

**Problems in Public Management – Media Relations
Political Science 511-M
1st Summer Session 2008**

Instructor: Nancy Lindemeyer
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Course Objective:

This course is designed to provide students a working knowledge of the media and its use by governmental and not-for-profit organizations to achieve organizational goals.

Course Approach:

Classes will be seminar style with general discussion. Students are encouraged to share their experiences and opinions regarding covered topics and to participate in class discussions. Guest presenters will address the class on various topics associated with the course.

Text:

On Deadline: Managing Media Relations, 4th edition, Carole M. Howard and Wilma K. Mathews: Waveland Press (2006).

Grading:

The final grade for this course will consist of the following:

Class Participation & Attitude	20%
Reading Summary 1	10%
Reading Summary 2	10%
Media Summary	10%
News Release	15%
Crisis Interview	15%
Exam	20%

Attendance:

Students are expected to attend all class sessions. If you have an emergency and must miss class, please contact me as soon as possible.

Classes:

Wednesday evenings: May 21 & 28, June 4, 11 & 18
6:30 – 9:20 pm

Schedule:

(Read Chapters 1 & 2 prior to first class – prepare 2-3 paragraph reading summary)

May 21: Media Relations Overview

Media Relations Overview

- What is Media Relations?
- Why is it important to work with the media?
- What is a media relations program?

Guests: Alice Moore, Public Information Director, City of High Point & Sonya Conway, Director Public Affairs/Communications American Express

Assignment for May 29 class:

- Read Chapters 3 & 5
- Pick 2: Visit blog / read newspaper / watch television news / listen to radio news program – draft 2-3 paragraph summarizing differences between any two

May 28: Meet the Media

- What is - and isn't - news?
- Who is the media?
- Making the best of your media interactions

Guests: Robert Bell, News & Record reporter, & Ed Cone, blogger

Assignment for June 4 class:

- Read Chapters 4 & 8 – prepare 2-3 paragraph summary

June 4: Tools of the Trade / Anatomy of a PR Campaign / News Releases

- Tools of the Trade
- Anatomy of a PR Campaign
- News Releases

Guest: Brian Cockman, Executive Vice President, Broach & Company

Assignment for June 11 class:

- Read Chapter 6 & 7 and draft news release

June 11: Effective Messages / The Successful Interview

- Develop and deliver effective messages
- The successful interview

Guest: Doug Allred, Public Relations Specialist, Moses Cone Health System

Assignment for June 11 class:

- Read Chapter 10 and interview pr professional re crisis

June 18: Crisis Communications

- Developing a crisis plan

Guest: Beverly B. Thompson, Public Affairs Director, City of Durham, NC

Exam