media relations plan organization or cause. • Set up a site visit or interview with your organization's contact.
Feb 6	<ul style="list-style-type: none"> • The Strategic Counselor Role • Listen first <ul style="list-style-type: none"> ○ Research ○ Analysis ○ Influencers ○ Media selection Exercise: Use Meltwater to create targeted media list for an example scenario • Ethics • Regulations • Corporate Social Responsibility 	<i>On Deadline:</i> Chapters 4, 6 & 11 Reporters Ethics The Future (Counselor Role)	<ul style="list-style-type: none"> • Goal(s) • Situation Analysis • Secondary research Due before class 2/20 for 25 possible points
Feb 13	<ul style="list-style-type: none"> • Strategic Planning <ul style="list-style-type: none"> ○ Understand purpose, vision ○ Connecting to organizational goals ○ Communication goals • Writing <ul style="list-style-type: none"> ○ Brevity ○ Clarity ○ Relevance ○ Style 	<i>On Deadline:</i> Chapters 3, 7 Tools of the Trade Media Events The AP Style Book	<ul style="list-style-type: none"> • Strategies Due before class 2/27 for 25 possible points

Feb 20	<p>Tools of the Trade</p> <ul style="list-style-type: none"> • Preparatory documents <ul style="list-style-type: none"> ○ Key messages, Q&A ○ Fact sheets, visual assets ○ Position papers ○ Kits and news rooms • Announcing documents <ul style="list-style-type: none"> ○ News releases, alerts ○ Feature releases • Interviews, briefings, conferences <ul style="list-style-type: none"> ○ Exclusives, advances ○ Media tours 	<p>The AP Style Book</p> <p>PR Newswire best practices deck</p>	<ul style="list-style-type: none"> • News release or media alert <p>Bring 3 copies to class 2/27 to pitch to guest editor for a total possible 50 points for written material and pitch</p>
Feb 27	<p>Guest judge/editor – Brenda Poor</p> <ul style="list-style-type: none"> • Gatekeepers <ul style="list-style-type: none"> ○ Editors, producers ○ Sources ○ Social media 	<p>Posted examples of online news rooms (+post one additional by 3/6 class)</p>	<ul style="list-style-type: none"> • Pitches made in class will be part of the 50 points (see above)
Mar 6	<ul style="list-style-type: none"> • Audience identification • Message development <ul style="list-style-type: none"> ○ Key Messages, Message panels • Selecting the right spokesperson(s) • Preparing executives/SMEs to interview 	<p><i>On Deadline:</i> Chapter 5 Spokespersons</p>	<ul style="list-style-type: none"> • Develop key messages for plan • Tactics due by 3/13
Mar 13	Spring Break – no class		
Mar 20	<ul style="list-style-type: none"> • Media Training <p>Guest reporter</p>		<ul style="list-style-type: none"> • Refine reactive documents due 3/27
Mar 27	<ul style="list-style-type: none"> • Social Media in-depth focus <ul style="list-style-type: none"> ○ Blogs, blogger outreach ○ Social platforms (LI, FB, Twitter) ○ SMMS tools (Sprinklr, Hootsuite) <p>Guest speaker from Fleishman Hillard – Nicole Trembley</p>	<p>Read blogs on digital/social</p> <ul style="list-style-type: none"> • Brian Solis • Seth Godin • David Meerman Scott • Jay Baer 	<ul style="list-style-type: none"> • Ensure social media integration into media plan
April 3	<ul style="list-style-type: none"> • Field work 		<ul style="list-style-type: none"> • Complete media journal by 4/10
April 10	<ul style="list-style-type: none"> • Measurement and Evaluation • Monitoring service providers • Budgeting 	<p><i>On Deadline:</i> Chapter 10 Measurement</p>	<ul style="list-style-type: none"> • Turn in media journal analysis paper 4/17
April 17	<ul style="list-style-type: none"> • Joint session with Pub Admin Ethics class with Hannes Zacharias • Government/Public Information roles • Community relations - Special interest groups, neighborhoods, districts • Political media relations <ul style="list-style-type: none"> ○ Ballot initiatives, elected officials 	<p>School district “After a suicide” toolkit</p>	<p>Measurement plan due by 4/24</p>
April 24	<ul style="list-style-type: none"> • Reputation • Crisis Communication, Issues Management <p>Guest lecturer Matt Tidwell</p>	<p><i>On Deadline:</i> Chapter 9 Crisis Planning</p>	<ul style="list-style-type: none"> • Reactive key message Q&A document
May 1	<ul style="list-style-type: none"> • Presentation of Final Media Relations Plans <ul style="list-style-type: none"> ○ 10-15 minutes each 		<ul style="list-style-type: none"> • Turn in final written plans
May 8	<ul style="list-style-type: none"> • Project debrief • Issues journal discussion • Merchandising your success 		<ul style="list-style-type: none"> • Complete project evaluations. • Class evaluations