

**Number of ECTS credits :** 2

**Course language :** Anglais

**Course leader :** POHARDY OLIVIER

**Speakers :** LE GARS Corinne , TAYLOR Andrew

## ≡ COURSE DESCRIPTION

This course is designed as an introduction to press relations. As such it examines both how journalists function and how companies can best communicate their messages to the media. It looks at the principle tools of press relations, assesses their effectiveness and draws attention to how to write for the press. The shifting landscape due to such elements as the multiplication of media, the rise of social networks and the changing organisation of editorial teams will also be examined.

## ≡ COURSE OBJECTIVES

Understand the role of press relations in a communications strategy.

Understand how journalists work.

Know the different press relations tools.

Tailor press relations to a particular target.

## ≡ LEARNING OBJECTIVES

<b>C4B learning goal</b>	LG1 - Analysis
<b>C4B learning objective</b>	L02 - Analyse complex situations
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG2 - Action
<b>C4B learning objective</b>	L04 - Make proposals, take initiatives
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG2 - Action
<b>C4B learning objective</b>	L05 - Evaluate, prevent and manage short, medium and long-term risks
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG4 - CSR
<b>C4B learning objective</b>	L010 - Identify and understand stakeholder interests
<b>Outcomes</b>	Lev. 0 - NC
<b>C4B learning goal</b>	LG5 - Cooperation
<b>C4B learning objective</b>	L013 - Communicate and interact
<b>Outcomes</b>	Lev. 0 - NC

## ≡ TACKLED CONCEPTS

Press relations and communications. Relations with media and journalists. Press relations strategy. Press relations tools.

## ≡ LEARNING METHODS

Theory and practice. Case studies.

## ≡ ASSIGNMENTS

Read the press and press relations documents

## ≡ BIBLIOGRAPHY

- The Economist Style Guide, <http://www.economist.com/styleguide/introduction>
- Roberts, J, Writing for Strategic Communication Industries (2016), Ohio State University Press <https://ohiostate.pressbooks.pub/stratcommwriting/>
- Kotzakolios M, Press Release Magic (2012), Kindle edition
- Singleton, A, The PR Masterclass: How to develop a public relations strategy that works! (2014), Wiley

## ≡ EVALUATION METHODS

100 % : Exam

## ≡ SESSIONS

### 1 Introduction: What is press relations?

BRIEFING : 03h00

Introduction: What is press relations?

How do journalists and bloggers work?

What skills are needed to perform press relations?

What is press relations' place in an organisation's strategy?

The relationship between marketing, advertising and press relations.

The pros and cons of working in-house, in-agency or freelance.

### 2 Networks to source and place news...

BRIEFING : 03h00

Networks to source and place news.

Institutional press relations: coherence of the message, to comment or not to comment

Journalistic style.

Dos and donts

### 3 Press relations tools

BRIEFING : 03h00

Press relations contextes : agencies versus in-house

Press relations tools:

- The press release

- The press pack

- The press list

- The bylined article

- The photo

- The press conference

- The press trip

- The interview

- The pitch

- Social networks

Tracking press relations' impact : press review, advertising equivalent, etc

International press relations

Final exam

---