

Incorporating PR Assignments into Non-PR Specific Courses

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Public Relations is Evolving



Podcast Assignment



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Your assignment is to produce a **5-minute podcast** (per person) on an issue pertaining to this class.

You can either interview an expert on the topic of social media and make that interview available in form of a podcast, or discuss a social media & PR/Marketing issue and edit that discussion into a podcast.

You may have a partner for this assignment, but note you will receive the same grade, and the time requirement doubles.

The **goal of this project** is two-fold: (1) to produce a meaningful audio resource on the topic of social media, and (2) to demonstrate that you possess the necessary skills to produce a podcast.



Hosting Sites



Rubric

Podcast Grading Rubric

50 points

Interview/Discussion Content

Questions invite in-depth exploration of social media issues 0 1 2 3 4 5

Chosen expert has credibility in topic area 0 1 2 3 4 5

Members came across as credible by citing/discussing relevant research 0 1 2 3 4 5

Technical Quality

Podcast is well edited (use of bumpers & jingles, clean cuts) 0 1 2 3 4 5

Audio quality is good (adjusted volume, quality recording) 0 1 2 3 4 5

Overall Requirements

Create a 5-10 minute podcast 0 1 2 3 4 5

Create a blog post and links to the podcast 0 1 2 3 4 5

Contains the show notes 0 1 2 3 4 5

Is tagged for effective search engine exposure 0 1 2 3 4 5

Overall impression 0 1 2 3 4 5

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Brochure Assignment



This assignment is intended to give you experience planning, writing and designing a brochure.

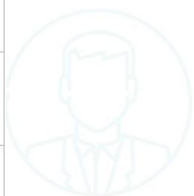
- *Design brochure to entice consumers/members of the business/organization you selected. How will you argue this business/organization is better than others? Sell it!*
- *Develop a rough draft with topic, testimony idea and graphics ideas and submit prior to final project for approval.*
- *Text in document must be accurate. Be sure to check with business/organization to make sure information is accurate. You will not "cite" the information from the business/organization, as you creating the brochure on behalf of the business/organization.*
- *Final product must be presented in color and error free. You may use a template, but it must be a 8.5x11 format with 6 panels.*

Rubric

Brochure You've already rated students with this rubric. Any major changes could affect their assessment results.   		
Criteria	Ratings	Pts
Graphics/Pictures Graphics go well with the text and there is a good mix of text and graphics	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
Attractiveness & Organization The brochure has exceptionally attractive formatting and well-organized information. Was done on the required 8.5x11 sheet of paper with 6 panels	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
Content - Accuracy 100% of content in brochure is accurate- nothing was made up, but factual	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
Writing - Grammar There are no misspellings and no grammatical mistakes in the brochure. The brochure is free of AP style mistakes. 1 point taken for every 2 mistakes found.	This area will be used by the assessor to leave comments related to this criterion.	15.0 pts
Use of different at least three different fonts Excellent use of type fonts with regards to style, sizes, formatting and readability	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
Use of at least 3 different colors; excluding graphics Excellent understanding of color use and effectiveness in design	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
Testimony Testimony was from a customer major and very strong, helped to sell the business/organization. Has the WOW factor!	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
Business/Organization Information Business/organization info was very strong, completely accurate, & helped to sell the business/organization. Has the WOW factor.	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
Business/Organization Advantage Business advantage is outstanding. When can I go/sign up?	This area will be used by the assessor to leave comments related to this criterion.	10.0 pts
Approval Submitted topic, testimony and graphic design ideas by April 9 deadline to Dr. Aggie's email for approval	This area will be used by the assessor to leave comments related to this criterion.	5.0 pts
		Total Points: 100.0

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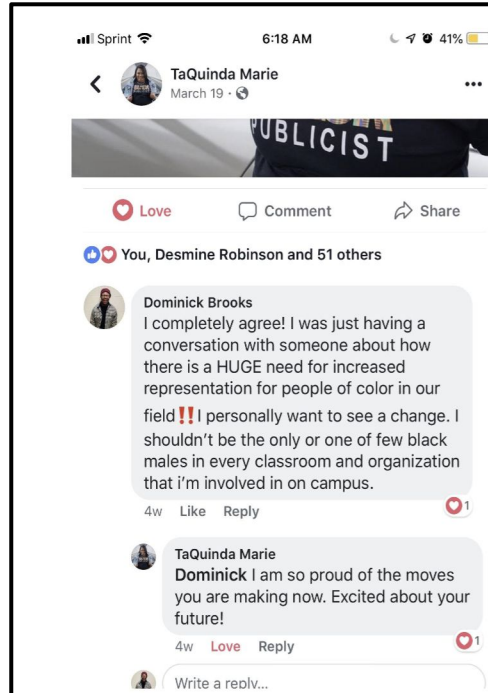


Digitally Mediated Relationship Assignment

This assignment is intended be a new take on the traditional PR Practitioner Interview assignment.

- Using social media alone, build a relationship with a public relations professional over the course of the semester.
- Follow a PR professional on Twitter, LinkedIn, Instagram, FB etc. and then begin monitoring that person's posts.
- Like and share posts, comment on blog posts or online articles and engage in brief discussion regarding a topic of mutual interest.
- Submit a 2-3 page write up discussing digitally mediated relationships. Include snapshots of social media streams. Be prepared to present to the class.

Samples



Aside from interacting from TaQuinda on social media, I also took initiative to reach out to her and secure a position in EMU's Division of Communications. After months of monitoring and reacting to her content on social media, and meeting in person, TaQuinda and I have established a positive interpersonal relationship. I have fortunately been presented with a position to be the Public Relations and Marketing Student Assistant for the Division of Communications, with a peer mentorship from TaQuinda herself. Another reason why I am appreciative of this assignment is because it reminded of how important it is to keep all of your social media pages professional and appropriate. I am a lot more careful about the content that I post/share because you never know who will be visiting your pages. I would never want to be rejected from a job,

Diverse Voices Assignment

This assignment is intended to provide students with an opportunity to discuss the importance of diversity in public relations

- Look at media campaigns and identify campaigns that received backlash
- Compare/contrast with diverse campaigns
- Highlight multicultural elements and widening the narrative
- Have students recreate messaging

Ancestry Backlash



Jamie
@drjamiward

The New York Times reported:

The ad depicts a white man in clothing from the 1800s holding out a ring to a black woman and beckoning her to run away with him. “Abigail, we can escape to the North,” he says. “There is a place we can be together, across the border. Will you leave with me?”

The screen fades to black. “Uncover the lost chapters of your family history with Ancestry,” a voice-over says.

In a statement to WIRED, Ancestry said it had removed the video from YouTube and was in the process of pulling it from television. “Ancestry is committed to telling important stories from history,” the company said. “This ad was intended to represent one of those stories. We very much appreciate the feedback we have received and apologize for any offense that the ad may have caused.” Ancestry did not answer WIRED’s questions about the ad or about the demographic makeup of its [14 million-strong](#) DNA database.



Melissa Murray
@ProfMMurray



I have so many questions about this @Ancestry commercial. 1) Is she his slave? 2) is this a real story? 3) is she his slave? 4) did this test well in focus groups? 5) who were in these focus groups? 6) was there no other scenario that could illuminate the value of DNA testing? [twitter.com/mannyfidel/sta...](https://twitter.com/mannyfidel/status/1211111111)

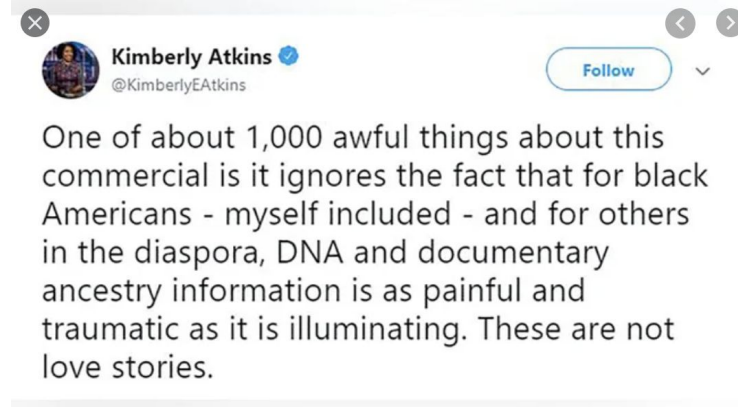


Ancestry Backlash

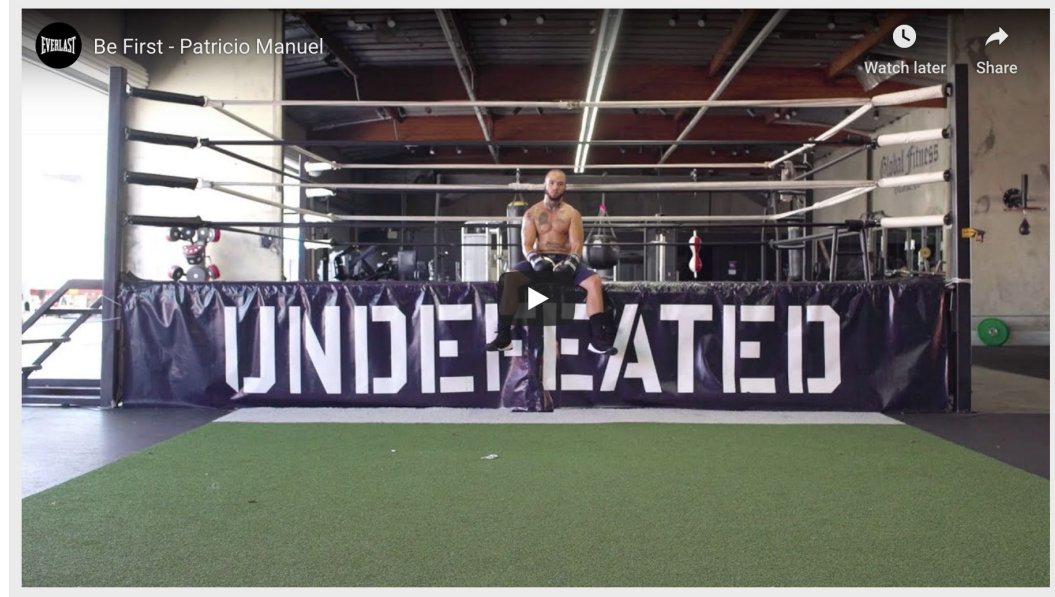


Jamie
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#ProfCon20



Everlast “Be First” Success



- Nearly 500 earned media placements
- 520% increase in Instagram reach
- 800% increase in Facebook engagement
- 13.5MM earned social impressions via influencers

Simulations

- Real life experiences
- Improved retention
- Immediate feedback opportunities
- New Skills and Techniques
- Reflection
- Competition

Application

Do you think you selected the best influencer(s) and why?

No I do not think I selected the best influencers. Because this was the first round and I was unfamiliar with the influencer mechanic and I don't think I paid enough attention to the analytics

Analyze your results again. What are your key findings in the data that you will use as you go back and plan your posts in the next round?

Ending the simulation at \$503k, I'm quite happy with my results. I have a feeling whoever has held 1st place will probably jump back ahead in the end, but 2nd place is still pretty good! Throughout the duration of the sim, following the guide detailing optimal posting times for each platform was instrumental in the success of my posts. The influencers seemed to be temperamental, but once you figure out how it all works, they're not too hard to work with.

Overall, I'd say this was a fun way to get a look at what it may be like to curate social media content for a business, and I'm glad that I got to experience it.

Analyze your results again. What are your key findings in the data that you will use as you go back and plan your posts in the next round?

I am honestly proud. It was kind of a figure-it-out-as-you-go process and I did my best. My results were pretty average. But I did start to understand it all a lot more towards the end and was able to incorporate the things I learned into my social media position.

Jamie
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Public Relations is Evolving... Intro Books are Evolving too!



Questions?

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