

**From:** Yunna Rhee

**Sent:** Tuesday, November 15, 2005 2:01 PM

**To:** 'Mari Chavez'; 'jackielewis30@hotmail.com'; 'pieperryan@yahoo.com'; 'jannaanne@hotmail.com'

**Subject:** Re: CS159 Final group project !!

Please share this with your group members ASAP:

After talking with one of the groups, I found that there may be some misunderstandings regarding the final group project. It seems to me that there are mainly three issues that need to be addressed.

1. The nature of the case study

I was informed that some of you may be using the “community relations practitioner interview guide” as the only guide in terms of your data collection. Remember, that this was provided to you AS AN EXAMPLE. This research protocol only asks about the general structure/nature of a PR program or a PR department and NOT about specific issues or problems they faced or had faced. You should develop your own questions as necessary in order to explore the specific issues/problems they had (you are essentially asking them to provide you with either a best practice case or worst practice case). Remember that you are not only to collect info about the PR department itself but ALSO collect data on a specific issue or a problem that they have dealt with or are dealing with. You are to analyze how they have managed the issue/problem successfully or unsuccessfully by applying relevant theories (you did this in your individual presentations and exams).

To reiterate, you can use the sample protocol in terms of collecting data about the organization's PR department's structures and the principles with which they operate on a daily basis. However, you are not to focus only on this background info but to develop a case study on how this organization's PR department handled a specific issue or a problem (refer back to the cases you have read from the textbook...for instance...the authors are analyzing how J&J's PR department successfully managed the Tylenol case...etc.).

Please review your project descriptions again (syllabus p.8—9).

2. Presentations for the final projects.

As was indicated on the syllabus page 9 (PART IV), you are to present your case as a group, using PowerPoint presentations, just as you did for your individual ones.

However, the length of the presentation was not clearly indicated for the group presentation. The presentation length should be 20-25 minutes, same as your individual presentations. Same grading rubric will be used for the presentation (p. 13 of your syllabus). Just provide a copy of your presentation file via e-mail or disk 2 days prior to your presentation (same as your individual presentations).

3. Final papers are due on Dec 8<sup>th</sup>. I will be collecting the papers on this date in class.

E-mail me with questions and I will be also available in my office to answer any of your questions on Nov 17<sup>th</sup> during the class time and during my office hours.