

Managing Information and Communication

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Welcome to Managing Information and Communication.

During the next 14 weeks, you will learn how to plan, create and manage digital content, which will elevate your position as a communicator. You will also learn how to cultivate an audience, create a crisis communication plan and work with the media.

While at times it may seem like a lot of information at once, or you feel that a lot of pressure is put on you to operate autonomously, I will help you break down and understand each section. If you do not understand a topic or have a question, please ask. I am here to help you.

As this is a communication and media class, you are expected to stay informed about current news. We will analyze these events from a communication perspective, as/if they occur during the term. You are also expected to be active online through social media. If you do not have a Twitter account, please create one.

Below is a breakdown of each week with links to the week's readings. The readings are also posted on Moodle. The week's lesson, readings and assignments are subject to change, so please check your email and Moodle often.

Within Moodle, you will see labels LESSON, READ, WATCH, LISTEN, REVIEW and ASSIGNMENT.

- LESSON is a PDF of the week's lesson with my notes.
- READ is attached to the articles and whitepapers you must read.
- WATCH is attached to videos you must view.
- LISTEN is attached to audio files you must hear.
- REVIEW is attached to information that you can review at any time.
- For ASSIGNMENT, most weeks have an assignment forum with a deadline. You are expected to complete each assignment on time. Failure to do so will result in a reduction of 2 percent each day the assignment is late. I expect these forums to be active and help each of you by learning from your peers.

As part of the course, you will have a midterm exam, which will be an essay, and a final project. Your final project will be the creation or modification of a crisis communication plan with a digital component. As you will learn, not every plan is the same. For this assignment, I want you to be creative and not have government mandates restrict your ideas. I will provide more details about this assignment as the term progresses.

Live Chats

Making sure you understand the material presented is of incredible importance. As a result, I will conduct weekly live chats with the class, or individually. We will discuss in the Live Chats forum the best time for everyone each week. The live chats will be over Google Hangouts.

Lesson Availability

I will make each weekly lesson available by noon on Mondays. For example, Week 2 will be made available Sept. 11. Week 3, Sept. 18. And so on.

Grading

Assignments: 20 percent

Midterm: 30 percent

Final: 50 percent

Lesson Readings

Week 1 - Introduction (Sept. 7)

1. https://emergency.cdc.gov/cerc/ppt/CERC_Introduction.pdf
2. <https://emergency.cdc.gov/cerc/resources/pdf/cerc-wallet-english.pdf>
3. <https://www.nytimes.com/2015/10/06/us/politics/donald-trump-twitter-use-campaign-2016.html>
4. <http://www.3newsnow.com/newsy/new-white-house-press-secretary-says-he-doesnt-tame-trumps-tweets>

Week 2 - Social Media and Mobile (Sept. 11)

5. <https://www.doi.gov/employees/creativecomms/digital-crisis-communications>
6. https://emergency.cdc.gov/cerc/ppt/CERC_Social%20Media%20and%20Mobile%20Media%20Devices.pdf
7. <https://stacks.cdc.gov/view/cdc/11828>

Week 3 - Audience and Content (Sept. 18)

8. <http://www.chicagotribune.com/business/ct-crisis-communications-trump-tweets-0112-biz-20170111-story.html>
9. <https://hbr.org/2015/11/putting-the-right-information-on-twitter-in-a-crisis>
10. <http://www.cision.com/us/2015/06/6-social-media-musts-for-crisis-communication/>
11. <http://www.enviroicsdc.com/blog-2/the-impact-of-social-media-on-crisis-management>
12. http://www.affect.com/downloads/Affect_Social_Media_Crisis_Management_White_Paper.pdf

Week 4 - Rumors, Misinformation and Fake News (Sep. 25)

13. <https://conservancy.umn.edu/bitstream/handle/11299/173310/Capstone-MRush.pdf?sequence=5&isAllowed=y>

Week 5 - Communication Channels (Oct. 2)

14. https://emergency.cdc.gov/cerc/ppt/CERC_Other%20Communication%20Channels.pdf

Week 6 - Digital Crisis Examples (Oct. 9)

15. <https://www.theguardian.com/us-news/2017/jun/06/donald-trump-qatar-tweets-us-diplomatic-damage>
16. <https://www.pastemagazine.com/articles/2017/04/30-tweets-showing-how-twitter-reacted-to-united-dr.html>
17. <http://www.telegraph.co.uk/technology/2017/05/23/manchester-attack-social-media-trolls-spread-fake-posts-missing/>
18. <http://www.cnn.com/2017/03/21/us/facebook-live-gang-rape-chicago/index.html>
19. <https://www.nytimes.com/2016/11/09/us/politics/debunk-fake-news-election-day.html>
20. https://www.washingtonpost.com/news/worldviews/wp/2016/06/14/frances-latest-terrorist-attack-exposes-dark-side-of-social-media/?utm_term=.ee5298a2b703
21. <http://theconversation.com/misinformation-on-social-media-can-technology-save-us-69264>

Week 7 - Midterm (Oct. 16)

Week 8 - The Crisis Communication Plan (Oct. 23)

22. <https://www.ready.gov/business/implementation/crisis>
23. <http://www.niu.edu/newsplace/crisis.html>
24. https://emergency.cdc.gov/cerc/ppt/CERC_Crisis%20Communication%20Plans.pdf
25. https://www.capmembers.com/media/cms/Crisis_Communications_Plans_D201F1E80E595.pdf
26. <https://www.cdc.gov/zap/pdfs/crisis-and-emergency-risk-communication.pdf>
27. <https://www.nap.edu/read/22414/chapter/9>
28. <http://onlinelibrary.wiley.com/doi/10.1002/9781118386804.oth1/pdf>
29. <http://nma.org/wp-content/uploads/2016/08/Crisis-Communications-Template.pdf>

Week 9 - Working with the Media (Oct. 30)

30. https://emergency.cdc.gov/cerc/ppt/CERC_Working%20with%20the%20Media.pdf
31. https://emergency.cdc.gov/cerc/ppt/CERC_Spokesperson.pdf

Week 10 - Guest Speakers in Media (audio) (Nov. 6)

Week 11 - Media Law (Nov. 13)

32. https://emergency.cdc.gov/cerc/ppt/CERC_Media%20and%20Public%20Health%20Law.pdf

Week 12 - Psychology of Crisis Communication (Nov. 27)

33. https://www.orau.gov/cdcynergy/erc/content/activeinformation/essential_principles/EP-psychology_content.htm

Week 13 - Staying Sane as the Communicator (Dec. 4)

34. https://emergency.cdc.gov/cerc/ppt/CERC_Human%20Resources%20for%20Crisis%20Communication.pdf

Week 14 - Final project due (Dec. 18)