**Chapter 7**

**Class Activity 1: Value of Media**

Discuss whether controlled or uncontrolled media is more valuable to the PR practitioner. Share the benefits and drawbacks of both types of media. In order to discuss benefits and drawbacks cite specific examples from the real world.

Groups will share answers with the entire class.

**Class Activity 2: Social Media as Uncontrolled?**

Social media is frequently thought of as being completely controlled by practitioners. After all, practitioners can directly engage with publics and write specific content that does not have to go through a media gatekeeper. However, is social media really controlled? Prepare a report to support your argument on why social media is arguably an uncontrolled media and how this affects practitioners.

**Class Activity 3: The Value of Sharing**

Examine your own social media accounts and tally how much of your content posted in the past week is shared.

Write down the type of shared content you have on your sites and what persons/organizations you frequently share information from.

Findings will be presented to the class in a discussion of trends in social media content sharing.

**Case Study Discussion**

**Case Study Activity 1: Values versus Economics**

Each group will consider how Chipotle’s decision to pull pork products from its stores affected the economics of Chipotle for better or worse.

What if the media did not reveal the issue with the farms? In that situation, should Chipotle have still pulled pork from the menu in some of its restaurants?

Share answers with the class to promote discussion.

**Case Study Activity 2: Multiplatform Communication**

Pick an organization that has a social media presence and website. Write a one- to two-page paper comparing the content found on the website and social media sites. Additionally, analyze the differences between the content located on differing social media sites.

Also, answer these questions:

What are the similarities and differences between content on these sites?

What does that say about the organization?

**Case Study Activity 3: The Value of Diversity**

Examine and list the organization’s publics. Research the demographic makeup of the upper-level officers of each of these organizations.

Write a paper comparing the upper-level officers of the organizations with their potential publics. Evaluate whether these groups are similar. How might the organization benefit from more diversity in its management?

Results will be shared in an in-class discussion.