**MEJO 531.2 – Case Studies in Public Relations: The Spring 2021 Edition**

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| **Classroom**: Zoom!\*  **Time**: 9:30-10:45 a.m. Tuesdays and Thursdays  **Instructor**: Lois Boynton  **e-mail**: [lboynton@email.unc.edu](mailto:lboynton@email.unc.edu)  **Home phone**: 919/960-6093 (leave message if needed)  **Office**: 237 Carroll (*maybe one day!*)  **Office phone**: 919/843-8342  **Office hours:**  M 10:30-11:30 a.m. and 3-5 p.m.; TR 1-2:30 p.m., W 10-11 a.m.; by appointment.  \*See Sakai Resources for details | [Image result for hindsight is 20/20](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwiModHStc3fAhWqT98KHf3WAd4QjRx6BAgBEAU&url=http://www.clouseronbusiness.com/is-hindsight-really-20-20/&psig=AOvVaw2YzmOHiGLGNif9KxzhV71N&ust=1546460706468005)  <http://www.clouseronbusiness.com/is-hindsight-really-20-20/> |

**Before getting to the official stuff…**Let’s face it… this semester – this whole academic year! – isn’t exactly what any of us would have picked… a pandemic does have a way of messing up a perfectly good academic experience, right? But, rather than focus solely on the downsides, I hope we can come up with some positives as we plow through public relations case studies. Like – you don’t have to wear a mask to this class, and social distancing is built in!

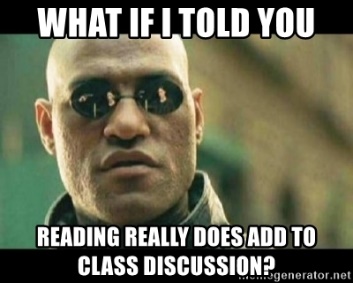
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| Best balance Act Ever!!!!!!!! - balancing dog | Meme Generator | A “normal” semester can be quite a balancing act. Toss in a pandemic and ***uff da***! (as they say in Scandinavia).  But, you don’t have to go it alone… misery loves company, or something like that. ☺ I hope you’ll take advantage of campus resources:  ▪ **CV19 Student Care Hub**: <https://keeplearning.unc.edu/> **includes FAQs about academic, financial and wellness issues.**  ▪ **This DTH article provides *Top 10 tips to stay successful and sane while learning online***<https://www.dailytarheel.com/article/2020/05/top-10-tips-to-stay-successful-and-sane-while-learning-online>  ▪ **And, *please* let me know how I might help you!** **Student hours are my o-fficial meeting times, but I will work with you to e-meet at other times, too. We got this!!** |

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| **OK…**  **On with**  **the course syllabus!** | | | We got this Team!! | Make a Meme | | |
| MEJO 531 – Public Relations Case Studies | | Spring 2021 | | |
| This class will help you think and act as a public relations professional who deals with the demanding, dynamic environment of corporate, government, and nonprofit public relations. You’ll examine real-world situations and strategies and discuss factors that affect how we practice public relations, including identifying stakeholders, developing strategies, embracing diversity and recognizing ethical issues.  Prereq - Just 1 MEJO 137 – Principles of Advertising and Public Relations  ❖ ❖ ❖  By the end of this course, you will be better equipped to:  ① Critically analyze a wide spectrum of public relations cases and their research, strategies and executions;  ② Research and examine recent real-world public relations cases and make recommendations; and  ③ Identify and address today’s public relations challenges and opportunities. | | https://images-na.ssl-images-amazon.com/images/I/51mIpi1QdAL._SX396_BO1,204,203,200_.jpg**⮈ Don’t need  to buy the book!**  Swann, P. (2014). *Cases in public relations management*, **2nd ed.** is available on UNC Library website: Search title at <https://catalog.lib.unc.edu/>  And…  Readings on [Sakai](http://sakai.unc.edu) Resources Folder    **🡪** All assigned readings should be completed before the appropriate class sessions for which they are assigned to ensure that you’re ready to discuss, ask questions, offer opinions, disagree, argue, share knowledge, etc. That’s what will make this class fun!  [Image result for check your email](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=2ahUKEwjDzuSOlc_fAhXLneAKHX15AXQQjRx6BAgBEAU&url=https://blogs.shu.edu/housing/2017/07/check-your-email-for-your-room-assignment-information/&psig=AOvVaw03cAKmxlW8h3cp7gemWuXI&ust=1546520742828031)  **UNC E-Mail**  Check your school email. You are responsible for  any course communications I send through email. | | |
| **Important:**  **Yes, your pets**  **are welcome**  **to join class!**  **Please!!** | **Sophie the Wonder Cat** | | | **Pepper (my Mom’s dog)** |
| **A**lways **B**e **C**urious  This is a real-world class in which we’ll examine the challenges of today’s public relations professionals. Please keep up with what’s going on in the world and in our profession through regular reading/viewing of traditional and evolving media channels.  Some resources:  ⬝ [The Skimm](http://www.theskimm.com/): sign up for M-F e-blasts  ⬝ [Commpro](https://www.commpro.biz) also has daily e-blasts  ⬝ [Ragan’s PR Daily](https://www.prdaily.com/) runs the gamut,  ⬝ [O’Dwyer’s](https://www.odwyerpr.com) Inside News of PR &  Marketing Communications  ⬝ [*PR Week*](https://www.prweek.com/us)*:* what’s going on in the  PR/strategic comm biz  ⬝ [*PR News*](https://www.prnewsonline.com/)*:* news, cases, etc.  ⬝ [*Public Relations Today*](https://www.publicrelationstoday.com/)  ⬝ [*The Holmes Report*](https://www.holmesreport.com/) – News, reports,  stats, da works!  ⬝ [*Everything PR*](https://everything-pr.com/) – name sez it all!  See something interesting? Bring it to class! You don’t have to wait for your *PR in the News* day.  **Attendance *and* Participation**  This is a discussion-based course. To promote interesting and insightful discussion, you must be present and be prepared. **Effective participation** requires you to arrive on time for class and to be prepared to discuss the assigned readings.  If speaking up hasn’t been your thing, consider this a safe environment in which to practice. | In addition to warming a chair twice a week, I expect everyone to be **active** participants in the class and online.  **Employers don’t hire people to sit quietly and nod in agreement. They invest in people who will boldly share ideas, even if those ideas don’t ultimately make the cut.**  **Negative participation** includes not paying attention, being late to class, using social media, distracting others, or not treating the course or others with respect. Don’t do that.  **Attendance-ing** I consider this a professional environment and you to be the professionals (OK, I’ll be professional, too!). In the professional world, there’s no such thing as not attending a meeting or workday “just because.”  Bottom line: You can’t contribute to class discussion if you’re not in class.  Therefore, the following **attendance policy** will be in effect this semester. This policy aligns with the [university’s class attendance policy](https://attendance.unc.edu/), which states in part, *“No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences”* – authorized university activities, religious observances, disability, serious health problem, or emergency approved by dean of students.  You may be absent from class **3 times** (excused or unexcused) before I take points off for missed classes.  **DO NOT waste your absences** on “the weather’s too nice (or too lousy) to come to class” and then ask for an exception to the attendance policy if you are ill. | | | **Please note**, however, that you are accountable for any material covered during class, and you will lose credit for any in-class assignment or activity you miss because you did not attend. Plus, in-class work is, as the name suggests, to do in class.  You do not have to provide a doctor’s note. Use your absences wisely. If you know you need to be absent for university-related activities or other obligations, be sure to factor those into your absences.  **For each class you miss after 3** – whether there is a good reason or not – your final grade will be lowered by 3 points. For example, if your grade average is a B- (81) and you have four absences, your final grade will be C+ (78).  **Chances are EXCELLENT** that you will need all your absences for sick days, other types of emergencies or opportunities. I strongly suggest you save your absences for these purposes.  be-on-time |

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| 🞟 ***Syllabus*** – you know, this thing you’re reading now …  🞟 ***Resources*** – supplemental readings and optional readings  🞟 ***Assignments*** – in-class and homework. Any homework assignments  announced in class will be posted after that class period.  🞟 ***Gradebook***: I or my TA will post grades. If you have a question about  a grade, please bring it to my attention within a week of it being  posted (rather than waiting until the semester ends).  🞟 ***Attendance***: Yep… record of your presence! | **Sakai-ing:**  **🡸 What you’ll find online**  **Welcome to Sakai @ UNC** |

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| Image result for be professional **Class Preparation**  The case study method is the major teaching tool for this course. Group discussion is the heart of the class. You are expected to have read assigned cases, complete case discussion prep activity and be ready to discuss them critically come class time.  By discussion, I mean ***voluntarily*** offering your thoughts or asking questions. I also will call on you and ask questions about the readings and about your thoughts beyond the readings. | NOTE: Class attendance is **essential**. It will be impossible to get an "A" in this course without active and thoughtful participation in the discussion of the cases along with additional research. I will ask students to present case facts, analyze public relations strategies and make additional recommendations related to assigned readings.  **Professionalism of Work**  I expect all your work to be properly edited and professionally presented. Written assignments must be typed using professional guidelines, single-spaced and in a 12-point font. Please turn in assignments on Sakai, and maintain a copy of each assignment until final grades have been reported at the end of the semester. |

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|  | **Assignments and Deadlines**  Unless otherwise noted, all homework assignments are due at the beginning of the designated class period (aka, 9:30 a.m.). Late papers (9:31 a.m. and later) will lose 10 points unless you and I agree before the assignment is due that it can be late. No assignment will be accepted if it is turned in more than 24 hours after its deadline – it’ll get ya a zero.  In-class assignments are just that – you’ll work on them in class and turn them in when class ends. **Missing an in-class assignment constitutes a zero for that item.** |



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| **Your final grade** will be based upon  \*Homework and in-class assignments, quizzes 20%  \*Participation and attendance 10%  \*Follow a professional on social media 10%  \*Research participation 5%  \*Midterm case brief 20%  \*Final case study 35% | **Grading Scale \***  A = 90-100  B = 80-89  C = 70-79  D = 60-69  F = <60  (and +/- as appropriate) |

**\*Pass/fail grading accommodations from the fall semester will also apply to spring semester.**

**❖ *Extra credit opportunities are unusual in this course. In the rare event that they occur, they will be class-wide,* so *please don’t ask for individual extra credit assignments.***

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|  | **A Few Words on Grades**: I follow the [University’s Grading Standards](http://registrar.unc.edu/academic-services/grades/explanation-of-grading-system/), adopted by the Faculty Council. *Fabulous* reading, I assure you!!  Although grades are not negotiable, I will give every consideration to concerns you have about a grade, IF the concern is identified ***promptly***. If you have questions about or dispute a grade, please speak with me within a week of receiving that grade. The only grades I’ll discuss at the end of the semester are those assignments you complete at the end of the semester. |

**Where the grades come from:**

Below are *brief descriptions* of the assignments. I will provide full instructions and grading rubrics for each assignment during the course of the semester. You are responsible for following these assignment rubrics and requirements.

**I – Public Relations Cases in the News**

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| Image result for today's news meme | I hope this will be a fun way to keep up with real-world, current (**in the last 3 months**) and/or ongoing news events that present a public relations issue for an individual, a corporation or a nonprofit organization that you find on your own. These can come from traditional and non-mainstream news outlets, the InterWebs, books, trade publications, magazines, and occasional activities in the Pit. |

**II –** **Follow a public relations/strategic communications professional**

Learn what the pros think about and do on the job by following one on Twitter, Instagram or LinkedIn. You decide who you’d like to observe. You will submit 3 synopses of what you’re learning about your profession through this activity.

**III – In-class activities and homework assignments**

You’ll get to work with concepts through in-class work and homework assignments, some of which I’ve identified in the syllabus.

**III – Midterm Case Study**

A written case brief will serve as your midterm test. Case briefs are several pages in length (not including citations), typed in 12-point, and single-spaced. Your brief will have two parts: a synopsis with pertinent facts (30%) and analysis of the organization’s effectiveness (70%), based on your growing expertise as a public relations/strategic communications practitioner. You pick the topic!

**IV –** **The pièce de resistance! Final Case Study**

The purpose of this assignment is to act as a capstone of all that you have learned in this course. You will select another case topic that is different from your midterm assignment. This case study is longer, allowing you space to offer a more-critical examination of your topic, based on all the skills and knowledge you’ve gained this semester.

**NOTE ON ASSIGNMENTS**: You will find additional instructions and grading rubrics on Sakai to assist you with your assignments; these instructions and rubrics will be the basis of your grade, so make sure to follow them when completing assignments. The information in this syllabus merely acts as a summary of each assignment.

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| [Image result for research](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwib_u7gxNLVAhVEJCYKHb7KC_oQjRwIBw&url=http://research.carleton.ca/distinctions/&psig=AFQjCNFJu_FifqMzsSaHIXckVykW9wX_Tg&ust=1502656189178087)  Guess what?! You get to complete 2 hours of research  this semester! How, you ask? Allow me to expound:  **Option 1**: Participate in two academic research studies in  the Hussman School of Journalism and Media.  Participating in studies is a valuable way for you to receive first-hand experience with public relations and media research.  You will be able to sign up online to participate in these studies – and, double-dipping is allowed if you are taking another class that requires research participation! | **Option 2**: Write article summaries – **due by May 11, noon.** Each summary counts for 1 research hour.  **(a)** write assessment (2 pages each) of a study topic in [Journalist’s Resource](http://journalistsresource.org/studies) with public relations/strategic communications ramifications;  and/or    **(b)** write two-page summary/critique of an academic research article no older than 2 years. Among the journals to consult: *Journal of Public Relations Research*, *Public Relations Review*, *Public Relations Journal* (online), *Journalism & Mass Communication Quarterly, Journal of Advertising Research, Journal of Media Ethics, Mass Communication and Society*, and *Journal of Broadcasting & Electronic Media*. Others you like? Run it by me!  **Option 3**: Combo! 1 research study and 1 assessment  Need assistance? Set an appointment with Park Library director extraordinaire Stephanie Brown. |

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

If you need **individual assistance**, it’s your responsibility to meet with the instructor (that’s me!). If you are serious about improving your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

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| **A close up of a logo  Description automatically generated** | If you have difficulty affording groceries or accessing sufficient food to eat every day, UNC has a great resource called Carolina Cupboard – <http://carolinacupboard.web.unc.edu/> |

**CAPS** continues to offer services to all students – get details at <https://caps.unc.edu/>. Additionally, please know that the UNC Department of Psychology and Neuroscience has a **community clinic** to assist you with a number of issues that you may face. See <https://clinic.unc.edu/adult-clinic/> for details on telehealth sessions, or call 919/962-6906.

**Diversity and Inclusion:** Hussman School’s [Diversity and Inclusion](http://hussman.unc.edu/diversity-and-inclusion) efforts may be summed up by our mission:

*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.*

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| [Honor Code](http://studentconduct.unc.edu/)  You areexpected 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](https://studentconduct.unc.edu/sites/studentconduct.unc.edu/files/documents/Instrument_1.pdf).  The University’s *Policy on Prohibited Discrimination, Harassment and Related Misconduct* is outlined [here](https://eoc.unc.edu/our-policies/ppdhrm/) and [here](https://eoc.unc.edu/our-policies/policy-statement-on-non-discrimination/). | 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](mailto:odos@unc.edu) or 919/966-4042. | UNC supports 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](https://studentconduct.unc.edu/sites/studentconduct.unc.edu/files/documents/Instrument.pdf), Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. |

**A few additional reminders:**

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| 🞟 **Be respectful** – We need to hear what everyone has to say. I hope we have some lively discussions, but we don’t all have to agree! So, I request that you be respectful in your disagreement.  🞟 **Be respectful, part 2** – With all of its advantages, Zoom does present challenges, too. It will help if you mute your Zoom until you join the discussion. | Amazon.com : ban.do Little Buddy Reporter Notepad, Memo Pad with 80 Rainbow  Lined Pages, Have Fun Be Nice Work Hard : Office Products | **🞟 Give social media a rest!** Your laptops and other digital tools are  for Zooming, note-taking and assignments for THIS class. Please postpone social chats, shopping, and doing homework for another class. We only meet 75 minutes twice a week. Focus that time on case studies!  BTW, research shows there is a high correlation between cybersurfing and below average course grades [[*Education Psychology*](https://www.tandfonline.com/doi/full/10.1080/01443410.2018.1489046)]. Just sayin’. |



**Professional values and competencies**: The Hussman School’s accrediting body outlines 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 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 531.2 / Case Studies in Public Relations: Spring 2021 edition**

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| **Please note: this schedule may change if speaker opportunities arise, we have a snowstorm, etc. I will advise.** | **Readings: textbook and in Sakai’s Resources tab Assignments: in Sakai’s Assignment tab. Due 9:30 a.m.**  **Please save/submit assignments in Word or PDF** |

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| **Date** | **Topic** | **Readings and Assignments for this day** |
| Jan. 19 | Welcome!  Introductions, remembering those PR foundations… | Whine about winter break being over… ☹ |
| Jan. 21 | It’s déjà vu all over again!  Public relations theories and how to play with case studies | **Read** for this class period:  ▪ Ch. 1 intro (pp. 1-15) and Appendix A, B, C, D, E  ▪ *PR planning 101: Defining objectives, strategies and tactics*  **Homework: Find public relations example for assigned theories** |
| Jan. 26 | Ethics  PRSA on Twitter: "Sept. is Ethics month! If you support ethical #PR & #Comm  practices, join PRSA & take the Code of Ethics Pledge!  https://t.co/g7gDft2Hjk… https://t.co/1HYRUFR33x" | **PR in the News discussion**  🞍 Appendix G – PRSA Member Code of Ethics (or you may read it online at <https://www.prsa.org/about/prsa-code-of-ethics>)  ▪ Ch. 2 introduction, pp. 16-18  ▪ Case 3: *‘In Washington, I’m Karen Ryan Reporting*’ (pp. 32-38)  ▪ [Video news release definition](https://www.openpr.com/wiki/video-news-release)  **Homework**:  ▪ Case 3 discussion prep |
| Jan. 28 | A bit more ethics | **PR in the News discussion** ▪ *Sponsored content: What you need to know*  ▪ *Women inmates: Why the male model doesn’t work*  ▪ ‘*Patchwriting’ is more common than plagiarism*  ▪ Optional: [*Ethics guide to AI in PR*](https://www.cipr.co.uk/ai) ▪ **Homework:**  ▪ID the PR, ad, or strategic communication practitioner you  will follow this semester.▪ Class discussion prep |
| Feb. 2 | Consumer relations | **PR in the News discussion**  ▪ Ch. 7 Introduction, pp. 277-279  🞍 *Inside Die Hard’s mini return*  ▪ **Homework:**  ▪ Class discussion prep – *Die Hard* mini return |

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| **Date** | **Topic** | **Readings and Assignments for this day** |
| Feb. 4 | Consumer relations, con’t  and  Thinking about your midterm case study | **PR in the News discussion**  🞍 *SheaMoisture: A historically black brand in a crisis of reputation* ▪ Revisit Appendix B  **Homework:** Case discussion prep for *SheaMoisture* |
| Feb. 9 | Consumer relations, con’t | **PR in the News discussion**  ▪ *Wendy’s mixtape: WeBeefin’ makes (air) waves*  **Homework:**  ▪ Update on your practitioner ▪ Case discussion prep for Wendy’s |
| Feb. 11 | Community relations | **PR in the News discussion**  ▪ Ch. 9 Introduction, pp. 422-424  ▪ *What does a community relations specialist do?*  ▪ *How Power the Polls helped to solve Election Day poll worker shortage*  **Homework: Midterm case brief outline and 5 citations** |

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| Mon. Feb. 15  and  Tue. Feb. 16 | Wellness  Days!! | PEANUTS on Twitter: "A day to rest and relax.… " |

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| Feb. 18 | Community relations con’t | **PR in the News discussion**  ▪ *Duracell Daylight Savings campaign*  ▪ *4 ways to build your community relations strategy*  **Homework:**  ▪ Case discussion prep for Duracell |
| Feb. 23 | Entertainment and leisure | **PR in the News discussion**  🞍 Ch. 8 Introduction, pp. 360-364  🞍 *'We wanted to capture his reaction': How Ancestry told Tom*  *Hanks he's related to Mister Rogers*  **Homework:**  ▪ Case discussion prep for Tom Hanks case |
| Feb. 25 | Entertainment and leisure, con’t | **PR in the News discussion**  ▪ *Motorola’s reinvented Razr flip phone stars in short film with*  *Julia Garner*  **Homework:**  ▪ Case discussion prep for Motorola flip phone |
| **Date** | **Topic** | **Readings and Assignments for this day** |
| March 2 | Cultural considerations, diversity and inclusion | **PR in the News discussion**  ▪ Ch. 10 Introduction, pp. 462-464  ▪ Case 30: *Quran burning,* pp. 465-488 ▪ *6 dimensions of national culture* and *Hofstede's cultural*  *dimensions: Understanding different countries* (same document) |
| March 4 | More diversity and inclusion | **PR in the News discussion**  ▪ *Bringing the Pulitzer Prize-winning '1619 Project' to a wider*  *audience*  ▪ *Standpoint theory*  **Homework:**  ▪ Update on your practitioner  ▪ Case discussion prep for *1619 Project* |
| March 9 | Media relations | **PR in the News discussion**  ▪ Ch. 4 introduction, pp. 94-100  ▪ *Confessions of a veteran media specialist*  ▪ *Why an all-female Delta crew flew 120 girls to NASA*  **Homework:**  ▪ Case discussion prep for Delta case |

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| Thur. Mar. 11  and  Fri. Mar. 12 | Wellness  Days!! | World Relaxation Day | Tips, Tricks and Book Recommendations – Olympia  Publishers |

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| March 16 | **e-visit with Najuma Thorpe!**  A person smiling for the camera  Description automatically generated | ▪ Read about Najuma’s journey in the public sector and, recently, the corporate sector, on her LinkedIn page  ▪ *What is the difference in a communications director & a press*  *secretary?*  **Homework: Post at least 2 questions you plan to ask Najuma during her e-visit** |
| March 18 | **Midterm case study due**  **by 5 p.m.** | Early cases gratefully accepted!  No class meeting! 😊 |
| March 23 | Media relations, again! | **PR in the News discussion**  ▪ *How to nail a big media interview*  ▪ *How LGBTQ organizations are helping the media cover Elliot*  *Page’s**announcement* ▪ *When PR becomes a HIPAA problem*  **Homework:**  ▪ Case discussion prep for Elliot Page case |
| **Date** | **Topic** | **Readings and Assignments for this day** |
| March 25 | Corporate social responsibility | **PR in the News discussion**  ▪ Ch. 3 Introduction, pp. 39-42  ▪ *Why Farmer John went on a 12-week ‘thank you’ tour*  ▪ *Why your CSR programs require authentic storytelling*  **Homework:**  ▪ Case discussion prep for Farmer John |
| March 30 | CSR con’t  Case brief-ing, part deux | **PR in the News discussion**  ▪ Read about [Certified B Corporation certification](https://bcorporation.net/)  ▪ *B Corps are businesses committed to using their profit for good* –  *these 14 make products we love*  (FYI, the document has a lot of photos, so it’s not that long!)  **Homework**:  ▪ Pick one B Corps that you’d like to delve into. Yep, that all! |
| April 1 | Chat about your final case study | **PR in the News discussion**  **Homework:** ▪ Outline for your final case study and 5 citations |

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| Friday, April 2 and  Monday,  April 5 | Wellness  Days!! | Mindfulness moment - rest - Laurel Vespi |

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| April 6 | Activism and Advocacy | **PR in the News discussion**  🞍 Read intro to Activism chapter, pp. 226-230  🞍 *National Center for Missing and Exploited Children – Runaway   Train 25* (*PR Week* case + couple of articles)  **Homework:**  ▪ Case discussion prep for Runaway Train 25 |
| April 8 | Activism and advocacy con’t | **PR in the News discussion**  🞍 *Going viral: What social media activists need to know*  🞍 *Clean Creatives ties agencies to fossil fuel companies in Polluted*  *PR Report*  **Homework:**  ▪ Look through the homepage of Clean Creatives website to  prepare for in-class activity |
| **Date** | **Topic** | **Readings and Assignments for this day** |
| April 13 | Employee relations/internal communications | **PR in the News discussion**  ▪ *All-staff PTO, no video Fridays, wellness checks: How team*  *leaders are countering employee burnout*  ▪ *Sherwin-Williams criticized for ‘hilariously stupid’ firing of*  *TokTok star employee*  **Homework:**  ▪ Case discussion prep for Sherwin-Williams |
| April 15 | Employee relations con’t  Taxes Memes & Accounting Memes: Best of the Best [2020] | **PR in the News discussion**  ▪ *Should employers mandate that their people get a vaccine?* (a  few articles)  **Homework:**  ▪ Prepare to debate employer role in vaccination |
| April 20 | Crisis communication  and  Case study check-in | **PR in the News discussion**  🞍 Ch. 5 introduction, pp. 154-161  🞍 Appendix F, pp. 571-573  🞍 *Situational crisis communication theory and how it helps a*  *business*  **Homework:**  🞍 Bring your questions, etc. about your final case |
| April 22 | Crisis communication, con’t | **PR in the News discussion**  🞍 *When the going gets tough, the tough get going* and *Marriott’s*  *CEO Demonstrates Truly Authentic Leadership* (same document)  🞍 *Kroger’s Kristal Howard runs a comms marathon*  **Homework:**  🞍 Case discussion prep for crisis readings |
| April 27 | Financial Communications  and Investor Relations | **PR in the News discussion**  🞍 Ch. 11 Introduction, pp. 528-534  🞍 *Meet the people making the ‘financial independence, retire*  *early,’ or FIRE, movement more inclusive by challenging norms*  *around saving, debt, and living frugally*  🞍 *Why your annual report should be a piece of master storytelling*  🞍 *Reading an annual report*  🞍 Optional: *Understanding financial statements*  **Homework:**  🞍 Case discussion prep for FIRE movement |

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| **Date** | **Topic** | **Readings and Assignments for this day** |
| April 29 | Government public relations | **PR in the News discussion**  ▪ *What does a government public information officer do*?  ▪ *City of Chula Vista districting: Multicultural outreach effort*  **Homework:**  ▪ Last update on your practitioner!  ▪ Case discussion prep for Chula Vista districting |
| May 4  LDOC | Government public relations con’t | **PR in the News discussion** ▪ *Why is community engagement important*? |
| **‘Exam’ Day**  **May 11, 10 am** |  | **Please note date and time!**  Final case study due by 10 a.m. – turn in on Sakai  We will gather briefly at 10 am, as required by university admin. |

**Stay in! 😊**