

SEP 09 2003

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY***School of Business***Program: MARKETING****Option: Press/Media Relations****Taught to: Part-Time Studies****Course Outline for:****MKTG 1019****Date: June 5, 2000**

<b>Hours/Week:</b>	36	<b>Total Hours:</b>	36	<b>Term/Level:</b>	200020
<b>Lecture:</b>	36	<b>Total Weeks:</b>	1	<b>Credits:</b>	3
<b>Lab:</b>					
<b>Other:</b>					

**Instructor**

Ange Frymire                      Office No:      (604) 734-0600                      Phone:      734-0600  
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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday
	8:30 - 4:00	8:30 - 4:00	8:30 - 4:00	9:00 - 5:00	8:30 - 4:00

**Prerequisites**

NONE

**Course Objectives**

A mid-level course primarily designed for someone who will be working in a marketing or public relations capacity and is interested in pursuing a career in media/public relations.

Participants will gain 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, newsroom realities, packaging your message, news conferences, interviews and crisis communications.

This course may be audited or taken for full 3 credits towards a certificate in either Marketing Management or Media Techniques for Business.

Attendance: Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor. Failure to do so may result in the student being prevented from completing the course.

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## Prior Learning Assessment Method

Determine the level of experience and course expectations through brief, individual summaries by each student at the beginning of the first class.

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## Evaluation

### *Policy:*

Final Examination	30	%
Midterm Tests	n/a	%
Quizzes	n/a	%
Assignments	60	%(7 assignments)
Term Project	n/a	%
Other (Participation & Attendance)	10	%

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## Course Summary

At the end of this course, the student will be able to:

- understand the media; what is news; where and how news originates
- write news releases, advisories and prepare media kits, in an acceptable media style
- understand the value of news and determine newsworthy events
- understand the difference between news and advertising, and how they are integrated
- define media objectives and strategies, including key messages
- target the media as a special, unique market for reaching core and secondary audiences
- handle interviews and soundbites and be aware of media requirements for client interviews
- plan successful and effective news conferences and media events
- develop strategies and skills for crisis communications
- develop effective and accurate messages
- know the DOs and DON'Ts when dealing with media for conferences, interviews and follow-up

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## Text(s) and Equipment

### **Required:**

Canadian Guide to Managing the Media (Revised Edition) by Ed Shiller

ISBN 0-13-324724-4

Students must have access to a computer or typewriter for all assignments. No exceptions.

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## Course Notes (Policies and Procedures)

- *Assignments:* Late assignments or projects will not be accepted for marking. Assignments will be done on a group basis unless otherwise specified by the instructor.
- *Attendance:* The attendance policy as outlined in the current BCIT Calendar will be enforced.
- *Course Outline Changes:* The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.
- *Ethics:* BCIT assumes that all students attending the Institute will follow a high standard of ethics. Incidents of cheating or plagiarism may, therefore, result in a grade of zero for the assignment, quiz, test, exam, or project for all parties involved and/or expulsion from the course.
- *Illness:* A doctor's note is required for any illness causing you to miss assignments, quizzes, tests, projects or exam. At the discretion of the instructor, you may complete the work missed or have the work prorated (i.e. an average is given according to your performance throughout the course).
- *Makeup Tests, Exams or Quizzes:* There will be no makeup tests, exams or quizzes. If you miss a test, exam or quiz, you will receive zero marks. Exceptions may be made for documented medical reasons or extenuating circumstances, although this is not guaranteed.
- *Labs:* Lab attendance is mandatory. Lab exercises are due at the end of the lab period.

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## Assignment Details & Daily Class Topics

### Assignment Details:

All assignments are due on the last day of class (Day 5). Additional class time will be provided after the final examination to complete outstanding assignments. No late assignments will be accepted.

Students will be assigned to groups for completion of all assignments. Each group will select a client (individual or organization) that you will represent for a media campaign. You have been hired to plan a news conference for your client on an announcement or event of your client's. You must ensure that there are newsworthy hooks and angles for the campaign to merit favourable response from the media.

**Assignment #1:** Write a Critical Path on your client.

**Assignment #2:** Write a list of what you will include in the "Media Kit" for the news conference.

**Assignment #3:** Write a news release on your client.

**Assignment #4:** Write a news advisory for the news conference.

**Assignment #5:** Write a Fact Sheet on your client.

**Assignment #6:** Write a letter to the editor of the Vancouver Sun on your client.

**Assignment #7:** Write an itinerary for your news conference.

### Daily Class Topics:

#### Day 1

Introduction of course  
Pre-Assessment of expectations and experience  
Planning for a PR campaign  
How the media works: needs and expectations  
What the media want to hear  
Who's who in the newsroom  
Advertising versus news: controlling the message  
Critical Path  
Canadian Press style  
Grammar, spelling and proofreading

ding: Copyright primer  
Media issues and the “right to know”  
*Chapters 1, 2, 3 (for Day 1)*  
*Chapters 5, 6, 7, 8, 9, 10 (for Day 2)*

## Day 2

News releases  
“For Immediate Release” versus “Under Embargo”  
News advisories  
Finding the news release value  
News versus newsworthy  
Writing the news: being proactive  
Meeting the needs of media  
Interviews  
Interview preparation and role playing  
Print, radio and television media  
Targeting: customer or specialty publications  
*Chapters 8 (Review), 10 (Review), 11, 13 for Day 3*

Reading:

## Day 3

Radio versus print vs television  
Radio talk shows/live interviews  
Preparation: know your interviewer  
Sell the pictures  
Key messages  
Anticipating questions: Q&A sheets  
Backgrounders  
Positioning sheets  
Fact Sheets  
Other vehicles to reach media  
Letters to the editor  
Guest columnists/expertise  
Tip sheets/idea sheets  
*Chapters 4, 9, 10, 11 (Review), 12, 14 (for Day 4)*

Reading:

## Day 4

News Conferences & Events  
Technical details, requirements, media kits  
Something for the cameras  
Media plans/attracting the media  
Avoiding non-events (Under embargo)  
Partners and supporters; ready-made “other” sources  
News conference follow-up  
Timing, timing, timing  
Newsroom realities: oops and errors  
Crisis communications  
Who’s involved; providing accurate information  
What to say and how to say it  
Key spokesperson and accountability  
Exam Review

Reading:

*Study for final examination.*

Assignment:

*None.*

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Instructor & Course Evaluation

**FINAL EXAMINATION**

Question-and-answer period (optional)

Instructor consultation (optional)

Working time for assignments (optional)

Hand in all assignments