



**British Columbia
Institute of Technology**

COURSE NAME: PRESS/MEDIA RELATIONS

COURSE NUMBER: MKTG 1018 (JANUARY 1998)

Instructor: Stephen Barrington

Prepared for: Part-time studies

Term: All Hours per week: 3

Credits: 1.5

No. of weeks: 7 (audit) or 8 (credit)

Total hours: 21 (audit) or 24 (credit)

PREREQUISITES: None

COURSE OBJECTIVES:

A mid- level course primarily designed for someone who will be working in a marketing or public relations capacity. This course would likewise benefit marketing students wanting to pursue a career in the media relations or public relations fields.

This course will provide the participant with an understanding of the media as a business and how to best reach a particular market using the media as a conduit.

Material covered includes the workings of the media, basic media processes, developing media approaches, news release writing, news room realities, packaging your message, new conferences, interviews and crisis communications.

COURSE OUTLINE:

- Understanding the media: what is news, where does it come from.
 - Find the news value: news versus newsworthy events
 - News releases, advisories and media kits: following media style
 - Understand the difference between news and advertising -- and where they meet
 - Define media objectives and strategies including key messages
 - Targeting: the media as a market for reaching your audiences
 - Interviews and soundbites: what the media want in an interview
 - News conferences and media events: making them work
 - In a crisis: how to get *your* message out in a crisis
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EVALUATION:

Final exam: 40 per cent
Assignments: 60 per cent
Late assignments: minus one mark per day late (unless prior arrangement)

This course may be audited or taken for ½ credit towards a certificate in either Marketing Management or Media Techniques for Business.

TEXT BOOK AND SUGGESTED REFERENCES:

The Canadian Guide to Managing the Media (Revised Edition) by Ed Shiller
The Canadian Press Style Guide by the Canadian Press (optional)

CLASS OUTLINE:

- No. 1 Introduction
 How the media works
 What the media want
 Media approaches/ethnic media
 News release introduction

- No. 2 News releases
 Finding the news release value
 Advertising versus news: controlling the message
 Targeting: media as customer/specialty publications

- No. 3 News releases
 News versus newsworthy
 Riding the news/being proactive
 Key messages/interview introduction
 Anticipating questions

- No. 4 News conferences and events
 Technical details, requirements/media kits
 Something for the cameras
 Partners and supporters/ready-made "other" sources

- No. 5 Avoiding non-events
 News conference follow-up
 Timing, timing, timing
 Newsroom realities/Oops and errors

- No. 6 Interviews
 Print, broadcast and television
 It's your opportunity
 What the media want to hear
 Interview preparation and role play

- No. 7 Crisis communications
 Company-wide information
 Who's involved: accurate information
 What to say and how to say it
 Key spokesperson and accountability

- No. 8 Final exam (two hours)