



## Justice Institute of British Columbia COURSE OUTLINE

**Course Code: CRT 122**

**Course Title: Media Management and Facilitation**

**Prerequisite Courses: None**

**Sponsoring Division: Sheriff Academy**

**Previous Course Code & Title: CRTS 240**

**Course Effective Date: N/A**

<b># Of Credits:</b>	<b>1.0</b>
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### **Course Description:**

The two-day course will address the respective roles of the courts and media; and the roles and responsibilities of the courts' sheriffs and administrative staff in making the relationship work effectively. Emphasis will be placed on integrated planning on a short term and long-term basis; the components to be addressed; outstanding issues that happen on a daily basis; and how to deal with last minute crises and unexpected events in the courts.

The Air India and other high profile events/trials will be used as cases to learn from, using video clips as part of the training.

The second day will be a hands-on workshop using case studies. These sessions are not intended to train spokespeople, but will address the need for, and role of the on-the-ground management and spokesperson for crises and high profile events. A follow-up course to train media spokespeople will be offered as part of the media management series.

### **Course Goal(s):**

Candidates will have a better understanding of the role played by the media during HPHS events. The course will prepare candidates to understand and accept the roles and responsibilities they have in managing media along with other aspects of HPHS trials and events. Candidates will be better prepared to deal with last minute crises and unexpected events involving the media.



**Course Learning Objectives:**

Upon successful completion of this course, the learner will be able to:

1. Demonstrate an understanding of the role of the media facilitator
2. Assist the media facilitator in performing required duties in managing the media
3. Demonstrate an understanding of their own roles and responsibilities in media management for HPHS trials and events
4. Demonstrate a better understanding of integrated planning and their roles in ensuring proper planning for media occurs
5. Respond appropriately to requests for information or interviews by the media; understand how best to use the media spokesperson
6. Avoid being drawn into giving personal opinions during interviews
7. Demonstrate an understanding of ways to manage last minute crises and unexpected events involving the media.

**Course Topics/Content:**

- Role of Media Facilitator
- Roles and Responsibilities of Sheriffs, Managers
- Integrated planning
- Issues management
- Crisis management (involving the media)
- Case studies
- Group discussion

**Text and Resource Materials:** Use APA style; specify chapters where applicable. ([APA Style Guidelines](#))

**Required:**

HPHS Media Planning Guide

**Recommended:**

**Course Level:**

	First Year		Second Year		Third Year		Fourth Year
	Other (describe):						

**Equivalent Course(s) within the JIBC:**



**Class Delivery Methods:**

Some courses are delivered using a range of methods within one class (course section) or alternative methods in different classes. Please outline the most common delivery options used for this course. The total class hours should be the same for each option.

Delivery Methods	Class Option A (Hours)	Class Option B (Hours)	Class Option C (Hours)	Class Option D (Hours)
Classroom/Lecture/Discussion	14			
Simulation/Lab				
Practicum/Fieldwork				
Online				
Correspondence				
<b>Total Class Hours</b>	14			

**Comments on Delivery Methods:**

**Related Program(s):** (where applicable)

**Credit Transfer exists at:** (List Institutions with official transfer agreements and name equivalent courses)

**Course Grading System:**

Check the system that applies to this course:

Letter Grades	Percentage	Pass/Fail	Credit/No Credit
Complete/Incomplete	X Attendance Only	Not Applicable	

<b>Passing Grade:</b>	N/A
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JIBC Standard Grading Scale for Letter, Grade Point and % Grades:

Letter Grade	Grade Points	% Range
A+	4.33	90-100
A	4.00	85-89
A-	3.67	80-84
B+	3.33	76-79
B	3.00	72-75
B-	2.67	68-71

Letter Grade	Grade Points	% Range
C+	2.33	64-67
C	2.00	60-63
C-	1.67	56-59
D	1.00	50-55
F	0.00	0-49



**Evaluation Activities and Weighing:** (complete the %'s which apply – total must equal 100%)

Final Exam	%	Assignments	%	Project	%	Capstone Project	%
Midterm Exam	%	Portfolio	%	Participation	%	Other	%
Quizzes/Test	%	Simulations	%	Practicum	%	TOTAL	100%

**Comments on Evaluation:**

**Other Course Guidelines, Procedures and Comments:**

This course is intended for Superintendents, Senior Court Managers, Inspectors and Senior Supervisors. Class size is 12-16.

This course is the first in a series of media courses. Other (planned) courses address the specific roles of the D/Sheriff Media Facilitator and the Courts Branch Media Spokesperson.

**View the Justice Institute of BC Policies listed below at:**

<http://www.jibc.bc.ca/studentServices/main/AcademicServices/policies.htm>

Access Policy  
Harassment Policy  
Prior Learning Assessment Policy  
Student Code of Conduct

Academic Appeals Policy  
Intellectual Property Rights Policy  
Research on Human Subjects: Ethics  
Student Records