

Public Sector Marketing, Strategic Planning and Communication

EMPA U6020

FALL 2002

SATURDAYS, 2-4 P.M.

418 INTERNATIONAL AFFAIRS BUILDING

Professor:

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Effective media strategies depend on understanding how the news media function. With this in mind, this course explores both the practical applications of media strategies and the theoretical foundations of how the news media operate. It will analyze how the relevant players to news coverage (e.g., organization leaders, press officers, reporters, producers and columnists) interact in the creation of news content. Understanding both media strategies and the news media are the first steps in shaping and influencing public policy and public opinion. Course content will also include the quality of public debate that occurs in news coverage and its impact on the citizenry.

Structure

The course will include lectures, discussions and guest speakers, with an emphasis on classroom interaction based on the reading material.

Graded materials

Graded materials will include individual assignments (an analysis of an organization's aims and media needs, a press release and press advisory, a pitch letter and an op/ed) and a group project. There will be one additional assignment that will be part of the classroom participation grade.

The grade breakdown is as follows: 4 individual assignments (15 percent each); classroom participation (10 percent); group project (30 percent).

Groups to Study

Students will serve as mock communications directors for real-world organizations by studying these organizations' missions, goals and press activity. Students will each study one organization, which will serve as the source for the four individual assignments. In addition, students will be divided into groups and develop a multi-part media strategy for the studied organization. Strategies will be presented during the final two weeks of the semester.

The groups to be studied are the following:

- Center for Responsive Politics (www.opensecrets.org)
- Children Now (www.childrennow.org)
- National Association of Independent Colleges and Universities (www.naicu.edu)

Readings

Most readings will be available in a reading packet, which may be purchased at Copy Quick located on Amsterdam Avenue between 119th/120th Sts.

The course will include one book: Jason Salzman, *Making the News: A Guide for Nonprofits & Activists* (Westview, 1998)

Assignments for a given week are to be read *before* that week's class meeting.

WEEK 1: Saturday, September 7, 2002

- *Introduction and Course Overview*
- *Defining Strategic Planning, Marketing and Communications*
- *Split Class into Project Groups*

WEEK 2: Saturday, September 14, 2002

- *Why Public Relations Matters*
- *Organizational Goals and Ideas*

Reading:

- James Fallows, *Breaking the News* (Vintage 1997), pp. 235-270.
- Marc Hooghe, "Watching Television and Civic Engagement," the *Harvard International Journal of Press/Politics*, v. 7 (Spring 2002), pp. 84-104.
- Joseph Cappella and Kathleen Hall Jamieson, *The Spiral of Cynicism* (Oxford 1997), pp. 229-246.

WEEK 3: Saturday, September 21, 2002

- *Understanding the Audience*
- *Understanding the News Media*

Reading:

- Pew Research Center for the People & the Press, "Public's News Habits Little Changed by September 11," June 9, 2002.
- Bill Kovach and Tom Rosenstiel, *The Elements of Journalism* (Crown 2001), pp. 147-178.

WEEK 4: Saturday, September 28, 2002

****Due: Two-page (500 words) description of organization's mission, goals and audience (part of class participation grade)****

- *How the News Media Function*

Reading:

- “How Journalists Report the News,” *News: The Politics of Illusion* (Longman 1996), pp. 117-139.
- Timothy Cook, *Governing with the News: The News Media as a Political Institution* (Chicago 1998), pp. 120-140.
- Bennett, W. Lance (1997). “Cracking the News Code: Some Rules That Journalists Live By,” pp. 103-117. In Shanto Iyengar and Richard Reeves (Eds.), *Do the Media Govern? Politicians, Voters and Reporters in America* (Sage 1997).

WEEK 5: Saturday, October 5, 2002

- *Strategic Planning: Goals, Audiences and Communications*

Reading:

- “How Politicians Make the News,” *News: The Politics of Illusion*, pp. 77-116 (Handout)
- *Making the News*, pp. 1-70

Guest Speaker: Jason Hollander, Managing Editor, Columbia University Record

WEEK 6: Saturday, October 12, 2002

****Due: Analysis of Organization’s Communications****

- *Reaching Out to Editors and Reporters*

Reading

- *Making the News*, 141-211
- Stephen Rosenfeld, “The Op-Ed Page: A Step to a Better Democracy,” *The Harvard International Journal of Press/Politics*, v. 5 (2000), pp. 7-11.

Guest Speaker: Andrea Barbalich, Executive Editor, *Child* magazine

WEEK 7: Saturday, October 19, 2002

- Constructing Your Message
- Meeting Your Organization’s Needs

Reading:

- *Making the News*, pp. 71-140

WEEK 8: Saturday, October 26, 2002

****Due: Press Release and Press Advisory for News Organization****

- *Know Your Medium: Print vs. Electronic*

Reading

- Alice Hall and Joseph Cappella, “The Impact of Political Talk Radio Exposure on Attributions About the Outcome of the 1996 U.S. Presidential Election,” *Journal of Communication*, v. 52 (2002), pp. 332-350.

Guest Speaker: Nancy Dillon, Business Reporter, *New York Daily News*

WEEK 9: Saturday, November 2, 2002

****NO CLASS: UNIVERSITY HOLIDAY****

WEEK 10: Saturday, November 9, 2002

- *Containing Negative Press*

Reading

- *Making the News*, 213-240
- Barry Burden, “When Bad Press is Good News,” *The Harvard International Journal of Press/Politics*, v. 7, Summer 2002, pp. 76-89.

WEEK 11: Saturday, November 16, 2002

****Due: Pitch Letter for Organization****

- *Web Sites: Benefits and Limitations*

Reading

- Erik Bucy, “Social Access to the Internet,” *The Harvard International Journal of Press/Politics*, pp. 50-61.
- David Tewksbury, Andrew Weaver and Brett Maddex, “Accidentally Informed: Incidental News Exposure to the World Wide Web,” *Journalism & Mass Communication Quarterly*, v. 78 (2001), pp. 533-554.

WEEK 11: Saturday, November 16, 2002

- *Media Training: Speaking in Front of the Camera*

WEEK 12: Saturday, November 23, 2002

****Due: Op/ed for Organization****

- *Presenting Media Plans to Others*

WEEK 13: Saturday, November 30, 2002

****No Class—Thanksgiving Break****

WEEK 14: Saturday, December 7, 2002

****Due: Written Portion of Final Presentations****

- *Final Presentations (Groups)*

WEEK 15: Saturday, December 14, 2002 (FINAL CLASS)

- *Final Presentations (Groups)*