

Got the curiosities?

Please keep up with what's going on in the world and in strategic communication through regular reading/viewing of traditional and evolving media channels.

Share news we all can use about public relations, marketing, corporate communications, investor relations, advertising, social media and strategic communication as you come across them.

Some resources:

[The Skimm](#) – you may also sign up for daily e-blast (M-F)

[Commpro](#) – also has a daily e-blast

[Ragan's PR Daily](#)

[O'Dwyer's Inside News of PR & Mktg Comms](#)

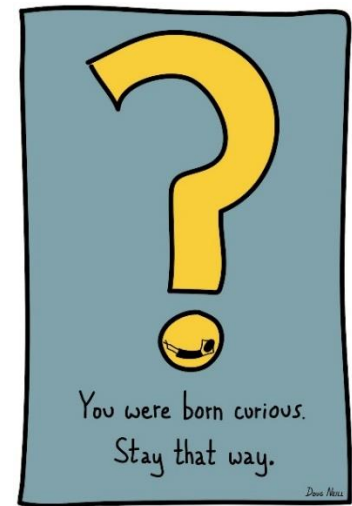
[PR Week](#)

[Everything PR](#)

[Public Relations Today](#)

[Ad Week](#)

and more!!



Diversity and Inclusion: See the Hussman School of Journalism and Media's [Diversity and Inclusion](#) webpage, which includes the mission and vision statements, goals, programs and organizations, courses, and campus resources.

Our Mission: *The UNC School of Media and Journalism's mission is to train the next generation of media professionals and ultimately to ignite public conversation. Because meaningful and productive public conversation depends on the inclusion of diverse perspectives, the school is committed to providing an environment for teaching, learning and research that includes individuals from diverse backgrounds and with differing interests, lived experiences and goals; that reflects the diversity of the state of North Carolina and the world beyond; and that supports intellectual inquiry, dialogue and opportunities for lifelong learning and growth necessary to successfully engage in public conversation in a global marketplace of ideas.*

[Honor Code](#)

You are expected to conduct yourself within the guidelines of the University honor system. All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. You may retrieve the full document, *The instrument of student judicial governance*, [here](#). The University's Policy on Prohibit Discrimination, Harassment and Related Misconduct is outlined [here](#).



If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, odos@unc.edu, 919/966-4042 or NC Relay 711

UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities based on age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

Discrimination violates the university's [Honor Code](#), Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments.

Special Accommodations: If you require special accommodations to attend or participate in this course, please let me know as soon as possible. If you need information about disabilities, visit the **Accessibility Resources & Service Office** [website](#), call 919/962-8300, or use NC Relay 711.

JOIN THE CONVERSATION



Attendance *and* Participation: I'm hopeful we can go with synchronous classes. You're expected to attend and **actively** participate in each class period. This is not a lecture class; although there will be some presentations, for the most part, we will use class time to talk about and apply what you find through readings, research, experiences, following a professional and working on your cases.

There are not a certain number of classes you are permitted to miss; however, if you are ill or have an emergency, please let me know so I may work with you.

Sakai-ing

- ♦ **Syllabus:** Subject to updates, cuz, 2020! I'll keep you posted if anything changes.
- ♦ **Resources:** Look here for readings and handouts
- ♦ **Forums:** Great space for informal discussions and resource-sharing outside class
- ♦ **Assignments:** both homework and in-class assignments will reside here.



And, speaking of assignments...

Homework assignments are due at the beginning of class (aka no later than 11:30 a.m.).

In some instances, you will be directed to post your assignment on Sakai; others may call for you to bring a printed copy. Please see the assignment instructions for details.

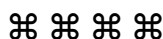
The UNC-CH Graduate School's grading system is:

H = High pass (aka... exceptional, over the top, wow!)
 P = Pass (aka... ya done good!)
 L = Low Pass (aka... incomplete or significant errors)
 F = Fail

Additional fun reading available in the **Graduate School Handbook**.

For ESC students, the grading scale is:

A = 90-100
 B = 80-89
 C = 70-79
 D = 60-69
 F = <60
 (and +/- as appropriate)



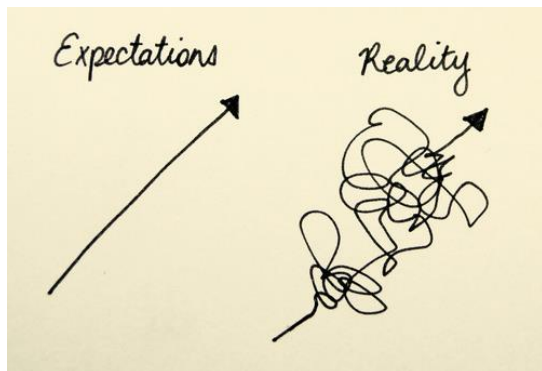
Your final grade breakdown:

Reflections	10%
Case study assessment, leading class discussion	20%
Original case study	35%
♦ Written report =	25%
♦ Presentation =	10%
Homework/in-class assignments	15%
In-class and online participation	10%
Follow a professional	10%

Basic guidelines

I welcome your using your laptop in class to take notes, search for class-related information, complete in-class assignments, etc.

Please let your social media have a 75-minute rest while class is underway! There's evidence that multitasking means you're better prepared to screw up at least two things at a time [Psychological Science]. ☺ Just sayin'...



Plus ...

Let me know of any questions or concerns you have. I know that balancing various coursework for a graduate program can be challenging. Don't succumb to the stress – let's work together to ensure you meet course requirements and have a good time.

And, helpful resources:

- ♦ The [Graduate School CoVID-19 page](#)
- ♦ The [Student Care Hub](#)
- ♦ [Carolina Cupboard](#) food pantry
- ♦ [Community Clinic](#), UNC Department of Psychology




Professional values and competencies: The Hussman School of Journalism and Media's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:


<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>. No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. The values and competencies in bold are most relevant for this course:

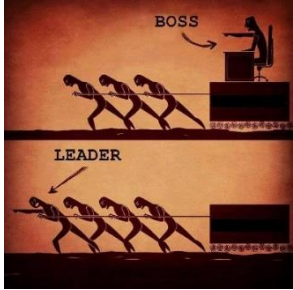
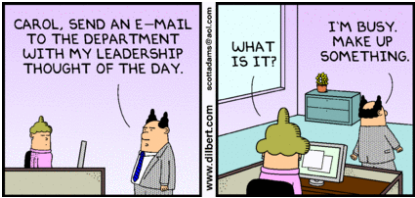
- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- **Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;**
- **Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;**
- Understand concepts and apply theories in the use and presentation of images and information;
- **Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;**
- **Think critically, creatively and independently;**
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- **Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;**
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

Week by Week – MEJO 730.001 Fall 2020

Please note: This schedule may change ... it IS 2020, after all! I will advise.

Date	Today's Topic/Goal	Readings/Assignments for this Day <i>Gregory = textbook</i> <i>Other readings are on Sakai – Resources tab</i> <i>Assignments – see Assignment tab on Sakai</i>
Aug. 11	First day of class – introductions, what's up for the semester 	Before first class, please read... <ul style="list-style-type: none"> ▪ Gregory, chapters 1 and 2 ▪ The ultimate guide to writing your first RFP response ▪ Take a look online - Request for proposals at https://everything-pr.com/ ▪ 'Read the room,' UNC: Fundraiser for Old Well water bottles falls flat with some alumni
Aug. 13	Creating campaign plans How do plans come together? What do you know? What do you need to know? How will you find what you need to know?	Readings <ul style="list-style-type: none"> ▪ Gregory, ch. 3 ▪ Supplemental Nutrition Assistance Program (SNAP) three-year strategic social marketing plan ▪ Social marketing RFP issued by state of Alaska Homework assignment: <ul style="list-style-type: none"> ▪ ID professional you'll follow on social media
Aug. 18	Setting the foundations: <ul style="list-style-type: none"> ▪ Secondary research ▪ Deep diving ▪ SWOT analysis ▪ Prepping for primary research 	Readings <ul style="list-style-type: none"> ▪ Gregory, ch. 4 ▪ SWOT analysis: Discover new opportunities, manage and eliminate threats – text/video ▪ Evaluating information: Applying the CRAAP Test Homework assignment: <ul style="list-style-type: none"> ▪ Reflection 1 – What will the research tell you?
Aug. 20	Doing research <ul style="list-style-type: none"> ▪ What makes good/bad survey questions? ▪ Writing survey questions ▪ To incentivize or not incentivize... 	Readings <ul style="list-style-type: none"> ▪ Issues management: Clarification of terms ▪ Creating your survey questions ▪ 20 questions a journalist should ask about poll results [not just journalists!] ▪ How to use survey incentives without skewing your results ▪ Guidelines for conducting a focus group ▪ 7 tips for writing surveys - optional In-class activity: Assessing quality of survey questions Writing effective survey questions




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Aug. 25	Tinkering with theory! Trust me, it's fun!!	Readings <ul style="list-style-type: none"> ▪ Gregory, ch. 5 ▪ Standpoint theory basics ▪ <i>Framing</i> by Tom Bivins ▪ “Honestly, everything is not burning” - media portrayals of social movements Homework assignment “Doing” theory – write-up + be prepared to share and discuss findings for your assigned theories. See a few resources on Sakai for starting points.
Aug. 27	Goals, objectives, strategies and tactics to create the plan: Putting research to good use <ul style="list-style-type: none"> ▪ Who will you target? How? ▪ Strategies and tactics 	Readings <ul style="list-style-type: none"> ▪ Gregory, ch. 6, 7 ▪ <i>PR goals, objectives, strategies and tactics: How to tell the difference</i> ▪ Who are stakeholders and why do they matter Homework assignment Reflection 2 – strategies and tactics In-class <ul style="list-style-type: none"> ▪ Writing objectives
Sept. 1	Creating the plan, continued 	Readings <ul style="list-style-type: none"> ▪ Gregory, ch. 8 ▪ Sample campaign timeline – United Way Alberta Capital Region ▪ How to tell stories with data ▪ Persuasion and the power of story ▪ PRWeek survey: Nine in 10 PR pros say campaigns have been cut due to coronavirus Homework assignment <ul style="list-style-type: none"> ▪ Brief report on the professional you're following ▪ Fog Index
Sept. 3	♦ Evaluation – the other research: How will you determine if your plan is successful? ♦ White papers: Ways to communicate what you learn <i>“People tend to confuse activity and results. At the end of the day, results are what really matter, not activities.”</i> ~ Lisa Borders, WNBA	Readings <ul style="list-style-type: none"> ▪ Gregory, ch. 9 ▪ 15 Key PR metrics to measure in a PESO model program ▪ The 3 audiences real-time monitoring unlocks for brands ▪ 9 ways to show the value of PR ▪ How to write and format a white paper Homework: Assess a white paper



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Sept. 8	Leadership foundations 	Readings <ul style="list-style-type: none"> 8 most common leadership styles & how to find your own COVID-19 Survey 2.0 results: PR in a post-pandemic future <p>Homework: Reflection 3: Leadership</p>
Sept. 10	Leadership issues 	Readings <ul style="list-style-type: none"> Satya Nadella employed a 'growth mindset' to overhaul Microsoft's cutthroat culture Brands show solidarity with George Floyd protests, but can they contribute to real change? <p>Homework Assignment: Reflection 4: Microsoft CEO's culture overhaul</p>
Sept. 15	Case study foundations <ul style="list-style-type: none"> Case components Case uses – teaching, marketing and branding tools Doing in-class case assessments 	Readings <ul style="list-style-type: none"> A (very) brief refresher on the case study method How experts write case studies that convert, not bore Case study writing guide Case study discussion guide What's the difference between a case study and a testimonial? How to give a killer presentation <p>Homework assignment</p> <ul style="list-style-type: none"> What's your case study about? Take a look at Arthur Page Society Case Study Competition winning entries to see what to include <p>In-class activity: Sign up for discussion of existing case study</p>



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Sept. 17	Ethics cases <ul style="list-style-type: none"> What can we do vs what should we do? Ethics codes by professional associations and organizations 	Readings <ul style="list-style-type: none"> What is native advertising? Definition, components, benchmarks, & best practices with examples Kicking the habit: Most large agencies swear off e-cigarette clients Peruse the codes: PRSA code of ethics, American Advertising Federation Ethics and Principles, and The Advertising Research Foundation Member Code of Conduct IPR Disinformation in Society report - optional <p>Plus case(s) TBD by discussion host!</p> <p>Homework Assignment: Submit topic for your <u>original</u> case study & at least 5 initial references</p>
Sept. 22	Media relations cases <ul style="list-style-type: none"> Pitching and catching Working with media Tracking the value of media coverage Formulating a pitch 	Readings <ul style="list-style-type: none"> Cision 2020 State of Media report The PR pros guide to effective media relations <p>Plus... Case(s) TBD by discussion leader(s)!</p> <p>Homework assignment: Comparing a news release and subsequent news story</p>
Sept. 24	More with da media peeps <ul style="list-style-type: none"> HARO 	<p>Cases anyone??</p> <p>Homework assignment: Update - report on the professional you're following</p>
Sept. 29	Government/public sector cases	Readings: <ul style="list-style-type: none"> Government public relations What is the difference in a communications director & a press secretary? <p>And ... Case(s) to discuss!</p>
Oct. 1	Community relations <ul style="list-style-type: none"> Good neighbor, good citizen, good will More than philanthropy 	Readings <ul style="list-style-type: none"> 4 ways to build your community relations strategy Community engagement tips <p>Case(s) TBD by discussion leader(s)!</p>
Oct. 6	Community relations continued	Readings <ul style="list-style-type: none"> Town and gown issues: UNC-Chapel Hill reopening raises concerns among Chapel Hill residents <p>Case(s) TBD by discussion leader(s)!</p>

Date	Topic	Readings/Assignments
Oct. 8	Un-fall break day off!	
Oct. 13	Consumer relations, branding <ul style="list-style-type: none"> Telling the story Protecting the brand's rep 	Readings <ul style="list-style-type: none"> <i>The changing face of customer loyalty</i> <p>Who's up? Discussioners unite!</p> <p>Homework assignment: Please submit at least 2 <u>pages</u> of your original case study draft</p>
Oct. 15	More with the consumer types	Readings <ul style="list-style-type: none"> <i>People want to hear from brands during the pandemic</i> <p>And... case(s) for discussion!</p>
Oct. 20	Advocacy and activism <ul style="list-style-type: none"> Moving forward, fighting back 	Readings <ul style="list-style-type: none"> <i>How your brand can take a political stand</i> <i>The 5-minute guide to corporate social advocacy</i> <p>and... case(s)!</p>
Oct. 22	More advocacy and activism Case study check-in <ul style="list-style-type: none"> How's it goin'? 	Readings <ul style="list-style-type: none"> <i>The ads say 'Black Lives Matter.' The people writing them are nearly all white.</i> <i>Black Lives or Badge Lives? The social movement hashtags that matter to U.S. Patent and TM Office</i> <p>Homework assignment Submit updated draft of your case study</p> <p>In-class activity: We will watch and discuss the film <i>Silence Sam</i>, produced in 2018 by Hussman students, which documents the perspectives of Black protestors taking down a confederate statue on UNC's campus.</p>

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Oct. 27	Investor relations <ul style="list-style-type: none"> Partnering with financial and legal to construct a platypus ☺ 	Readings (on Sakai) <ul style="list-style-type: none"> Chamber of Commerce, banking industry groups call on Senate to pass corporate diversity bill Investor relations communication in a time of crisis: 6 areas to focus on Should we be delighted with Whirlpool Corporation's ROE Of 25%? How to work in financial communications <p>Who leadeth the case discussion? Oooh! Let's read an annual report, too!</p> <p>Homework assignments:</p> <ul style="list-style-type: none"> What is a safe harbor statement? Update – report on the professional you're following
Oct. 29	 Employee communication <ul style="list-style-type: none"> The forgotten stakeholder? 	Readings <ul style="list-style-type: none"> Global state of internal communications 2020 How companies are engaging employees during COVID-19 'A remarkable missed opportunity': Why Wayfair's response to employee walkout failed <p>Homework assignment: Reflection 5: Report comparison</p>
Nov. 3	<p>Election Day!!!!!!</p> 	Readings <ul style="list-style-type: none"> 5 steps to a comprehensive internal communications audit Oh, yeah... a case or 2... <p>Who's on today to lead the way (oooh! Poetry!!)</p>
Nov. 5	Guest speaker time!  <p>Esther Campi, Founder/owner of Campi & Co.</p>	Readings (they're short!) <ul style="list-style-type: none"> Check out http://www.campiandco.com/ and handout, About Campi and Company How is a PR retainer broken down? The pros and cons of hiring in-house versus agency public relations Use this marketing budget template to track every marketing dollar MBA 101: Guide to basic finance concepts How to build an agency project budget

Date	Topic	Readings/Assignments
Nov. 10	Crisis communication and risk management <ul style="list-style-type: none"> Are you ready? Are your stakeholders ready? 	Readings <ul style="list-style-type: none"> Community member webinar: Communicating through the coronavirus era - Please focus on the presentation by Prof. Valerie Fields (starts about 6:30 thru 24:40) Situational crisis communication theory and how it helps a business (pp. 1-3, Tables 5 & 6) What businesses should be doing during the COVID-19 crisis – optional <p>Case discussion host/hostess?</p> <p>Homework assignment</p> <ul style="list-style-type: none"> Share (verbally) an update on your case study Optional: Submit a draft of your case overview
Nov. 12	Dealing with that crisis	Readings <ul style="list-style-type: none"> How to lead through a crisis Peruse United Way Crisis Communication Plan <p>Case discussin' one more time!</p>
Nov. 17 - LDOC!	Wrappin' it all up! <ul style="list-style-type: none"> Case updates and feedback Working on teaching notes Campaign post-mortem Course feedback 	No readings!! <p>Homework assignment:</p> <p>Final update on the professional you're following</p>
Friday, Nov. 20 By 11:59 p.m.	Turn in final <u>written</u> case study online.	
Monday, Nov. 23 4 p.m.	Case study presentation day! 	<p>Very last assignment!!</p> <p>Present your case study – 10 minutes</p> <p>Turn in your presentation materials</p>
	<p>Happy Thanksgiving And Winter break!!!</p>	