

# APPENDIX 8-E

## Hussman eCommunicator



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1 message

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Please check [UNC-Chapel Hill's dedicated website](#) for updates related to Carolina's response to the coronavirus pandemic, including remote Maymester, Summer 1 and Summer 2 courses and efforts to develop a suitable alternative Spring Commencement. The new [CV19 Student Care Hub](#) is a fact-based resource for students.

### FROM DEAN SUSAN KING

*April 21, 2020* | UNC Hussman teaches students to be adaptable while holding strong to core values, qualities necessary to succeed in an industry in which transformational change often comes at a rapid pace.

And do they ever need it, now more than ever.

The global pandemic presents an unprecedented challenge to us all. At UNC Hussman, we're challenged to practice what we preach about adaptability and core values like credibility and impartiality — and to quickly pivot to serving our students remotely while maintaining both academic rigor and human compassion.

I am proud of how the UNC Hussman community has risen to the challenge.

During the last week of classes of this unforgettable semester, I turn with gratitude to our students, faculty, staff, and thousands of Hussman alumni and supporters. Our values remain rock-solid, and the importance of our mission never clearer than during this challenging moment in our history.

For those in a position to do so, the Carolina Student Impact Fund is helping to meet the needs of our students at this unprecedented time. The fund has benefited more than 600 students as of April 14, with more than \$507,000 disbursed. **I hope you will consider donating.** If you know a Carolina student

— undergraduate, graduate or professional — who needs help, direct them to [this online application](#).—Dean Susan King

## UNC HUSSMAN INNOVATION STORIES



**Valerie Fields’ students ace real-world crisis communications test** Press conferences are stressful for anyone, even communications professionals — but imagine facing tough questions about the COVID-19 crisis, as a student, via Zoom. Student **Sally Levin ’20** said “V.K. told us that how we’re feeling right now is how people in crisis communications feel all the time, as they have to adjust to new environments.”



**Students enjoy ‘surreal’ remote visit from Zoom CEO Eric Yuan.** As the UNC Hussman community continues to navigate remote learning due to the COVID-19 pandemic, students in faculty member **Gary Kayye’s** “The Branding of Me” class spent 40 minutes chatting (via Zoom, of course!) with the leader of a company that’s now central to their working lives: Zoom Founder and CEO Eric Yuan.



Faculty and students from UNC Hussman, UNC Gillings School of Global Public Health, and Carolina's political science department are working together on a volunteer basis to support the N.C. Department of Health and Human Services as they communicate to motivate social distancing and other health behaviors. The social distancing communications task force is led by UNC Hussman Assistant Professor **Allison Lazard**.

## WORK TRANSFORMED



**Senior writer Bryan Tucker '93** talks about SNL's "the show must go on" **tradition**, with behind-the-scenes insights about the making of Saturday Night Live's April 11 "SNL At Home" (Season 45, Episode 16).



**Sarah Frier '11 adapts to a virtual global book tour for “No Filter: The Inside Story of Instagram”** Longtime Bloomberg News technology reporter Sarah Frier just embarked on a virtual book tour with “No Filter,” her riveting Simon & Schuster book detailing the social media firm’s twists and turns — launching in 2010 and rocketing to 1 billion users by 2018 to where the platform is heading now. Frier talked with us about the changes the global coronavirus pandemic has wrought both on her job at Bloomberg and her book launch.



**Caroline Bass '19 helps North Carolinians in a time of crisis.** The health writer and communications specialist with Carolina’s “J-school” in her blood now finds herself learning one day at a time how communicators can help others in a time of crisis. “I never took crisis communications, but I feel like I’m in a crash course right now,” said Bass, who explains how her team works 24/7 to update the state-level response to the coronavirus pandemic.



**UNC Hussman Board of Adviser member Torod Neptune steers Lenovo's global communications.** Lenovo's worldwide group vice president and chief communications officer shares some of the things he's emphasizing with his team at this time of global upheaval, including: **1** the benefits of a global vantage point; **2** the need to find some comfort with ambiguity and flexibility; and **3** finding — and making good news to satisfy the needs of employees and customers.

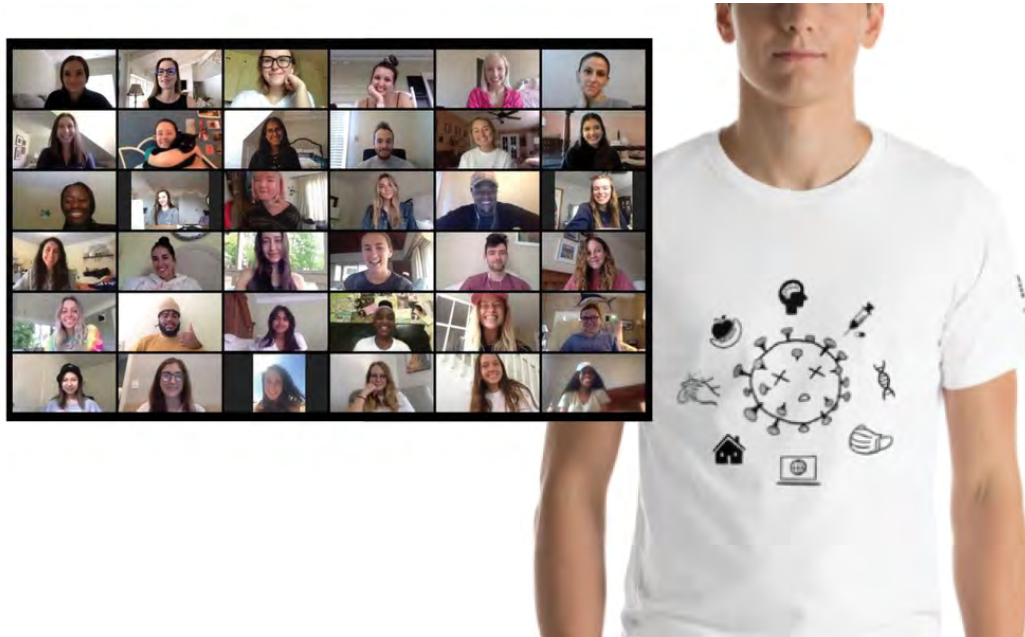
## STUDENT AWARDS



Spring has sprung, and UNC Hussman students are being showered with recognition. To name just a few: Doctoral student and **Roy H. Park Fellow Kirsten Adams** received a prestigious P.E.O. Scholar Award recognizing excellence among women in Ph.D. programs. Doctoral candidate and **Roy H. Park Fellow Deborah Dwyer** has been selected for a 2020–21 fellowship at the Donald W. Reynolds Journalism Institute. And two UNC Hussman seniors with Daily Tar Heel leadership credentials were recognized by the University's

Chancellor's Awards. **Charlie McGee '20**, DTH investigations team editor, and **Marco Quiroz-Gutierrez '20**, co-editor-in-chief of Carolina's respected student-run paper, were singled out with the Ernest H. Abernethy Award for the most distinctive undergraduate work in student publications.

## FLUIDITY DESIGNS LAUNCHES TO HELP COMMUNITY



Dana McMahan's 40-student strong Workroom FashionMash Product Design class pivoted over spring break from creating an experiential fashion extravaganza to launching a pop-up "athleisure" site chockfull of sweatshirts, tees, joggers and leggings designed to empower positivity and an awareness of the global pandemic. The student fashion designers who make up **Fluidity Designs** are donating all proceeds from their line to Get Us PPE.

## CAREER SERVICES

We need your help! Interested in helping UNC Hussman students navigate their careers? **Hussman Connections** is a way for alumni to serve as a networking resource to our students during COVID-19. Add your name to a master list of alumni contacts. Students will look for shared career interests on the list, and reach out to you via LinkedIn to set up a virtual meeting. *Thanks for your consideration!*

Another way to help: apply by June 15 to **be a mentor to a UNC Hussman student**. Remember that person in your life who made you feel like no career question was too naive, who really listened, who shared experiences and helped open doors? Be that person.



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