**Chapter 9 - Kelleher**

**Class Activity 1: Creating a Fact Sheet**

Design a one-page fact sheet for CCC. Use the college website for relevant information.

**Class Activity 2: Critiquing a Press Release/News Announcement**

Review the websites of major organizations (both corporate and nonprofit) and find a press release. Analyze the effectiveness of the press release, the structure of the release, and whether the release is linked to social media.

(Optional: write a one-page summary of your findings and share with the class to promote class discussion.)

**Class Activity 3: Blogs**

Find a popular blog online and write a critique of its content. Specifically, address whether the blog contains paid-for promotional messaging, how the blog structures its content, and what the intended audience is for the blog.

**Case Study Activity 1: Telling a Story**

Using the case study of Mikal McKoy, write a one- to two-page feature on their life story as a representation of their university. Write this story as a feature article and tie your prior experiences to the purpose and mission of the university.

**Case Study Activity 2: Transmedia Reporting**

Find a news announcement on an organization’s website. Evaluate how this story is transposed into multiple media outlets. Specifically, look at how this news announcement is portrayed on social media, in video, and as website content. Make note of any differences in the story among media outlets. (Optional: write a one- to two-page summary of your findings.)

**Case Study Activity 3: Managing Backlash**

Suppose that the Strange Fruit PR firm had gained a sizable reputation in the field of food and beverage PR over the past five years. It was only after this huge growth that they began hearing backlash over their choice of name.

Should this change their strategy?

Consider that name recognition is a considerable asset in the PR field.

What damage could occur if they suddenly change names? Does it matter?