



# JOUR13001 *Public Relations and the Media*

## Term 2 - 2019

Profile information current as at 08/05/2024 03:21 am

All details in this unit profile for JOUR13001 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Understanding the relationship between media and public relations is vital to the success of raising and maintaining a public profile for an organisation. This unit introduces you to media management theories and concepts, and teaches you skills that form the basis of media liaison. These include writing press releases, preparing talent, targeting effective media, and knowledge of the difference between print and broadcast media practice. This unit will enable you to develop media strategies to support public relations activities and an organisation's goals.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Pre-requisites: COMM11110 Introduction to Public Relations COMM11007 Media Writing

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 2 - 2019

- Online

### Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Online discussion forum**

Weighting: 20%

#### 2. **Group Work**

Weighting: 30%

#### 3. **Written Assessment**

Weighting: 50%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. Identify the role and context of media manager or media liaison officer within an organisation
2. Apply journalistic skills within a public relations context
3. Determine organisational goals when dealing with the media
4. Prepare and use key messages
5. Develop strategies for using the media to support public relations activities and an organisation's goals.



Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
<b>3 - Written Assessment - 50%</b>	•	•	•	•		•	•	•	•	

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

#### Additional Textbook Information

Unit readings will be available via the Moodle site.

Students are encouraged to retain their textbooks from the pre-requisite units COMM11007 and COMM11110:

- Think Public Relations, by Wilcox, Cameron, Reber and Shin
- English for Journalists, by Hicks
- Media Writing, by Whitaker, Ramsey and Smith

The textbook from JOUR11005 can also be used in this unit.

- Media and Journalism, by Bainbridge, Goc and Tynan

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Sarah Pierce** Unit Coordinator  
[s.pierce@cqu.edu.au](mailto:s.pierce@cqu.edu.au)

## Schedule

### Introduction to Public Relations and the Media - 15 Jul 2019

Module/Topic

Chapter

Events and Submissions/Topic

Public relations practitioners are often required to work with the media as part of promotion or issues management. This module provides an overview of the specific and complex relationship between public relations practitioners and media organisations. Readings are provided on Moodle.

### Media Relationships - 22 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
Media relations officers are required to work with journalists, producers, and writers as part of promotion or issues management on behalf of an organisation. Public relations practitioners and journalists work to different timelines and agendas. If you are working in media relations, it is important to maintain healthy, objective, and productive relationships with the media.		Readings are provided on Moodle.

### What is News and Why is it Important? - 29 Jul 2019

Module/Topic	Chapter	Events and Submissions/Topic
This week, we look at creating 'news' to attract media attention. We will focus on newsworthiness of events and issues, specifically from a public relations perspective. This is slightly different to news from a journalist's perspective. Your challenge, when working in an organisation, is to sort through information and either identify something that may be of interest to the media, or to rework the information so that it is of interest to the media.		Readings are provided on Moodle.

### Press Agency - 05 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
Media relations involves more than merely 'seeking publicity', but part of the media relations role certainly involves proactive media engagement. This week we look at the specific techniques of press agency. Once the domain of publicity stunts, press agency is moving toward the idea of influence through talk. So, while you may still hold a media launch, a better strategy may be to engage stakeholders in a different way via social media.		Readings are provided on Moodle.

### Media Audiences: Publics or Masses? - 12 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
An audience is a collection of individuals who listen or watch some event or spectacle. But how do you reach them through the media? This week we learn how to recognise a target audience and select appropriate media channels to engage them in your message.		Readings are provided on Moodle.

## Vacation Week - 19 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
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## Media Relations as Strategy - 26 Aug 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Strategy, from a media relations perspective, involves implementing actions via relevant media that will reach relevant audiences to achieve a desired outcome. Strategy can be reflected proactively or reactively. This week we look at media campaigns as strategic, proactive tools.

Readings are provided on Moodle.

**Media Coverage Analysis** Due: Week 6 Tuesday (27 Aug 2019) 5:00 pm AEST

## Setting the Agenda - 02 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Every interaction we have with the media needs to be strategic in the sense that it supports our organisational image or goals. This week, we examine how to think and act strategically in a media relations sense to help promote an organisational agenda.

Readings are provided on Moodle.

## Maintaining an Agenda - 09 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Maintaining a profile and message that prompts action is a particular challenge to the media relations practitioner. The challenge for someone in media relations is to find new and innovative ways to promote a message. This week we learn there are plenty of opportunities for your voice to be heard if it is well considered and of interest to an audience.

Readings are provided on Moodle.

## Reacting to an Agenda - 16 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Many dealings with the media are reactive. In most cases involving media contact, the media will want an interview. If you are well prepared, any media contact becomes an opportunity to sell your organisation, its message, and accordingly, its image.

Readings are provided on Moodle.

## Writing for the Media - 23 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
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We have previously discussed writing simply, in journalistic style, to attract media attention. There are other areas of media writing, however, that you may encounter in a role as a media relations practitioner, including community service announcements, blogs, speeches and feature articles. This week we look at some other forms of media writing.

Readings are provided on Moodle.

**Unit Engagement** Due: Week 10 Friday (27 Sept 2019) 6:00 pm AEST

## The Medium is the Message - 30 Sep 2019

Module/Topic	Chapter	Events and Submissions/Topic
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Up to this point, we have looked at media relations from a strategic perspective. We have considered the importance of understanding the audience and targeting messages appropriately within a media context. This week, we look at media from a practical perspective including how people interact with specific mediums and key trends for future media practice.

Readings are provided on Moodle.

#### Review - 07 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
	No new content	

#### Review/Exam Week - 14 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic
		<b>Media Campaign</b> Due: Review/Exam Week Tuesday (15 Oct 2019) 5:00 pm AEST

#### Exam Week - 21 Oct 2019

Module/Topic	Chapter	Events and Submissions/Topic

## Assessment Tasks

### 1 Unit Engagement

#### Assessment Type

Online discussion forum

#### Task Description

Students are expected to engage with the unit materials, staff, and fellow students in a way that encourages peer review, and reflection upon personal knowledge and professional practice. Specifically, you are required to:

- Respond to the Moodle exercises during the term. Post your response in the relevant Week area in the Unit Discussion Forum on the unit website. If you have not posted anything by the middle of Week 3, teaching staff will contact you to discuss your commitment and ability to study in this course.
- Select FIVE of what you consider to be your most well-considered responses to the exercises and submit them in Week 10 with a brief justification as to why the exercise and response was useful to helping you learn about key concepts in this unit. It is this submission that will be marked. You can edit your posts to correct errors or change focus based on the feedback you have received.

In general, participate regularly in unit discussion via the Unit Discussion Forum by responding to fellow students and staff posts in a way that promotes collegiality and learning. If you post along the way during term, including a comment about why you found the particular exercise useful (if at all), you will simply need to collate these for your Week 10 submission.

#### Rationale

You do not need to do all the exercises, but you do need to do a minimum of FIVE, and we have found that students who do the Moodle exercises perform better in assessment because the exercises prompt reflection and engagement with the unit. We recognise that people are busy with work, study, and family commitments. We do not expect you to be posting every day, or even every week if you are an external student. Experience tells us, however, that when students engage with others and staff via discussion forums and in class, they have a better overall unit experience.

The Unit Coordinator will engage with the Discussion Forum twice per week. If you are time poor, simply access the Forum after the Unit Coordinator contact hours, which will be advised at the start of term.

#### Assessment Due Date

Week 10 Friday (27 Sept 2019) 6:00 pm AEST

Throughout term. Final submission 6pm Friday Week 10.

#### Return Date to Students

Week 12 Monday (7 Oct 2019)

Assignments will be returned within two weeks of on-time submission.

### **Weighting**

20%

### **Assessment Criteria**

A detailed assessment criteria is available on Moodle.

Students will be assessed on:

- Writing standard
- Writing structure
- Evidence of research
- Referencing
- Reflection

### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Submit the assessment via the unit Moodle site as a single Word document.

### **Learning Outcomes Assessed**

- Identify the role and context of media manager or media liaison officer within an organisation
- Determine organisational goals when dealing with the media

### **Graduate Attributes**

- Communication
- Information Literacy
- Information Technology Competence
- Ethical practice

## **2 Media Coverage Analysis**

### **Assessment Type**

Group Work

### **Task Description**

During Week 2, the Unit Coordinator will provide a number of options from which you will select a topic (it will be a current issue). Students are to select a topic of interest no later than Tuesday, Week 3.

Students will work in teams of four, and these teams will be assigned based on the topic chosen.

The Unit Coordinator will establish team forums through which you will be able to communicate with your fellow team members.

Team members will be required to conduct a self and peer assessment during Week 6. More details in relation to this will be provided on the unit website.

As a team, you will be required to analyse the topic by addressing the following specific task requirements:

#### **A. Media Coverage:**

1. Provide a brief but comprehensive background to the issue.
2. Identify the time period and scope of media for which media coverage was to be analysed (eg. between 10 - 13 July, major national print, television, radio, and online media sources).
3. Determine what media coverage was obtained, and whether it was negative or positive in tone.
4. Identify the relevant news criteria used by the journalist to make the issue relevant to the public interest.
5. Identify messages portrayed in the coverage about the organisation, issue or event.

#### **B. The Organisation's Approach:**

1. Provide a general overview of the organisation's approach to the media coverage (including organisational press releases, statements, responses in media articles).
2. Identify the organisation's key spokesperson, if any.
3. Determine whether the organisation actively engaged with the media, or appeared reluctant to communicate.
4. Identify any key organisational messages used in communication from the organisation.
5. Identify what was done well and what was done poorly by the organisation in responding to the issue.
6. Provide recommendations as to how the organisation could have handled the issue.



### **C. Writing and Teamwork:**

1. The team can choose to present the assessment either as a written report, or in a visual presentation (such as PowerPoint, Prezi or similar). If the team chooses to present the assessment visually, a voice over is required to explain the slides. For both the report and the visual presentation, appropriate headings must be used. All media coverage must be referenced using the APA referencing style. Details about how to present this assessment will be available on Moodle.
2. Base your recommendations and analysis on research and consideration of unit concepts to date, and reference accordingly.
3. Nominate one member of the team to liaise with the Unit Coordinator with any questions.
4. Submit one assignment per unit via online assignment submission and all members of the unit must be clearly identified on the assignment's cover/title page.
5. There is no word count specified.

Contact the Unit Coordinator if you have any concerns about doing this assessment in a team. You may be able to work individually, but will fail the teamwork component which will mean a High Distinction will not be possible in this assessment for students who work individually.

#### **Rationale**

This assessment encourages students to familiarise themselves with how a particular issue is reported on by the media, and managed by a particular organisation. We encourage students to work in teams because the size of the task is quite large for only one person, particularly when it comes to analysing media coverage, and being able to work with others both in-person and online is a key requirement in professional communication industries.

#### **Assessing Team Participation**

Students will participate in a self and peer assessment process. Details of how this will occur will be provided at the commencement of term.

#### **Assessment Due Date**

Week 6 Tuesday (27 Aug 2019) 5:00 pm AEST

File size must be less than 100MB.

#### **Return Date to Students**

Week 8 Tuesday (10 Sept 2019)

Assignments will be returned within two weeks of on-time submission.

#### **Weighting**

30%

#### **Assessment Criteria**

A detailed marking criteria is available via Moodle.

Students will be assessed on:

- Background to issue
- Assessment of coverage
- Analysis of news criteria and messages used in media coverage
- Analysis of organisation's engagement and recommendations
- Organisational key messages
- Writing Standard
- Report/Presentation Structure
- Referencing
- Attention to requirements of task
- Teamwork

#### **Referencing Style**

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

#### **Submission**

Online Group

#### **Submission Instructions**

Only one team member needs to submit the assessment.

#### **Learning Outcomes Assessed**

- Apply journalistic skills within a public relations context
- Determine organisational goals when dealing with the media
- Prepare and use key messages

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

## 3 Media Campaign

### Assessment Type

Written Assessment

### Task Description

You will create a campaign to attract media coverage for a real client. The client will be provided by the Unit Coordinator, or you may choose your own client provided it satisfies the learning outcomes for the unit. You may elect to continue to work in the team to which you were assigned for your media coverage analysis assignment, or you may elect to do the assignment as an individual task. There is no team mark allocated for this assessment and no disadvantage to working as an individual. The choice is yours!

The campaign will be presented as a **written report**, in a format suitable to provide directly to the client. The campaign report must include the following specific task requirements:

Title Page (including names of campaign team members if working as a team)

1. Background to campaign:

- General background
- Statement of communication problem

2. Stakeholder's Campaign Goal

3. Target public (including justification)

4. Key Messages

5. Campaign Strategies - NOTE: Each strategy needs to include:

- Evaluation statement (how is this strategy going to be evaluated)
- Justification statement (why and how this strategy will attract media coverage)
- Tactics (how the strategy will be implemented)

6. Campaign Limitations/Issues (Identify any possible issues that may affect success or otherwise of campaign or aspects of the campaign)

7. Appendices:

- Campaign Schedule (GANTT Chart)
- Target Media (see the Media Directory database via CQUniversity Library)
- Media releases (written in full), with defined photo opportunities
- Campaign Fact Sheet or Backgrounder
- Specific Instructions to Talent

### Task Description

This campaign is focused specifically on obtaining **media coverage** and the focus of your efforts needs to be on appropriate strategies and ideas to attract media coverage. Do not focus your efforts on generating media coverage through advertising, as you have no designated budget for this campaign.

A template will be provided that provides guidance as to how to construct your report.

There is no word length specified, however you will be graded on writing style and report structure. This assessment is focused on the quality of the words, not how many there are. A well written succinct report is likely to grade more highly than a long-winded, poorly crafted one.

### Assessment Due Date

Review/Exam Week Tuesday (15 Oct 2019) 5:00 pm AEST

Submit as a Word document via Moodle.

### Return Date to Students

Exam Week Friday (25 Oct 2019)

Assignments will be returned within two weeks of on-time submission.

### Weighting

50%

## Assessment Criteria

A detailed marking criteria is available via Moodle.

Students will be assessed on:

- Background
- Communication Problem
- Campaign Goal, Strategies, Tactics
- Publics
- Key Messages
- Campaign Limitations/Issues
- Media
- Media Releases
- Writing Standard
- Report Structure
- Referencing
- Attention to requirements of task
- Response to Feedback

## Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

## Submission

Online

## Submission Instructions

Submit the assessment as a single document.

## Learning Outcomes Assessed

- Apply journalistic skills within a public relations context
- Prepare and use key messages
- Develop strategies for using the media to support public relations activities and an organisation's goals.

## Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice
- Social Innovation

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem