

Media Relations CMPR6202

Course Outline

Description:

In this course, you will understand how working with the media can help your organization protect and enhance its reputation. You will work through understanding the media landscape in your local area, how to create engaging media releases, how to create Key Messages, and how to coach and prepare ideal spokespersons. You will also explore how to conduct and support engagement with the media virtually in an environment influenced by the COVID-19 pandemic.

Upon completion of this course, you will have the knowledge to effectively work with the media in a variety of environments.

Did you know that many of the core principles of media relations work just as effectively in a variety of other settings including: employee and community town halls, presentations to board members.

Weekly Zoom Sessions: It is recommended that you attend the all the sessions.

Course Goals:

Understand the current media environment and explore practical steps and actions to work collaboratively with the media.

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

- Create Key Messages
- Engage with and pitch media on stories
- Have the tools and confidence to conduct an interview and/or to coach a spokesperson

Text: all materials will be provided in OWL (Western's virtual classroom)

Evaluation: This is a graded course where a complete or incomplete will be issued. In order to receive a completion for this course, a student must complete and submit a weekly assignment in the forum section of OWL. Attendance of weekly Zoom sessions are **highly** encouraged, yet not required.

Western Continuing Studies

Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on “Scholastic Offences” in the current University Academic Calendar, or on the web at <http://www.westerncalendar.uwo.ca>. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University’s code of conduct.

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 Western University, 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/pdf/board/code.pdf>.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (<http://www.turnitin.com>).

Policy on Late Assignments:

- Online discussions should be completed in the week they are assigned. The online week will run from Monday to Sunday. Please make every effort to submit your assignments by the due date, so that your reflection or exercise coincides with the week where that topic is covered. However, we recognize that adult learners have many responsibilities so if you are delayed in submitting an assignment, you will not be penalized so long as it is submitted no later than the Sunday evening of Week 4. Anything received after this time will result in a grade of ‘zero’.

How do I hand in assignments?

All assignments will be submitted electronically through OWL using the weekly forum. By using the weekly forum, other course participants can learn from your work

When will I receive my grades?

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

Western Digital Badge

If you have met the course requirements for this Western approved [micro-credential](#), you will receive an email from [MyCreds](#) to claim your digital badge. Badges are embedded with data that verifies your skills and achievements. Share them with your employer, on LinkedIn and other social media sites.

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Course Schedule:

Your online course week will run from Monday to Sunday evenings. On Tuesday evenings you will have the opportunity to interact with your instructor and fellow classmates through Zoom. Attendance to the Zoom is not required but it is strongly recommended.

Topic	Activities
Understanding The Media.	Review powerpoint and associated video. Attend Zoom session Compile a list of media in your local area (go further if you feel daring).
Online Media and preparing the most appropriate spokesperson.	Review powerpoint and associated video. Attend Zoom session Do a video introduction of yourself, like you would in a media story.
Key Messages and the message map Tool.	Review powerpoint and associated video. Attend Zoom session Create a message map.
Engaging with the media.	Review powerpoint and associated video. Attend Zoom session Create your media release.

This course outline is a sample only and is subject to change.