

MEDIA RELATIONS AND MEDIA TRAINING

IE University

Professor: **PAMELA ROLFE**

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Academic year: 22-23

Degree course: SECOND

Semester: 2^o

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 understand how to use newsworthiness to the advantage of your client
- To learn the principles of how the media work and how to communicate with journalists most effectively
- To learn the tools of the trade
- To become ready to start managing Media Relations within an organization
- To develop skills in strategic media relations management
- 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

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	13.33 %	10 hours
Discussions	13.33 %	10 hours
Exercises	26.67 %	20 hours
Group work	26.67 %	20 hours
Other individual studying	20.0 %	15 hours
TOTAL	100.0 %	75 hours

PROGRAM

SESSION 1 (LIVE IN-PERSON)

Course Overview and Introduction

- Explain Class Assignments

SESSION 2 (LIVE IN-PERSON)

Media Relations Theory, The Purpose of Public Relations, Strategic Planning

- Pre-work: Reading Strategic Planning for Public Relations 5th Edition/On Deadline (1 hour)
- Class Discussion on readings. Come prepared to discuss in depth your list of 10 interesting points (45 minutes)

Book Chapters: Ronald D. Smith: Strategic Planning for Public Relations 5th Edition, pp. 101-121 (See Bibliography) (ced)

Book Chapters: Carole M. Howard and Wilma K. Mathews: On Deadline Managing Media Relations (See Bibliography)

SESSION 3 (ASYNCHRONOUS)

Newsworthiness and the Production of News—Asynchronous

- Individual Project: Part 1. Select Sector—will be approved by professor before you begin (30 minutes)
- Conduct sector analysis (1.5 hours)

Read: On Deadline, Chapter 2, News: What it Is and How it Gets to the Public

SESSION 4 (LIVE IN-PERSON)

- Pre-work: On Deadline Chapter 4 “Reporters: Helping Them Meet Their Objectives”
- Discuss Sector Analysis (20 minutes)
- DUE: Part 1: Sector Selection**

SESSION 5 (ASYNCHRONOUS)

Your role as a media relations professional: Conducting Media Intelligence and Preparing for Interviews

Press Releases

READ: On Deadline, Chapter 5, Spokespersons: Training and Briefing Them for their Role

- Individual Project: Part 2. Conduct Media Coverage Analysis (1.5 hours)
- DUE: Part 2: Media Coverage Analysis**

SESSION 6 (LIVE IN-PERSON)

Your role as a media relations professional: Perfecting the Media Pitch

- Pre-work: Come to class with a press release you have written about your chosen company. The news must be invented, but in keeping with newsworthiness and appropriate to sector trends identified in Part 1.
- In Class: work in groups to improve press releases and create a media strategy linked to media interviews (1 hour)

SESSION 7 (ASYNCHRONOUS)

Tools of the Trade Discussion

Submit Blog Entry

Create Video Groups

SESSION 8 (LIVE IN-PERSON)

Guest Speaker

- **DUE: Part 3: Media List**

SESSION 9 (LIVE IN-PERSON)

Viewing of Group 1 Videos

Analysis of Group 1 Videos

SESSION 10 (LIVE IN-PERSON)

Viewing of Group 1 Videos

Analysis of Group 1 Videos

SESSION 11 (LIVE IN-PERSON)

Viewing of Group 2 Videos

Analysis of Group 2 Videos

SESSION 12 (LIVE IN-PERSON)

Viewing of Group 2 Videos

Analysis of Group 2 Videos

SESSION 13 (LIVE IN-PERSON)

View Videos

- Conduct interview with journalist/influencers

SESSION 14 (LIVE IN-PERSON)

View Videos

- Conduct interview with journalist/influencers

SESSION 15 (LIVE IN-PERSON)

Conclusion-- Pulling it all together

- Due Part 4: Journalist Q&A

BIBLIOGRAPHY

Compulsory

- Carole M. Howard, Wilma K. Mathews. (2013). *On Deadline: Managing Media Relations*. 5th. Waveland Press. ISBN 1478603402 (Printed)

- Ronald D. Smith. (2020). *Strategic Planning for Public Relations*. 6th. Routledge. ISBN 9780367903848 (Printed)

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.

Plagiarism 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.

Criteria	Percentage	Comments
Individual Presentation	25 %	Blog Posts and Presentation
Individual Work	50 %	Individual Projects and Journalist Q&A
Group Presentation	20 %	Group Videos and Analysis
Class Participation	10 %	Participation and Discussion

I take participation seriously. If you are distracted on your computer or phone, not following along, don't know where we are when called on in class or habitually late, it will be reflected in a very poor-failing participation score--regardless of your attendance.

5 - 6: 4 absences and acceptable participation, the maximum allowed before you automatically fail the class

6 - 6,85: 3 absences and satisfactory participation

7 - 8,45: 2 absences and good participation

8,5 - 9: 1 absence and great participation

10: 0 absences and excellent participation

PROFESSOR BIO

Professor: **PAMELA ROLFE**

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Professor Pamela Rolfe

Pamela Rolfe is an American journalist with a Master's in Mass Communication, specialization in journalism from the University of Florida. Since 1995, she has lived in Madrid, writing for various U.S. and British media. Specifically, she has covered Spanish politics, economics and culture for The Washington Post since 2001—including stories on fatal attacks by Basque terrorists and the end of ETA, the March 2004 bombing of Madrid's commuter trains, the Catalan drive for independence, Spanish government elections and the coronavirus pandemic. Prior to that, she reported for news agencies the Associated Press and Reuters. She also extensively has written about the Spanish film industry for The Hollywood Reporter, as the publication's Spain Bureau Chief from 1997-2020. Professor Rolfe has taught journalism at Saint Louis University's Madrid Campus and San Diego University. She joined IE School of Communication in 2008 to teach journalism, media relations and media writing skills. Currently, she also serves as the Communication Officer of IE Business School.

OTHER INFORMATION

HELPFUL HINTS: HOW TO DO WELL IN THIS CLASS--

- Courteous behavior: I find punctuality, attention during class and not distracting yourself and others with your social media activity a given.
- E-mails: If you have questions that were not answered in class, you are welcome to ask your questions via e-mail. I can be reached at prolfe@faculty.ie.edu. Although I will make every effort to respond to your question as quickly and thoroughly as possible, please recognize that I may not be available when you send an email. I will do my best to answer emails sent M-F within 24 hours. If you write me after 5pm on Friday, I reserve the right to respond on Monday morning.
- Deadline: I take deadlines very seriously. I do understand that things can happen unexpectedly and it is impossible to prepare in advance for everything life throws at you. For this reason, I will grant each student a 24-hour grace period on ONE assignment during the course of the semester. For all other late assignments, your grade will drop 5% each day that it is late. I encourage you to hand in all assignments.
- Assignment format: Submit on time. You are expected to hand them in as specified by the professor- that is to say on Campus. I will not grade e-mailed assignments, unless I explicitly ask for them.
- Proofread: Writing proficiency counts in this class. Basic grammar, spelling and punctuation are to be correct on all assignments. I will take off points for careless mistakes, misspelled names or factual errors. Grammar, punctuation and repeated style errors will detract from your score when they occur in your writing.

****Attitude**** I thoroughly enjoy teaching and I love journalism. My goal is that you will understand how exciting and invigorating it can be. For that, you need to show up with the attitude of wanting to enjoy it.