

Group Field Report

Top Dawgs

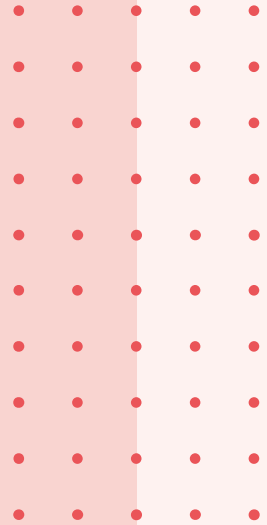
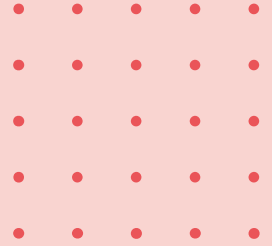


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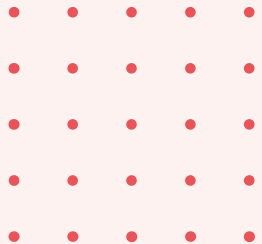
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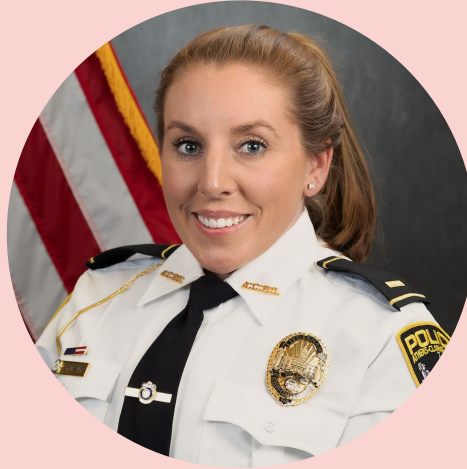
01. Meet the Practitioners



Our Practitioners



Journalist



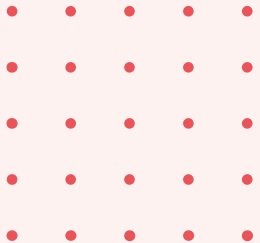
**Legal
Professional**



**PR
Professional**

02.

Journalist



Journalist

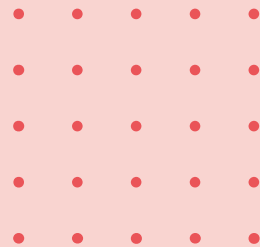
Amanda Bright



- PhD, MJE, clinical associate professor
- Specializes: community journalism, news product innovation, design and pedagogy
- Editor of Grady Newsource
- Co-director for the Solutions Journalism Hub for the South at UGA
- Former professional journalist

Source: <https://grady.uga.edu/faculty/bright/>

What We Learned



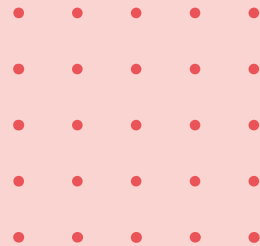
Ethical Challenges

- You have to be human first, you are not your job!
- You are seeing people on their worst day
- Do not be judgmental

Journalist Transparency

- Proactive approach vs. “duck and cover”
- Balanced transparency goes a long way
- Oil spills and Dawn Dish soap duck campaign

What We Learned



Fact Check Information

- “How do you know that?”
- Get all narratives
- Journalism is a team

Connect with PR professionals

- Stakes matter, impact matters, consequences matters.
- Serve audience
- Answer the why

"A little bit of balanced transparency goes a long way . Some kind of admission of, yep, okay, here's the problem, and just being clear that there is a problem, because there's always a problem, right? But then, even more so, organizations that communicate with solutions mindsets are so much more important. So, yeah, sure, **tell me the problem, explain, but then pivot quickly too, and this is what we are doing about it."**

— Amanda Bright



“Journalism is a team sport. It must be done in a team. An individual cannot shoulder that kind of burden to verify everything, to find every angle, to check everything out, to get all the slices of the story. It really is a collaborative process.”

— Amanda Bright

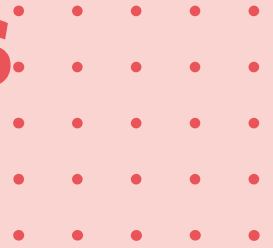


Example

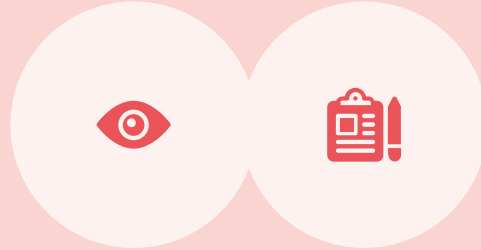


Source: [youtube.com](https://www.youtube.com/watch?v=K3333333333)

Connection to Class:



**Ethical
Challenges**



**Fact Check
Information**

**Journalist
Transparency**



**Connect with
PR
professionals**

03. Legal

Professional



Legal Professional



Lieutenant Katie Jenkins

Athens-Clarke County Police Department
Public Information Officer

- Serves as the lieutenant for the Athens-Clarke County Public Information Office
- Served with ACCPD since 2011, starting as a patrol officer before being promoted
- Oversees all media, community, and department relations

Source: ACCPD

What We Learned



The Intersect of Law and Media

- Many details surrounding a case cannot be released to media
- Fear of compromising an investigation or breaking laws.

Accuracy and Timeliness

- Accurate information is crucial to give media
- Coordination with all aspects of a department such as detectives

“When I stepped into the role of PIO, there was a learning curve of how saying too much can impact an investigation. I think I had to realize that while I might face pressure from media or the public or whoever, **my main priority is making sure I am working within the department to bring justice in the right way.** The last thing I would want to do is compromise an investigation for a quote in an article.”

— Lt. Katie Jenkins

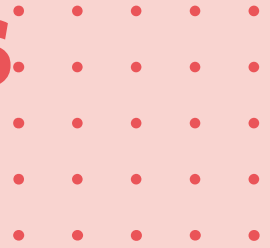


Example



Source: Athens-Clarke County Police
Department Facebook

Connection to Class:



Timeliness



**Delegation &
Teamwork**

**Legal
Implications**



**Managing
Moving Parts**

04.

PR Professional



PR Professional

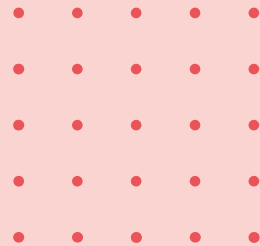


Stephen Jiwanmall

- Current Lecturer: Public Relations and Advertising at University of Georgia, comms manager for The Cancer Network
- M.S., Journalism, Columbia University
- B.A., Communication, La Salle University
- Experience as comms lead for regional and national LGBTQ+ nonprofits
- Former television reporter, anchor, and producer

Source: grady.uga.edu

What We Learned



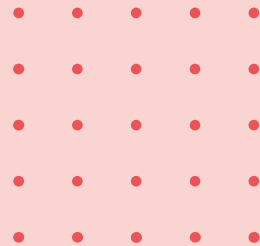
Crisis Preparedness

- Templates are not effective; cannot copy and paste a crisis plan
- Crisis may look similar, but the response of the storytelling has to be different
- Learning experience

Crisis Response

- Know what's too much information and what's not enough
- Think about what is **necessary** to share
- "Does my audience really need to know this?"
- Public and employees' safety is top priority

What We Learned



Personal Care

- Helpful to work in Agency with other PR people
- Know when to take a step back
- Talk to your co-workers

Internal Communications

- Be on the same page as senior leadership
- Emergency meetings are often necessary

“People aren't going to care that much about that (the format). They want to know, how did you respond to this crisis, not how did you show up for it?”

-Stephen Jiwanmall



“An apology implies fault. So we did not apologize. It was like one of those things where justifying it was really hard, and in an effort to justify more, things would be harder to explain.”

-Stephen Jiwanmall



Example

ALLENTOWN

Bradbury-Sullivan LGBT Community Center vandalized during burglary

Published: Jun. 22, 2022, 12:03 p.m.

Source: Lehigh Valley Live

Bradbury-Sullivan LGBT Community Center to increase security after break-in

Source: The Morning Call

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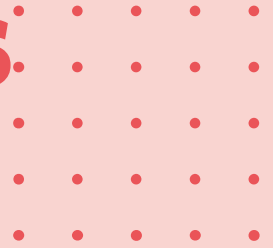
Cash stolen, building vandalized in overnight break-in at Bradbury-Sullivan LGBT Community Center

Source: WFMZ

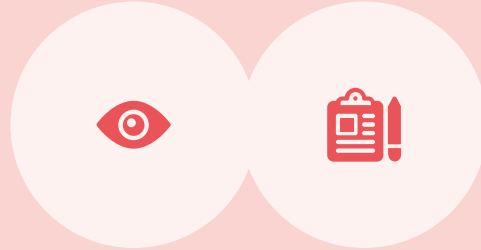


Source: Bradbury-Sullivan LGBT Community Center

Connection to Class:



**Learn
from
Experience**



Be Prepared

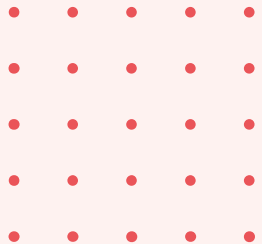
**Only say
what you
know**



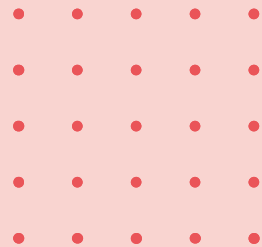
**Reduce
negative
impact**

05. Key

Takeaways



Key Takeaways



1

**Learn from
doing**

2

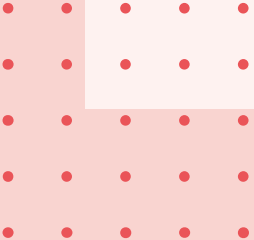
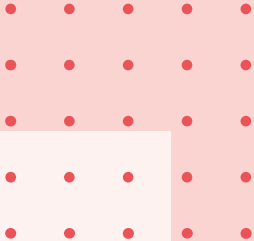
**Always be
honest**

3

**Know what
you're talking
about**

4

**Lean on your
team**



Thank you!