MEDIA RELATIONS AND MEDIA TRAINING

GRADO EN COMUNICACIÓN Y MEDIOS DIGITALES

Professor: PAMELA ROLFE
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Academic year: 18-19
Degree course: SECOND
Semester: 2º
Category: COMPULSORY
Number of credits: 3.0
Language: English

PREREQUISITES

SUBJECT DESCRIPTION
Media Relations introduces students to the strategic planning process involved in putting together and coordinating organizational and corporate communication efforts. In this course, students will learn what is involved in developing, implementing and evaluating media relations strategies. The course provides insights on understanding an organization’s internal and external communication needs; as well as identifying how best to use the media environment to serve the organization’s goals.

OBJECTIVES AND SKILLS
- To understand the role that Media Relations play in Corporate Communication
- To get an understanding of what is news and how journalists think
- To learn the principles of how the media work and how to communicate with journalists most effectively
- To become ready to start managing Media Relations within an organization
- To develop skills in strategic media relations management
- To enhance student’s communication persuasively, clearly and successfully
- To encourage students to think strategically about how to select and employ tactics for effective media relations
- To understand the strategic use of social media and other new media channels in communicating and building relationships

METHODOLOGY
Over the course of the term, students will:
-- Actively participate in class debates and present their out-of-class assignments to their classmates in a clear, attractive, concise way.
-- Students will be responsible for researching tools or aids for media relations professionals and write a blog entry for the class blog.
--Students will select a sector to research and create thorough background, strategies and cases for handling relations with media professionals
--Students will perform mock press conferences and staged interviews, demonstrating how to handle the questions and answers
--Students will interview a professional journalist

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
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</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>13.33 %</td>
<td>10 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>13.33 %</td>
<td>10 hours</td>
</tr>
<tr>
<td>Exercises</td>
<td>26.67 %</td>
<td>20 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>26.67 %</td>
<td>20 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
<td>20.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>75 hours</td>
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</tbody>
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PROGRAM

SESSION 1
Course Overview and Introduction

SESSION 2
Media Relations Theory, The Purpose of Public Relations and Strategic Planning

SESSION 3
Newsworthiness and the Production of News

SESSION 4
Media Agenda and Its Influence on Corporate Reputation

SESSION 5
Your Role as a Media Relations Professional: Conducting Media Intelligence and Preparing for Interviews

SESSION 6
Your Role as a Media Relations Professional: Perfecting the Media Pitch

SESSION 7
Earned Media and Paid Media
B.C.: Strategic Planning for Public Relations 5th Ed.
R.A.: Mercedes and the Moose Test (B), (KEL049-PDF-ENG)

SESSION 8
Media Relations Measurement and Evaluation

SESSION 9
Social Media Best Practices
B.C.: Trust Agents

SESSION 10
Viewing of recordings of simulated media interviews: Group 1

SESSION 11

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SESSION 12
Viewing of recordings of simulated media interviews: Group 3

SESSION 13
Viewing of recordings of press conferences: Group 1

SESSION 14
Viewing of recordings of press conferences: Group 2

SESSION 15
Viewing of recordings of press conferences: Group 3
BIBLIOGRAPHY

Buy your books here

EVALUATION CRITERIA

--Each student can take 4 exams per subject in 2 consecutive courses.
--It is mandatory to attend 70% of the classes. Students who do not comply with this percentage of attendance lose the 1st and second exams and go directly to the 3rd one.
--Grading for the students on make-up exams will be subject to the following rules:
  · Those students who failed the subject in the first round of exams, pass to the 2nd session, except those who do not comply with the percentage of attendance to class and go directly to the 3rd session.
  · The maximum grade that a student may obtain in the 2nd or 3rd exam session is 8.
--In the case a student receives a failing grade in the class, the student will be able to make-up for the failing grade during "convocatoria extraordinaria" in July. The make-up exam will consist of handing in any and all outstanding assignments and taking an exam.

-- This class values a student's ability to analyze and defend ideas. A student should be able to present an informed analysis eloquently in a written and spoken format.

-- The students’ class participation, punctuality, ability to meet deadlines and originality are key components of the grade.

--This class is not a writing class, but repeated spelling, grammatical or punctuation mistakes will result in an ever-decreasing grade.

--Plagarism will result in an automatic failing grade for the assignment.

EXTRAORDINARY EVALUATION--It is impossible to pass this class by simply taking a final exam. In order to be graded in this class--even for the extraordinary evaluation-- you MUST hand in all of the assignments, including the journalist interview, news agency analysis, comparative media study, analysis of Spain abroad study and timed digital analysis. Additionally, the student must present a written explanation of 500 words on the course material. If you plan to take the extraordinary finals to be graded, you should hand in all of these assignments at the time of the scheduled exam. You must also inform the professor in advance of your intention to take the exam.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Presentation</td>
<td>25 %</td>
<td>Blog Posts and Mini Presentation</td>
</tr>
<tr>
<td>Individual Work</td>
<td>5 %</td>
<td>Sector Selection</td>
</tr>
<tr>
<td>Individual Work</td>
<td>5 %</td>
<td>Media Coverage Analysis</td>
</tr>
<tr>
<td>Individual Work</td>
<td>5 %</td>
<td>Media List Builder Assignment</td>
</tr>
<tr>
<td>Individual Work</td>
<td>20 %</td>
<td>Journalist Q&amp;A</td>
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Group Presentation  
30 %

Class Participation  
10 %

Two team Assignments--each worth 15%

5-6: 4 absences, the maximum allowed before you automatically fail the class
6-6.85 3 absences
7- 8.45- 2 absences
8,5-9 1 absences
10 0 absences

Informed Participation and contribution to the learning atmosphere (10%) Beyond simply showing up, participation in class discussions and activities is an important component of this course. Recall that listening carefully is as important a component of participation as speaking. Please be aware of your own style of participation: if you find it difficult to speak up in class, push yourself to do so. If you realize you tend to dominate discussions, make a point of listening to others. Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester.

Participation is graded using the criteria below, which are adapted from: http://trc.virginia.edu/Publications/Teaching_Concerns/Spring_1996/TC_Spring_1996_Maznevski.html

The average level of participation usually satisfies the criteria for a “7”, which would correspond to a “B”.

Grade 0-4.9 Criteria: When present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion.

Grade 5.0-6.9 Criteria: Demonstrates adequate preparation: knows basic reading facts, but does not show evidence of trying to interpret or analyze them. Offers straightforward information (e.g., straight from the reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.

Grade 7-8.9 Criteria: Demonstrates good preparation: knows reading facts well, has thought through implications of them. Offers interpretations and analysis of reading material (more than just facts) to class. Contributes well to discussion in an ongoing way: responds thoughtfully to other students’ points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.

Grade 9,0-10,0 Criteria: Demonstrates excellent preparation: has analyzed readings exceptionally well, relating it to other material (e.g., other readings, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of class material (e.g., puts together pieces of the discussion to develop new approaches that take the class further). Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students’ comments, contributes to cooperative argument-building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates ongoing very active involvement.

• You must hand in all assignments. Assignments must be handed in punctually. Tardy assignments will see the grade progressively lowered by one point up to a maximum of 48 hours delay.

• All assignments must be handed in on their respective columns on campus online. I will not review assignments delivered after 48 hours of the due date, nor will I review assignments delivered via email or as hard copies.

• All assignments must be handed in either in a Word or Power-Point Formats. No PDF assignments will be accepted and they must be submitted on Blackboard. The Professor will not evaluate assignments submitted via e-mail.

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PROFESSOR BIO

Professor: PAMELA ROLFE
E-mail: prolfe@faculty.ie.edu

Pamela Rolfe is an American journalist. Since 1995, she has lived in Madrid, writing for various U.S. and British media. As a foreign correspondent, Professor Rolfe has always strived to go beyond the immediate spot news story to provide the context a distant reader needs to understand a specific news story.

OTHER INFORMATION

CODE OF CONDUCT IN CLASS

1. **Be on time**: Students arriving more than 5 minutes late will be marked as “Absent”. Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart**. It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture**: Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as “Absent”. Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation**. As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class. If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only**. The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones**: IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5**. Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.

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