

LSPR Communication & Business Institute

Subject Syllabus

Subject Code	:	PRDC05
Subject Title	:	Media Relations Management: Digital & Conventional
Subject Specification	:	For students in Public Relations & Digital Communication Major

Subject Overview : Media relations area, the growth of internet users shows exponential increase, with its various characters becoming target audiences to whom public relations practitioners must communicate with. Preparing strategy, identifying tactics then followed by action planning to deliver key messages to the target audience. Understanding the development of internet technology as well as communication technology, characteristics of the target audience and the way to communicate are some aspects of utilizing the internet as one of a communication strategy to meet the public relations objectives. Media Relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media.

Course Objectives :

1. To define, to know the function, role and responsibilities of Public Relations professional
2. Understand the type of news, how to work with the media effective & efficiency
3. To give real experience of PR of dealing with the media while facing issue or corporate crisis
4. Understand the importance of communicating with internal public and Public Relations' stakeholder in the work on finding the fact, and useful information
5. Sharpen your critical thinking and communication skills

Course Method : The course will be conducted through interactive learning, it will consist of class discussion, students presentation, quiz, case study analysis , paper, assignment and exams.

Learning Outcome (Competence) :

- Knowledge : Understanding of the role and importance of media relations in public relations, including its function in informing the public about an organization's mission, policies, and practices.

- Skill : Ability to develop media relations strategies that align with public relations objectives and effectively reach target audiences through various media channels.
- Attitude : Willingness to collaborate and cooperate with media professionals to ensure accurate, fair, and balanced coverage of organizational activities and initiatives.

Course content :

Week	Topic
1	Introduction of Media Handling
	Public Relations review & Media Handling
2	Understanding the Media
	The New Media Era
3	What is news?
	Managing Corporate Identity for Image Development
4	Assignment/ Quiz/ Review
	How to handle Press conference
5	You are the story
	Video review for media conference preparation
6	Last review for the group case's presentation
	Press Conference Simulation
7	Press Conference Simulation
	Assignment/ Quiz/ Review
8	Final Examination

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	40%
Weekly Discussion	40%
Quiz	10%
Live Session Attendance	10%
TOTAL	100%

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the above mentioned items.

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction of Media Handling	a. Overview of Media Handling b. Definition of media handling c. Importance of effective media handling in public relations d. Role of media handling in shaping public perception and organizational reputation	1. Lecturer's presentation 2. Question and answer
	Public Relations review & Media Handling	- a Overview of the importance of media handling in public relations. - b Explanation of the role of media relations in shaping public perception and organizational reputation. - c Importance of effective communication and relationship-building with media professionals.	1. Lecturer's presentation 2. Question and answer
2	Understanding the Media	- a Overview of the importance of understanding the media in the context of public relations. - b Definition of media: Explanation of various forms of media, including traditional (print, broadcast) and digital (online, social media).	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Working with the Media (news value)	a. Explanation of news value and its significance in gaining media coverage b. Understanding News Value	1. Lecturer's presentation 2. Case Study 3. Assignment

		c. Tips for Enhancing News Value	
3	The New Media Era	a. Introduction to the New Media Landscape b. Characteristics of the New Media Era c. Key Trends in the New Media Landscape d. Implications for Public Relations and Communication	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
	What is News?	a. Introduction to News and Public Relations b. News Gathering and Story Development c. Media Relations Strategies for News Placement	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
4	Assignment/ Quiz/ Review		1. Lecturer's presentation 2. Class Discussion 3. Question and answer 4. Practice
	How to handle Press conference	a Overview of the purpose and importance of press conferences in public relations. b Explanation of the role of press conferences in disseminating information, addressing media inquiries, and managing organizational messaging. c Importance of effective planning and execution to ensure the success of a press conference.	1. Lecturer's presentation 2. Class discussion 3. Question and answer
5	You are the story	a Overview of the importance of building news and stories in media relations. b Explanation of how compelling news and stories can capture media attention and engage target audiences effectively.	1. Lecturer's presentation 2. Class discussion 3. Question and answer 4. Case Study
	Video review for media conference preparation	a. Case Studies and Examples	1. Lecturer's presentation 2. Class discussion

			3. Question and answer 4. Study Case
6	Last review for the group case's presentation	a. Review	1. Lecturer's presentation 2. Class discussion 3. Question and answer
	Press Conference Simulation	a. Press Conference Simulation	1. Lecturer's presentation 2. Class discussion 3. Question and answer
7	Press Conference Simulation	a. Press Conference Simulation	2. Lecturer's presentation 3. Class discussion 4. Assignment 5. Case study
	Materials Review Final Exam		1. Lecturer's presentation 2. Class discussion 3. Practice
8	Final Examination		

Final Paper Guideline : Group Project or Group Presentation

References :

1. When The Headline is YOU; Jeff Ansell with Jeffrey Leeson
2. The social media handbook for PR Professional
3. Media Relations issues & strategies; Jane Johnston, 2013
4. Public Relations, Issue & Crisis Management; Rachmat Krisyantono, 2018
5. PR My Way; Nico Wattimena, 2019
6. Crisis Public Relations; Firsan Nova, Dian Agustine Nuriman, M.Akbar, 2020
7. Gagasan dan Pemikiran Komunikasi Publik; Prof. Dr. Widodo Muktiyo, 2020
8. Merangkai Asa untuk Media Massa, 2021

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