

WEEKLY STATUS REPORT (WSR)

[Monday, February 23, 2015]

TO: [Panos Linos, Chris Bowman]
FROM: [Ashley Zegiestowsky]
SUBJECT: Status report for week [February 16, 2015 – February 23, 2015]

I. RED FLAGS: NA

II. ISSUES:

- Trouble organizing observations and data gathered into categories
- Difficulty navigating the Journal of Computer-Mediated Communication

III. ACCOMPLISHMENTS (February 16, 2015 – February 23, 2015):

Wednesday, February 18, 2015

- Email correspondence with Communication professors (Rose Campbell & Jessica Moore)
- Obtained new sources of research and information regarding the use of Social Media
 - SMMS: Social Media Management Software
 - Cision
 - Journal of Computer-Mediated Communication

Monday, February 23, 2015

- Met with Professor Rose Campbell to discuss Social Media related questions
- Continued email correspondence with Rose Campbell

IV. ACTION ITEMS FOR FOLLOWING WEEK (February 23, 2015 – March 2, 2015):

- Begin preparing for Social Media Presentation at WFYI (Ashley)
- Establish a structured way to research and document the use of each station's website, Facebook and Twitter presence (Ashley)
- Continue survey WFYI and Station 13's social media presence and possibly look into other station's social media presence (Ashley)