



APPLIES TO ACADEMIC YEAR 2009/2010

INS 2800 Media Relations

Programme

Bachelor in Public Relations (2. year)

Responsible for the course

Department

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

A key stakeholder group for most organizations is the media. An important job of public relations practitioners is to represent the organization to journalists, and journalists to the organization. Playing this role well requires that media relations staff maintain two different perspectives at once—that of the organization and that of the media. They must also ensure that their media relations strategy matches the goals and activities of an organization and the interests of journalists. Media coverage is often spontaneous and opportunistic but media relations strategy is carried out best when it follows a systematic process

Objective

In this course students will acquire a basic understanding of the media and their relationships with different types of organizations. They will acquire the skills necessary for interacting and building relationships with journalists on behalf of their organizations. They will also acquire practical skills in developing material that interest journalists, preparing organizational members for interacting with the media and dealing with crisis situations.

Prerequisites

INS 2302 News Writing and INS2500 Introduction to PR.

Compulsory reading

Books:

Harr, Erik. 2006. Medielobbyisme : kunsten at sætte en dagsorden. København : Børsen. 170 sider

Stewart, Sally. 2004. Media training 101: A guide to meeting the press. Hoboken: Wiley

Recommended reading

Books:

Apeland, Nils M.. 2007. Det gode selskap: Omdømmebygging i praksis. [Høvik]: Hippocampus
Cappelen, Anders W. 1998. Bruk pressen. 2. utg. Oslo : InfoFokus. Kapitlene 1,3,4,6,7, 12, 13 og 17

Kristensen, Aina L.L., Øystein Bonvik, Anders Cappelen. 2007. God PR : norsk markeds-PR i praksis. Oslo: Kommunikasjonsforlaget

Vinje, Finn-Erik. 2004. Skriveregler. 8. utg. Oslo: Aschehoug

Course outline

- Media contact as a tactical and strategic tool I and II.
- The Norwegian media landscape 2010
- Developing editorial content.
- Setting the agenda, the 'yes' words, tactics that create attention
- Journalistic rules
- Preparing interviews
- Interview situations I and II, preparing and carrying out interviews
- Organizations and communication seen through the eyes of journalists
- How to deal with difficult cases

Computer-based tools

Microsoft Word

Course structure

36 hours classroom teaching and practical cases.

Examination

Mid-term exam - one hour in class-room: count 40% of the final grade

Final exam - 5 hour: count 50% of the final grade

Class participation in the course: count 10% of the final grade.

Exam code(s)

INS 28001 Process evaluation, counting for 100% of total grade in INS 2800 Media Relations, 6 credits.

Examination support materials

None allowed.

Re-sit examination

A re-sit is held at the next scheduled exam in the course.

Students who are taking new exam must take all parts of evaluation.

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course. This course will be lectured for the last time spring 2010. Re-sit exam will be offered every term even spring 2012.

Additional information