

School of the Arts and Media

MDIA5004

Media and Public Relations
Term 2, 2019

Class Sessions

Office Hours, Kent (convener):

Anyone may visit

Ζ,

UNSW Course Ou

EXTENSION PROCEDURE

• Inappropriate paraphrasing:

• Collusion:

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COURSE SCHEDULE

Class Sessions

Week 1

Introduction to Media Relations and Public Relations |

Writing a media release: What the journalist wants

Public relations writing (third edition).

Public relations writing (third edition).

\$z

Writing activities of public relations

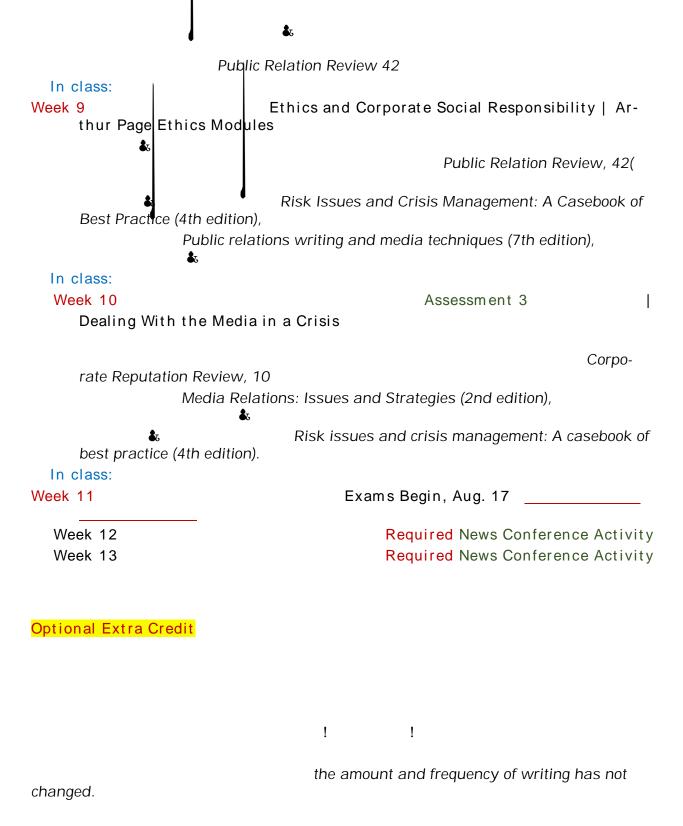
Media relations: Issues and strategies (2nd edition),

\$7

Media Relations,

In class:

Week 2





Once again, this opportunity is optional.

if you choose to,

You will be responsible for learning about how to write the documents on your own,
minimally

- Write a one-page, a full page, single-spaced, document
- · Put your citations at the end
- Format your documents as follows: All single spaced. Use standard 11 or 12-point serif font
 or 2.5 cm margins on all sides. (For Kent's sections, put <u>all documents</u> into Bookman Old Style 11-point for the entire term). Use A4 paper.
 em) tabbed paragraphs <u>not extra lines between paragraphs</u> First line, all bold, your name

ASSIGNMENTS

individual

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ASSESSMENT DETAILS

Assessment 1

Weight: %

Due: Friday, June 28,

Title:

Expectations for Media Release

Assessment 2

Note Carefully:

Weighting: %

Due: Friday, July 19,

Option 1, Letter, Length:

Title: Option 1:

Expectations: Letter to the Editor

—include samples of other let-

ters from your target publication with your own letter—

Note: very few online sources publish letters to the

editor

<u>letters</u> to the editor

dividual assignments (say the Sydney Morning Herald). Do not search for random support on the internet to justify the decisions you make. We are reading lots of information that does that already. Use only class texts and materials.

Assessment Two Alternative Choice

Assessment 2

Weighting: %

Due: Friday, July 19,

Assessment 2

Layout and

Assessment 3 (Group Assessment)

Weighting: %

Due: Friday August 9,

Length:

Identify your Target Media outlet(s)	
A Goal statement	
Clear Objectives	
A list of Tactics	
	Not e:

Assessment 3: Media Relations Plan: Group

Presentation, Structure, and Strategy

FL-PS

Issue not articulated. Audiences/media not strategically chosen based on research. Over/under word limit. Poor grammar or presentation. No cover