MPA 881 Government Communications Outline - Spring 2024 Location: Rm D216 Mackintosh-Corry May 6th to May 10th 9am-4pm

Below is a brief overview of the course on with its principal themes and rough calendar This outlines intended solely asgeneral guide antbol for broad preparationBy necessity alterations will occur, particularly to the calendar as we will need to accommodate guest lecturers and may need to be flexible forclass assignments. A list of readings and suggested syllabus is also provided to help participants prepare. Finally, a breakddworw of valuations will be rendered is offered. Looking very forward to the week.

Few things matter more in government than communications talthough, in many ways it is still seen as the weak sibling to policy formation and program execution. Strong communications cannot make a weak policy work well or a flawed program flourish. But poor communications can most assuredly

can be constructed to serve purposes that are largely borne of communications fears or to provide government representatives with needed messages and tools in response to public anxieties.

Communications is also uniquely bred throughout the machinery of government toccupying institutional positions within both the professional public service and at the elected level in the form of Ministerial staff. Cabinet submissions typically require appendices with communications analysis and rollout plans. And Cabinet Committees will often dedicate explicit agenda time to probing and reviewing communications considerations, as well as auditing paid and social media creative. In short, communications considerations are wholly integrated at multiple levels within government as policies and priorities are established and pursued.

In Z } v } (} () P P P governments, in many circumstances, is defined by communications: its policies and programs, its priorities and motivations and, ultimately, its ability to connect with key audiences in ways that are convincing and reinforcing.

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And yet, the practice of government communication has never been more complex or even treacherous. Traditional purposes for government communication tsuch as the broadcast of key government initiatives and the promotion of government programs and benefits tare being challenged and broken down by technology, cultural shifts, the dissemination of disinformation and an accelerating withdrawal of deference to norms and trust in institutions.

It is within this complex environment that our course will be set. It will have three core objectives:

To provide participants with a broad-based grounding in the theory and practice of government communications tworking primarily (but not exclusively) with ideas and policies as compared to products and services. To provide a decidedly]] } v [] À } P } À v u v } u u µ discrete functions such as paid media, earned media, owned media, media relations, issues management, polling and more.

To help prepare participants for the practical experience of working in government communications and/or overseeing or interacting with those responsible for government communications.

Finally, it is hoped that the course will be informative, lively, interactive and enjoyable.

Suggested Background Reading

The following books are strongly suggested ashat f1 0 02n3sr5(ses)3(d)3(in)5(g)spost4()]TJargo

Proposed Class Calendar: May 6th to May 10th

Below is a proposed calendar outline with key themes and the expected focus for each day. Please note that each day is divided into two distinct classes ta morning and afternoon session.

**This calendar is for broad planning purposes only and is subject to change and modification. In particular, the availability of guest lecturers may force alterations.

May 6 Morning Session

Course Overview Introductions Review outline, expectations, requirements How It Works

May 9 Morning Session

Lecture # 3 tlssues & Crisis Crisis t Z v ` Z P } À [Division of Responsibilities Templates and tools Messaging strategies To Do <u>{ and</u> To } v <u>[</u> Case Study

Readings:

<u>Trump, Trudeau, Tweets Truth</u> by Bill Fox – Chapter 10 (pg 357-406) May 9 Afternoon Session

Guest Lecture tGovernment & Political u advertising Paid media and advertising in government Q&A

Readings:

How the Liberals won v an inside look at

$\frac{\text{Instructor Contact Information and Availability}}{\text{Scott Reid - d } u i \mu v > \mu Y \mu v [hv] Å] ^ ^ Z } o } (W \} o Principal, Feschuk.Reid 416.788.8190 reid.scott@queensu.ca$

Class Schedule

MPA 881 will be held daily from May 6th to 10th in Rm D216 Mackintosh-Corry Morning Session t900am-12pm Afternoon Session t1pm-4pm Office Hours tMay 6, May 8, 4-5pm. Or by appointment.

Course Grading:

Class participation	10%
In Class Exercise #1	20%
In Class Exercise #2	20%
Final Assignment	50%
