

## Practitioner brings skills to classroom

By Breonna McDuffie



Adjunct Instructor Stephanie Mahin has worked at UNC-Chapel Hill in media relations and now teaches public relations case studies in the School. She took a few moments to share her thoughts on bringing her experiences to public relations students.

What class(es) do you teach at UNC? Why is this class important for public relations, advertising and/or strategic communication majors?

I have the pleasure of teaching Case Studies in PR (JOMC 431). I get a chance to interact with some extremely bright PR professionals. So in this class, I simply try to encourage students to begin to look at the world around them through a PR lens and to challenge them to think like a PR professional at all times. If they want to walk the (PR) journey, they might as well be equipped with the knowledge, language and skills to be successful. I also bring in guest speakers from the community who live the principles that we discuss in class.

How do you think your outside work has contributed to your teaching of this class?

I would actually say that the students actually sharpen my skills as Media Relations and Broadcast Manager for UNC Health Care and the UNC School of Medicine. But I hope that my nearly 15 years of experience in Public Relations and the stories that I share give students real world insight.

What made you want to become an adjunct professor at UNC?

I have always had a desire to teach; however, I had no idea that it would be at UNC. I have Dr. Lois Boynton to thank for that. I was a guest lecturer in her Ethics class and observing the way she interacts with the students and they with her and the atmosphere of learning that she created for them only solidified my desire to want to teach.

If you weren't a Tar Heel, what would be your #1 team?

My loyalties are divided. I attended Butler University for undergraduate studies and had a great experience so I often root for the Butler Bulldogs. They are a team with great heart and spirit.