

## **Moorpark College Media Advisory Board for Public Relations Program Meeting 4/21/22 Minutes**

### Moorpark Program Update:

- Focus has been on building community. Staying in contact digitally and staying on top of the 24/7 news cycle
- Mobile Journalism Kits
- JACC conference in March
- Pandemic didn't slow down digital coverage but was trying to get everyone to focus on campus events
- Alumni Forum in March
- Developing the PR Certificate
- Program is staffed with adjunct faculty and realistically there will be no full-time positions anytime soon. We have limited resources and bandwidth and thinking about what to focus purely on PR and where the jobs are. Goal in today's meeting will be to specify the top priorities with realistic time and resources.

### Data Journalism:

- It incorporates some aspects of data visualization but it also gets the students to find stories in data sets. Trying to tell stories about who the students are, who is applying, etc. There will be a new project in the advanced journalism and reporting class at Cal Lutheran. Cal Lutheran doesn't do interactive infographics due to resources but they incorporate infographics. They also teach data analytics.
- Cal Lutheran worked with the math department to get a data analytics class but the math department would not accept that as a core math credit. They also wanted to make them to take too many pre-reqs so will probably will have to embed some of it into an advanced journalism class.
- Long Beach has a course called Data Detectives.
- Cal Lutheran has been walking the students through the board of trustee's minutes and showing the importance of how money is allocated and to find the deeper story.

### Certificates/Minors:

- College enrollment is off by 10% so CSUN has been thinking about how to capture already enrolled students. They're looking at students in other disciplines, for example establishing a Broadcast Journalism Minor and a Digital Storytelling Minor. There is a lot of Cinema and TV students interested in broadcast. There are some creative jobs that are happening in journalism right now like strategic planning, digital PR, philanthropic community journalism. The BBC has a disinformation team and a media literacy team. CSUN is looking at journalism certificates that can be completed in two semesters, for example a Sports Journalism minor. This could be a good opportunity for collaboration between community colleges and 4-years where students are doing story projects and fulfilling a need in a news desert. Currently the CSUN Communication Studies department is theoretical-based and PR students are sent to the Journalism department.
- Cal Lutheran is incorporating more certificates and minors as part of general curriculum options. Currently there are four classes that are content creation courses. Probably won't do specialty minor or certificates but teach the skillset.

- CSUN has a separate bilingual website and the students do special projects and publish their articles into books. The Spanish-language site tends toward advocacy journalism. They also have Entertainment PR, Social Media for Journalism, Spanish-Language Television

#### PR Specifics:

- Media literacy is a huge piece of PR. It's important to expose the students to social media and all the creative ways to use PR, but the most important thing is to be able to write a sentence and articulate the topics on a press release. At its core PR students need to articulate that campaign and be able to pitch it to their client and employer.
- Advocacy and ethics should be parallel skillsets. Framing PR as public advocacy has worked for some students.
- An important skill is email structure writing and how to get to the point efficiently and concisely.
- Students need to be able to make their topic timely and newsworthy before pitching to news outlets. And why that particular news outlet might care about that topic.
- Attention span is short and students need to be able to know their story and pitch it in 30 seconds or less
- Twitter is filled with journalism and constant content so it's important to filter through and make sure they're not injecting misinformation.
- Should communicate with students right in the beginning that PR is more than just publicity and media relations. It's also employee relations, government relations, crisis relations, and a host of other things. Knowing the breadth of the discipline is important.
- Being able to issue a concise statement is also important
- Get involved in PRSSA, because Moorpark can't have a chapter could do a pipeline with a 4-year
- Cal Lutheran is doing a Live from the West Coast course this summer and it's open to Moorpark students. It's a 3-week course and 4 credits and tuition is half because it's a summer course. It includes two weeks in the virtual classroom and one week in person going to stadiums and meeting with senior directors for sports teams.

#### Skillssets/Portfolios:

- Employers are saying there is a big need for soft skills
- Students need to be timely in responding to interview requests
- Students should hone their writing skills, communication skills, timeliness, client relations and sense of empowerment to engage
- Portfolio should have pitches and different kinds of pitches
- Students should have a designated website. Or LinkedIn is a one stop shop as well and can just hyperlink it for portfolio and resumes
- Certificates are a good bonus to build up resumes and can also show niche experience for niche employers. Some examples are Hootsuite and Google Analytics.

#### Misc.:

- Beat structure is fundamental. Students are assigned a beat and spend their entire semester on that with podcasts, video, photography and written articles.
- There's a need right now for journalists who specialize in crypto because it's becoming more mainstream and it's important to have the right research tools because it's a volatile market. Students writing on crypto topics could have good opportunities for internships.

- Cal Lutheran requires internships for graduation
- Students need to be able to do their own publicity and promotion
- There's only so much bandwidth and resources so the focus should be on submitting a full package with video, article, social media, photo captions to. It's about integrating all those pieces together.
- Guests speakers in the Moorpark classes have been essential

Conclusion:

**-The Advisory Board members recommend the Digital Public Certificate of Achievement program.**

The Digital Public Relations Certificate incorporates a total of three courses:

**Journalism M14: Digital Public Relations,**  
**Journalism M16: Social Media,**  
**Journalism M10B: Student Edit Digital Media Reporting**

These courses offer in-depth introductions to Digital Media, Digital Journalism, and Digital Public Relations. Each course offers professional exposure with those currently working in the industry, as well as opportunities for students to complete projects that are current for their field of study. **The Digital Public Relations Certificate** will guide students in a variety of digital writing styles that will help them to succeed in future professional public relations careers. The students will produce a digital portfolio of writing samples that will set them up with employment opportunities upon completion of the certificate.

Students who complete the Digital Public Relations Certificate will graduate with a professional portfolio stocked with current digital projects they have completed that are relevant to their field of study in Digital Public Relations. They will be introduced to various current trends in the field and offered internship options at the campus and community level. The Moorpark College Digital Journalism Department partners with various Public Relations Marketing Firms and offers opportunities for internships for those that complete the Digital Public Relations Certificate.

Student Learning Outcomes:



Students will be able to apply the elements of planning and research to strategic writing for digital public relations, digital advertising, social media market trends, and digital and content marketing.

Students will be able to employ their writing styles to appeal to audiences through a variety of digital media platforms, including corporate web pages, advertorials, digital press releases, content marketing strategies and much more.

Students will be able to apply the principles of persuasion and conflict management to digital public relations campaign design.

Students will develop tactics and strategies of public relations campaigns to fit diverse audiences and clients.

Students will be introduced to elements of web design, coding, keyword research, and campaign analytics through the exposure to various digital tool kits (such as Advanced Excel, Python, Social Media Management, etc).

