

## Media Relations CMPR6202

### Course Outline

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**Description:** Understand how the media works and how to get the media's attention. This course teaches proactive techniques that ensure your organization provides the best service possible to the media and that your organization communicates its message effectively. In this course you will learn how to develop a media relations policy, establish professional relations with the media, and write purposeful media releases that generate newsworthy content. This course provides you with the strategies needed to ensure a successful media relations program by preparing you for effective media conferences and interviews with the media.

### Course Goals:

Learn practical steps and actions to work better with the media

**Course Objectives:** At the completion of this course, the student will be able to:

- Pitch media on stories
- Have a good concept of what makes a good news story
- Write and execute a communications plan

### Attendance Requirements:

Students are required to attend 100% of class time in order to receive a completion for this course. A grade report can be printed from myWCS.

### Code of Student Conduct

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at The University of Western Ontario, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: <http://www.uwo.ca/univsec/board/code.pdf>

# Western Continuing Studies

## **Course Schedule:**

Media Pursuit

Reputational management

Today's media

Media relations

Social media

The three R's

What do journalists want?

Media relations writing

Building positive relations

Media relations planning

## **Evaluation Method:**

As part of the course/instructor evaluation, a survey will be sent to you electronically by Continuing Studies. You will be asked the following questions. Please consider these throughout the course.

1. How would you rate your overall experience?
2. Please indicate your agreement with the following statements:
  - a. The course content was relevant and valuable.
  - b. The instructor conducted class sessions in an organized, well-planned manner.
  - c. The instructor explained concepts clearly.
  - d. The instructor displayed enthusiasm and energy in conducting class sessions.
  - e. The instructor made me feel comfortable in the learning environment.
  - f. The instructor encouraged my participation and interaction.