

GENM0510

# Managing Media

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**Course Outline**  
**Summer Term - U1-12**

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## **Course staff**

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## Course Outline

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**NOTE: There is no Book of Readings. All readings will be found in the Course Schedule on pp.14-15.**

# Welcome

Welcome to the course **Managing Media**.

This is an intensive course in the understanding of mass media and how individuals and groups can manage the dissemination of information and messages by using the channels offered by media. An introductory analysis of contemporary trends in mass media is followed by instruction and training in preparation of material for dissemination in mass media.

Reading this course outline will provide you with information essential to your successful completion of the course.

The Course begins on Friday November 25 and resumes on Tuesday 29. The three-day break has been arranged to enable presentation groups plenty of time to inter-connect with one another and do their preparation. The break will also provide everyone in the course with time to study and absorb the readings set out in the Course Schedule at the back of this outline.

David Thomas can be contacted either through the School of Public Health and Community Medicine of the Faculty of Medicine on 02 9385 3248 or on e-mail at [dg.thomas@unsw.edu.au](mailto:dg.thomas@unsw.edu.au)

## Course information

### Units of credit

This is a 6 unit General Education course.

### Pre-requisites

There are no pre-requisites to enrol into this course.

## Course aim



This is an applied interdisciplinary course which has two main aims:

- to broaden your understanding of how mass media operates in Australian society;
- to equip you with skills in using both “old media” – chiefly print and radio - and also “new media”.

## Course outcomes

At the end of this course you should:

- have a good knowledge of how mass media functions;
- be able to “consume” mass media more analytically and critically;
- be able to draw up material in the correct format for publication and dissemination through mass media;
- know how and where best to place your published material to ensure that it has maximum effect.

## Learning & teaching rationale

The course material is supplemented by lectures from outside experts who are engaged in media liaison in TV, print and radio on a regular basis. An optional segment deals with the use of the internet as a mass medium. Tutorials are led and assessed by students themselves. All participants are encouraged to express their thoughts and opinions about media and also to interact with other students, who are drawn from a wide variety of faculties in the University. Assessment is continuous over the six days of the course while there is also and a project which has to be handed in two weeks after the classes are complete.

## Teaching strategies

Face-to-face teaching and class-work takes place in the daily sessions set out below.

In this course, the reading material is supplied online through Blackboard. You should do the readings before you come to the class so as to be prepared to take part in the class discussions. .

Through the presentation assessment, you will be given the opportunity to pursue your own individual interests (related to the subject matter). Working in a group will allow you to experience teamwork with students from other disciplines.

Preparing & performing the presentation will enable you to improve your oral communication skills.

## Online learning component using UNSW Blackboard



UNSW Blackboard is a Learning Management System that supports university learning and teaching by extending the face-to-face learning environment to online learning spaces and providing virtual classrooms for distance learning courses. See: <http://telt.unsw.edu.au/>

The UNSW Blackboard component of this course provides:

1. Course notes with Web links to required readings.
2. PowerPoint slides used in the lectures.
3. A discussion facility for you to:
  - a. Raise any questions. Unless questions are of a personal nature, please do not email me directly, but raise them using this facility. I will check UNSW Blackboard daily between now and the end of the course and will attempt to address any issues raised.
  - b. Notify your classmates of any issues of interest which occur during semester.
4. A specific section in which you are to submit assignments
5. A place where you get to know more about your peers and chat socially amongst each other.

## Assessment

There are five components to the assessment:

1. Discussion leadership (presentation)	= 20%
2. Overnight tasks	= 30%
3. Written Final Assignment (total)	= 50%
- <i>Written assignment</i> 18%	
- <i>Media project</i> 32%	
<b>TOTAL</b>	<b>100%</b>

Daily attendance is required; if you do not attend each day you will be at risk of receiving an Absent Fail for the course.

Should you miss an assessment you will be required to obtain relevant documentation, such as a Medical certificate in case of illness. You are also required to contact the course coordinator as soon as possible, to discuss the situation.

## **Details of assessment requirements**

### **Task 1 - Discussion Leadership (Presentation)**

**Due Date – during the course of the workshop**

**Weighting – 20%**

#### **Task Description**

Each member of the class will be required, as part of a group, to lead the discussions on one of the topics we will be considering in this course. The group should prepare media material to illustrate your analysis and for the class to discuss and work with. This material can be drawn from any type of media, both print and electronic.

Note that the tutorial rooms will be available from 8 a.m. to 9.45 a.m. each day of the course from Tuesday 29<sup>th</sup> onwards, to enable groups to get together and prepare their presentations. The rooms will be cleared and locked at 9.45 a.m.

#### **Assessment criteria**

The groups will be awarded marks for their presentation on the basis of the following criteria:

Achievement of learning objective	(5 marks)
Creativity in presenting the material	(5 marks)
Success in achieving class participation	(5 marks)
New learnings gained from presentation	(5 marks)

**TOTAL 20**

### **Task 2 - Overnight Tasks**

#### **Due Dates and Weighting**

You will be given these tasks on each of the first three days of the course. These are as follows:

Summaries of supplied articles	(10 marks)
Structural analysis of media material	( 5 marks)
Draft of Media Release (Day 3)	(15 marks)

#### **Task Description**

The tasks will also be more fully explained in the classes. They should be submitted on Blackboard on the sites indicated. They will be marked and returned to you on the following day.

## **Task 3 - Written Final Assignment**

**Due Date: Monday, December 19<sup>th</sup> (before 12 midnight)**  
**Weighting: 50 marks**

**You will be required to select whether you wish to distribute your story through Old Media (using print, radio or TV) or through New Media.**

### **IMPORTANT INFORMATION ABOUT SUBMISSION:**

**Choose either Old Media or New Media for your final written work assignment. You are required to submit via Blackboard in one of the two submission areas viz Old Media Submission or New Media as set out below.**

## **1. Old Media. Your work should be submitted in two sections - Sections A and B**

### **Section A**

**(1) The Media Project:** This consists of preparing a promotional presentation for print and/or electronic media with a view to having it published or broadcast. These presentations can be done in any field of specialty the student chooses, although topics can be supplied to those students who decide they are not going to attempt to get their project published. The project will consist of approximately 500-750 words covering the following under separate headings:

1. The context - the reason for the media campaign (why you see this as news).
2. Details of the medium/media chosen and why (what is its circulation/ audience size, where does it circulate or what geographical areas does it cover?).
3. Details of contact strategies and tactics.

**This section is marked out of 12**

### **(2) The Media Release and attached graphics.**

Marks are awarded for this section as follows:

Top and tail	2
Headline	5
Intro par	5
Layout (shorts pars, sentences, quote)	5
Language standard	1
Graphic, "gimmick"	2
<b>TOTAL</b>	<b>20</b>

Note: Anyone who succeeds in having their material accepted for publication by a media outlet will score full marks (i.e. 20/20) for this section.

## Section B. Written assignment

**Write a feature article of about 1,000 words based on your media release or alternatively you can write a feature article comparing the effectiveness of using old and new media for getting messages to different publics.**

The feature will be marked not only in terms of its content, but also in terms of the way it conforms to the normal structure of feature story as set out in Lecture 4. In this regard, the punchline will be very important.

### 18 marks

We will attempt to get the best feature published in one of the UNSW publications, Tharunka, Blitz or Uniken.

## 2. New Media. Your work should be submitted in two sections – Sections A and B

### Section A

**(1) The Media Project:** This consists of preparing a promotional presentation for online media with the view to having it published in Portal at vibewire.org. The media release can be any news story of your choosing as long as it conforms to one of Portals 5 topics.

Portal's topics:

- Arts (applied, design, multimedia, creative industry, education, etc.)
- Science (medicine, engineering, scientific discoveries, etc.)
- Media and Communication (print, radio, changes in communication, social networking, applications, etc)
- Environment Justice (sustainability, water, etc)
- Health (mental health, rural health, sexual health, etc)

The project will consist of approximately 500-750 words covering the following under separate headings:

1. The context - the reason for the media campaign (why you see this as news).
2. An explanation of the field of speciality chosen and why you think that the news story in that field would be suitable to be published at vibewire.org.
3. A social media strategy: Submit a plan/ outline for how you think your article would best be marketed by Vibewire. This would include a list of the different actions Vibewire and you personally could take online to make people aware that you have written a news story. The top articles that are actually selected by Vibewire will be published online will have this social media strategy executed.

### 12 marks

## (2) The Media Release

Marks are awarded for this section as follows:

Top and tail	2
Headline	2
Intro	4
Layout (shorts pars, sentences, quote, hyperlinks)	4
Language standard	1
Graphic, "gimmick" (Flickr, creative commons)	2
Content (relevance, use of theme)	5
<b>TOTAL</b>	<b>20 marks</b>

## Section B. Feature article

**Write a feature article of about 1,000 words on the story covered in your Media Project.**

The feature will be marked not only in terms of its content, but also in terms of the way it conforms to the normal structure of feature story as set out in Lecture 4. In this regard, the punchline will be very important.

**18 marks**

All features will be submitted to VibeWire with a view to publication.

**Note:** Anyone who succeeds on having their material accepted for publication in Vibewire's Anthology, will score full marks (i.e. 20/20) for this section.

## Important information regarding attendance and assessment

**Note:** University policy lays down that students **MUST** attend a minimum of 80% of classes offered during a course to be eligible to receive their final mark. Registers are taken in every class. If you need to miss one class during the course, you must supply a documented reason (such as a doctor's certificate) for your absence.

All the lectures are equally important. **Do not skip any.** The last lecture on Friday December 1 is particularly important because it sets out the requirements of written work used for assessing individual student performance. **Make sure you do not miss this lecture.**

Any students who are not present on the first day (Friday, November 25) will not be admitted to the Course.

## Submitting your assignments

**Electronic submission:** Students need to **submit final written assignment and overnight tasks electronically via UNSW Blackboard** and must ensure that the electronic assignment coversheet is attached. Student name, course code, date and assignment title should be included in the header or footer on every page, and in the file name.

All assignments **MUST** have a cover sheet attached. Assignments submitted without a cover sheet will not be marked.

Cover sheets can be downloaded from the school website:

<http://www.sphcm.med.unsw.edu.au/sphcmweb.nsf/page/AdminForms>

Students submitting assignments in UNSW Blackboard should use the cover sheet available in UNSW Blackboard.

**Please note:** Any assignment submitted electronically may be checked at random for plagiarism using the tool, Turnitin. For more on how to avoid plagiarism, see section on plagiarism.

See School website for more information on guidelines on assessment, including information on extensions and late assignments:

<http://www.sphcm.med.unsw.edu.au/sphcmweb.nsf/page/assessmentguidelines>

**NOTE: DO NOT E-MAIL YOUR WORK TO THE MARKERS. ANYTHING SENT THROUGH E-MAIL WILL NOT BE MARKED**

## Grading and Marking

**NOTE THE FOLLOWING:**

### **MARK CHALLENGES**

You have **ONE WEEK** in which to express any disagreement with the addition of your marks. After that, no changes will be entertained other than those from students who get their work published at a later date.

Note: No assignments will be re-marked apart from those of students who have failed the course.

Grades to be used are represented by the following symbols (and corresponding range of marks): **HD** (85%-100%), **DN** (75%-84%), **CR** (65%-74%), **PS** (50%-64%), **FL** (<50%)

**HD** This grade represents a High Distinction. This level of performance involves all of the characteristics of a DN performance but also a level of excellence that makes it outstanding. The level of originality, creativity, or depth of thought and understanding shown would be higher than normally expected for postgraduate students. It demonstrates a higher order of critical thinking and reflection than that demonstrated at the level of DN.

- DN** This grade represents a Distinction. This level of performance involves all of the characteristics of a CR performance but also a level of originality, creativity, or depth of thought and understanding. The work might involve a high level of abstract thinking, or the ability to take an idea or an application into a new context, understand the demands of that context and make modifications. Specific assessment criteria relevant to this assignment are adequately addressed and ALL aspects well done. (This distinguishes it from a CR in which one or two aspects may be incomplete or otherwise not well done.)
- CR** This grade represents a Credit. The assignment or project comes together to make a broadly coherent whole. The response answers the question, makes a good argument, draws on appropriate evidence, and shows some selectivity and judgment in deciding what is important and what is not. Communication is clear and effective. Specific assessment criteria relevant to this assignment are adequately addressed. (One or two aspects may not be well done but the overall result is still MORE THAN satisfactory).
- PS** This grade represents a pass. The student has demonstrated understanding of the basic aspects of the topic, but they may be minimally integrated and fail to make a convincing coherent statement or argument. Written work may be descriptive rather than analytical. It may rely too much on retelling other sources such as texts and lecture notes, with little evidence that the student is capable of transforming these into a personal understanding. Significant elements of the assignment are treated superficially. Assessment criteria relevant to the assignment are sufficiently addressed to warrant a PS however the overall standard is no more than satisfactory.
- FL** This grade represents a clear fail. This grade is used when the student has misunderstood the point of the assignment, or failed to address the most important aspects of the topic. In other words a substantial failure, which would need major work before it could be passed.

**NOTE: Students are expected to meet UNSW standards of academic writing and in particular must meet standards of referencing described by the Learning Centre. Failure to reference correctly may limit marks to PS or below. Plagiarism or collusion will result in an automatic FL.**

## Academic honesty and plagiarism

### What is Plagiarism?

Plagiarism is the presentation of the thoughts or work of another as one's own.\*

Examples include:

- direct duplication of the thoughts or work of another, including by copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person's assignment without appropriate acknowledgement;
- paraphrasing another person's work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and

- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

For the purposes of this policy, submitting an assessment item that has already been submitted for academic credit elsewhere may be considered plagiarism.

Knowingly permitting your work to be copied by another student may also be considered to be plagiarism.

Note that an assessment item produced in oral, not written, form, or involving live presentation, may similarly contain plagiarised material.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does *not* amount to plagiarism.

The Learning Centre website is main repository for resources for staff and students on plagiarism and academic honesty. These resources can be located via: [www.lc.unsw.edu.au/plagiarism](http://www.lc.unsw.edu.au/plagiarism)

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management.

Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.

\* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle

† Adapted with kind permission from the University of Melbourne.

## Collusion

The School recognises and encourages the need of external students to have contact with each other and where possible collaborate in their studies. However, there have been instances where students have copied each other's material and submitted it as their own. Lecturers, despite their heavy workload, are alert to this practice. It is emphasised that where collusion can be shown, the students involved may be required to rewrite and re-submit their assignments or may be awarded a fail for the assignment or may be failed in the whole course and even be excluded from the University for misconduct. You should not attempt the assignment questions together and submit the same work as someone else. It is also not acceptable to submit an assignment which has been submitted by a student in a previous year.

## Referencing

It is your responsibility to learn one of the accepted academic methods for acknowledging sources of information (citing references). Guidelines for acknowledging sources of information can be found on the following websites:

Faculty of Medicine <http://web.med.unsw.edu.au/infoskills/cite.htm>

SPHCM <http://www.sphcm.med.unsw.edu.au/sphcmweb.nsf/page/AssessmentGuidelines>

The Learning Centre <http://www.lc.unsw.edu.au/olib.html#Referencing>

## Continual course improvement

Periodically student evaluative feedback on both courses and teaching is gathered. The UNSW's Course and Teaching Evaluation and Improvement (CATEI) Processes are used along with student focus groups, student forums, and at times additional evaluation and improvement instruments developed in consultation with the Faculty of Medicine's Program Evaluation and Improvement Group. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. Evaluation activities across the Faculty are strongly linked to improvements and ensuring support for learning and teaching activities for both students and staff.

## Additional support to students

### IT requirements for UNSW students

Our courses have online components which have been developed and are taught on the assumption that all students meet the UNSW IT Requirements Policy.

Viewable online at: [http://www.its.unsw.edu.au/policies/policies\\_home.html](http://www.its.unsw.edu.au/policies/policies_home.html)

### UNSW IT Service Desk (UNSW Blackboard support)

The IT Service Desk is your central point of contact for assistance and support with UNSW Blackboard, UniPass, zPass, UniMail, UniWide, zMail and Anti-virus software. Contact them directly for assistance with IT related matters, including UNSW Blackboard:

Website: <http://www.it.unsw.edu.au/index.html>

Tel: +61 (2) 9385 1333

Email: [itservicecentre@unsw.edu.au](mailto:itservicecentre@unsw.edu.au)

Location: UNSW Library

## UNSW library support

Staff at the library can help you:

- find information resources for your assignments
- access electronic resources & databases
- advise you on library and information services.

Information about UNSW library assistance is available at:

Library Homepage: <http://www.library.unsw.edu.au/>  
Postgraduate Services: <http://www.library.unsw.edu.au/servicesfor/PGandH.html>  
Tel: 02 9385 2650  
Location: UNSW Library, Level 2 Service desk

## Library resources

### Online training and resources

There are a variety of online tutorials and resources available to Postgraduate students to help equip you with the information skills you will need to get started in your program. It is highly recommended that you complete these tutorials and get familiar with the resources available prior to commencing your studies and assignments. <http://elise.library.unsw.edu.au/home/welcome.html>

### Online Information Skills Tutorial - ELISE Plus

This is a task-based approach to the information literacy and the skills you need to be effective. It contains modules on searching databases (which include videos and screen captures), evaluating different types of resources like peer-reviewed journals and websites and citing references. This tutorial is designed to help students learn more about: searching for information to complete assignments and projects, and self-directed learning. Entering coursework students should complete the ELISE quiz: <http://eliseplus.library.unsw.edu.au/>

### Subject guides

Use these guides as a quick and easy pathway to locating resources in your subject area. These excellent guides bring together the core web and print resources in one place and provide a one click portal into the online resources. <http://subjectguides.library.unsw.edu.au/>

### Learning Centre

The Learning Centre provides a wide range of workshops and study skill resources to students enrolled in degree programs at the University. Students can access information on: Essay and assignment writing, Exam skills, Reading and writing skills, Referencing and plagiarism, Organisation skills, Oral presentations. See: <http://www.lc.unsw.edu.au>

## Administrative matters

All administrative matters are covered comprehensively on the SPHCM Website. Check for details on how to access email, obtain your UniPass etc. at:

<http://www.sphcm.med.unsw.edu.au/sphcmweb.nsf/page/StudentResources>

See the school website for information on school assessment guidelines, including extensions and late assignments:

<http://www.sphcm.med.unsw.edu.au/SPHCMWeb.nsf/page/AssessmentGuidelines>

If you do not have a handbook you can pick one up from the Postgraduate Coursework Office, Level 2 Samuels Building or download it from the web.

<http://www.sphcm.med.unsw.edu.au/SPHCMWeb.nsf/page/Current%20Students>

For any further assistance, you can contact:

Postgraduate Office  
School of Public Health and Community Medicine  
The University of New South Wales  
Level 2, Samuels Building  
UNSW Sydney NSW 2052, Australia

T: + 61 (2) 9385 1699 - Graduate Health Management Programs  
T: + 61 (2) 9385 2507 - Graduate Public Health Programs  
T: + 61 (2) 9385 1928 - Graduate Clinical Education Programs

F: + 61 (2) 9385 1526  
E: [postgrad-sphcm@unsw.edu.au](mailto:postgrad-sphcm@unsw.edu.au)

## Other matters

Occupational Health & Safety: [http://www.hr.unsw.edu.au/ohswc/ohswc\\_home.html](http://www.hr.unsw.edu.au/ohswc/ohswc_home.html)

Complaints procedures: <https://my.unsw.edu.au/student/atoz/Complaints.html>

Equity & Diversity: <https://my.unsw.edu.au/student/atoz/EquityDiversity.html>

## Course schedule

### Friday 25th November

Day	Date	Time	Lecture
Friday	25 Nov 2011	9:30 – 11:00	<b>Lecture 1</b> Introduction: Forms of assessment Old media – David Thomas New media – Stephanie Tighe
		11:00 – 11.20	Break
		<b>11:20 – 12:30</b>	<b>Tutorial 1:</b> 'Housekeeping'
		12:30 – 1:00	Break
		1:30 – 2:30	<b>Lecture 2</b> Finding a story; finding your way – David Thomas
		<b>2:30– 3:00</b>	<b>Meeting with Tuesday presentation groups</b>

### OVERNIGHT/WEEKEND TASKS

**Day 1. Summarise each of the following articles in about 150-200 words and post on Blackboard before 10 a.m. on Tuesday 29.**

Simons, M (2007): *The Content Makers: Understanding the Media in Australia*. Penguin, Camberwell, Vic. Chapter 1

[http://searchfirst.library.unsw.edu.au/primo\\_library/libweb/action/search.do?vid=UNSW&fn=search&vl\(freeText0\)=UNSW\\_DigiTool84868](http://searchfirst.library.unsw.edu.au/primo_library/libweb/action/search.do?vid=UNSW&fn=search&vl(freeText0)=UNSW_DigiTool84868)

Turnbull, S. 'Imagining the Audience', in Cunningham, S and Turner, G. (2010) *The Media and Communications in Australia*. (3<sup>rd</sup> Edition) Chapter 4, Allen & Unwin, Crows Nest, NSW.

[http://searchfirst.library.unsw.edu.au/primo\\_library/libweb/action/search.do?vid=UNSW&fn=search&vl\(freeText0\)=UNSW\\_DigiTool84871](http://searchfirst.library.unsw.edu.au/primo_library/libweb/action/search.do?vid=UNSW&fn=search&vl(freeText0)=UNSW_DigiTool84871)

Young, S. The Journalism "Crisis". Is Australia immune or just ahead of its time? *Journalism Studies*, 11:4, 610-624

Macnamara, J and Kenning, G. 'Electioneering 2010. Trends in social media use in Australian Political Communication.' *Media International Australia*, May 2011, No. 139

Oakes, L. 'A future chained to the wheel. The internet makes it easier for the public to engage in politics, but harder for journalists to find time to check and reflect.' *The Sydney Morning Herald, News Review*. Weekend edition, October 22-23

**Submit your summaries on Blackboard before 10 a.m. on Tuesday 29 Nov**

## Supplementary articles

Fenton, N., Freedman, D., Witschge, D. 'Protecting the News: Civil Society and the Media.' Goldsmiths Leverhume Media Research Centre, London. READ ONLY pp 27-36

Copeland, Rafiq. 'Tweet all about it. Social media and the news revolution.' *Metro Magazine*, 169.

Dick, T. 'Print media's troubles continue.' *Sydney Morning Herald. Business Day*, 11/11/2011

Kermond, K. 'Falling readership takes off the gloss.' *Sydney Morning Herald. Business Day*, 11/08/2011

Dale, D. 'Bright side as print faces final curtain with a bow.' *Sydney Morning Herald* 20/8/2011

Google the 'thinktv' website for latest trends in TV viewing

Also google 'News Community Media' for information on community newspapers in Australia and also at the website of 'The Newspaper Works'.

Moore, M. 'China gets tough on social media.' *Sydney Morning Herald*, 28/10/2011.

## NOTES:

## Tuesday 29th November

Day	Date	Time	Lecture
Tuesday	29 <sup>th</sup> Nov 2011	8:00 – 9:45	Tutorial rooms available for group presentation group preparation. <b>NOTE:</b> The rooms will be cleared and locked at 9.45 a.m.
		10:00– 11:00	<b>Lecture 3</b> Planning your media campaign John Burfitt
		11:15 – 12:30	<b>Tutorial 2:</b> Comparing new media or old media as vehicles for publicity
		<b>12:30 – 1:00</b>	Break
		1:00 – 2:00	<b>Lecture 4</b> Basic structure of articles. David Thomas Writing for Vibewire. Stephanie Tighe
		2:00 – 2:30	<b>Meeting with Wednesday presentation groups</b>

### OVERNIGHT TASKS:

**ON THE SITE OF A MAJOR SYDNEY NEWSPAPER, FIND AND ANALYSE** the STRUCTURE (not the content) of one NEWS article and one FEATURE article. Enter on Blackboard before 10 a.m. on Wednesday.

### NOTES:

## Wednesday 30<sup>th</sup> November

Day	Date	Time	Lecture
Wednesday	30 <sup>th</sup> Nov 2011	8:00 – 9:45	Tutorial rooms available for group presentation group preparation. <b>NOTE:</b> The room s will be cleared and locked at 9.45 a.m.
		10:00 – 11:00	<b>Lecture 5</b> The media release/headlines/graphics
		11:15 – 12:30	<b>Tutorial 3</b> What is news? <i>(Use the chapter by Turnbull in Cunningham &amp; Turner)</i>
		<b>12:45 – 1:45</b>	<b>Lecture 6</b>  Catching the editor's eye. Preparing your material for release. Visiting lecturer Pip Harry.
		1:45 – 2:00	Break
		2:00 – 2:30	<b>Meeting with Thursday presentation groups</b>

**OVERNIGHT TASKS: Prepare your trial media release.** Post on Blackboard before 11.30 a.m. on Thursday.

### ***NB: Headline competition***

*The writer of the best headline will be awarded a prize at the end of the course. The headline which receives the most applause from the class during the last session on Friday, will be adjudged the winner.*

### **NOTES:**

**Thursday 1<sup>st</sup> December**

Day	Date	Time	Lecture
Thursday	1 <sup>st</sup> Dec 2011	8:00 – 9:45	Tutorial rooms available for group presentation group preparation. <b>NOTE:</b> The rooms will be cleared and locked at 9.45 a.m.
		10:00 – 11:00	<b>Lecture 8</b>  <b>Using radio</b>
		11:15 – 12:30	Tutorial 4 Getting your story into the public domain.
		<b>12:30 – 1:00</b>	Break
		1:00 – 2:00	<b>Lecture 8</b> Long-term media management– David Thomas
		2:00 – 2:30	<b>Meeting with Friday presentation groups</b>

**NOTES:**

## Friday 2nd December

Day	Date	Time	Lecture
Friday	2 <sup>nd</sup> Dec 2011	8:00 – 9:45 a.m.	Tutorial rooms available for group presentation group preparation. <b>NOTE:</b> The room will be cleared and locked at 9.45 a.m.
		10:00 – 11.00	<b>Group 1.</b> Preparing the Media Project and your Feature Article for old media  <b>Group 2.</b> Preparing your Media Release for Vibewire.
		11:00 – 12:15	<b>Tutorial 5</b> Disseminating your story/managing media
		<b>12:15 – 12:30</b>	Break
		12:30 – 1:30	<b>Lecture 8:</b> Workshopping the Media Release  <b>Course closure</b>

**FINAL ASSESSMENT:** The Media Project –Section A or B.

Post on Blackboard before 12 midnight on Monday, December 19.