# Government & Public Media Relations Course No. 04990 Credit: .5

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| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes: **Government & Public Administration (44.0401)**

Course Description: **Technical Level:** This course will build skills needed to communicate messages to the public as it relates to topics of concern involving government and public administration. Topics will include conflict awareness, reliability, creditability & accuracy of sources, creating publicity materials, public relations campaigns and working with the media.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Use the technical knowledge & skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Understand how ideas and information flows through government, public administration the business community and the general public. |  |

## Benchmark 2: Demonstrate technical skills related to careers in the government & public administration field.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Analyze situations for any appearance of conflict of interest and plan for consequences. |  |
| 2.2 | Employ government decision-making processes to achieve desired objectives. |  |
| 2.3 | Obtain data and information from sources recognized to be reliable, credible & accurate. |  |
| 2.4 | Analyze the reliability, creditability & accuracy of data and information from available resources. |  |
| 2.5 | Analyze situations to determine appropriate communication formats. |  |
| 2.6 | Prepare arguments, regarding issues or proposals which are professional and diplomatic in presentation. |  |
| 2.7 | Apply logical reasoning skills and experiences to anticipate counter arguments. |  |
| 2.8 | Use carefully selected images, graphic materials and figures of speech for reinforcing a position. |  |
| 2.9 | Recognize and address sources of conflict among constituents through a variety of research techniques. |  |
| 2.10 | Identify common marketing strategies to disseminate information efficiently. |  |
| 2.11 | Apply persuasive techniques to convince individuals or groups to take desired actions or avoid undesirable actions. |  |
| 2.12 | Speak publicly about an issue of public concern to increase awareness or promote good will. |  |
| 2.13 | Develop an effective media presentation about an issue of public concern. |  |
| 2.14 | Demonstrate actions in a diplomatic manner when dealing with people. |  |
| 2.15 | Plan communication strategies to maintain favorable public perceptions of a policy, organization or individual. |  |
| 2.16 | Prepare or edit organizational publications for internal and external audiences, including newsletters, speakers and reports. |  |
| 2.17 | Compare and contrast the forms of advertisements and how they can be used in the field of government public relations. |  |
| 2.18 | Develop a public relations campaign based upon an organizations objectives, promotional policies and needs to influence public opinion or promote ideas and services. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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