

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 along with its principal themes and a rough calendar. This outline is intended solely as a general guide and tool for broad preparation. By necessity, alterations will occur, particularly to the calendar as we will need to accommodate guest lecturers and may need to be flexible for class assignments. A list of readings and suggested syllabus is also provided to help participants prepare. Finally, a breakdown of evaluations will be rendered is offered. Looking very forward to the week.

Few things matter more in government than communications, although, 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

And yet, the practice of government communication has never been more complex or even treacherous. Traditional purposes for government communication – such as the broadcast of key government initiatives and the promotion of government programs and benefits – are 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 – working 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 v] 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 – a 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 Issues & Crisis

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Division of Responsibilities

Templates and tools

Messaging strategies

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Case Study

Readings:

Trump, Trudeau, Tweets Truth by Bill
Fox – Chapter 10 (pg 357-406)

May 9 Afternoon Session

Guest Lecture tGovernment & Political
advertising

Paid media and advertising in
government

Q&A

Readings:

[How the Liberals won v an inside look at](#)

Instructor Contact Information and Availability

Scott Reid - d u i μ v > μ Υ μ v [h v] 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%
