

What's Next in Communications? Panel Discussion

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Third Guide: Panel Planning

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Title: What's Next in Communications?

Schedule of event: April 3rd, 2018

6:30-7:00 p.m.: Moderated Panel

7:00-7:30 p.m.: Audience Q&A

Location: UCF, Classroom Building I - Room 107

Moderator: Staci M. Zavattaro, Ph.D

Panel Participants:

- Tom Hope, Assistant VP for Communications and Marketing, UCF
- Jamie Floer, Public Relations/Outreach Specialist, Orange County Utilities Dept
- Brian Schulte, Marketing Manager, Edyth Bush Institute for Philanthropy & Nonprofit Leadership

Abstract:

As society has evolved, so have preferred communications, people today prefer to send a text message versus making a call or talking in person. Everywhere we go technology has a great impact on today's society. These technological advances have affected everything we do, including how we read, interpret, and disseminate information. More than ever, media literacy has become an important part of everyday life. It impacts how we access, analyze, evaluate, and create media. Furthermore, it builds an understanding of how media messages shape our culture and society by developing critical thinking skills around all types of media. How is communications and marketing advancing and accommodating to the concept of media literacy in the public and nonprofit sectors? With all the outlets and technology available now days to the public, this panel will explore how marketing and communications teams are advancing and accommodating media literacy in the public and nonprofit sectors.

Link to Video: <https://youtu.be/g6NzcTcO4Q4>

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