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PUBLIC RELATIONS PORTFOLIO

2019

Victoria B. Leyboldt

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Resume

Victoria Leyboldt

112 Carley Drive | West Sayville, NY 11796 | 631.445.8455

Victoria.Leyboldt@Spartans.ut.edu | www.linkedin.com/in/victorialeyboldt | Skype: Victoria Leyboldt

My Website: <https://vleyboldt9.wixsite.com/website>

EDUCATION

The University of Tampa

Tampa, FL

Bachelor of Arts in Communications with a minor in Spanish

Expected May 2019

- UT Minaret Scholarship and Dean's List Award Recipient
- Relevant coursework: Journalism, Public Relations, Visual Literacy, Organizational Management, Information Systems, Conversational Spanish

Universidad Antonio Nebrija

Madrid, Spain

Semester Abroad

Jan. 2018 – May 2018

- Learned basic Spanish media communication skills
- Strengthened Spanish language speaking, writing, and listening skills
- Learned the importance intercultural communication

EXPERIENCE

Swarovski, Holiday Sales Associate- Lake Grove, New York

Dec. 2018 – Jan. 2019

- Developed ability to remain calm in high stress situations by managing cash register during holiday sales
- Gained aesthetic skills by assisting in post-holiday show casing
- Participated as a representative, interacted with, and engaged with customers in New York City on the Swarovski Crystal Bus to boost product awareness

National Museum of Childhood Project, Intern- Dún Laoghaire, Ireland

June. 2018 – Aug. 2018

- Developed ability to communicate effectively in high stress situations
- Managed hundreds of euros in cash donations
- Learned public engagement skills by promoting annual charity fundraiser to local businesses and townspeople

Resident's Life at The University of Tampa, Resident Assistant - Tampa, FL

Aug. 2016 – Dec. 2017

- Ensured safety and security for 90 students during risk management situations
- Provided weekly reports about student activity and building maintenance to supervisor
- Coordinated events and ensured compliance with university roles and standards of conduct

Ulta Beauty, Beauty Adviser- Patchogue, NY

May 2017-Aug. 2017

- Exceeded company goals for loyalty conversion, data capture, and credit card signup
- Mentored and on boarded new employees to become familiar with the brand
- Exceeded individual sales goals on a weekly basis by 10%

Suffolk County Police Benevolent Association- Office Assistant -Brentwood, NY

May 2016-Aug. 2016

- Organized and maintained over 5,000 confidential personnel files and company records
- Answered and directed phone calls to corresponding offices

LEADERSHIP & VOLUNTEER

Sigma Kappa, Lambda Theta

Nov. 2016 – Present

- Promoted events and fundraising as a Public Relations Committee member
- Directed two groups of 8-10 members to effectively recruit new members as recruitment group leader
- Extended information regarding tradition, values and history to 60 new members
- Organized new member meetings, workshops, and sisterhood bonding events for 60 new members

Rotary Youth Leadership Association

April 2014- April 2017

- Facilitated and chaperoned high school leadership camp participants in activities and learning workshops

SKILLS

Computer: Windows and Mac, Adobe Photoshop, Microsoft Word, and PowerPoint

Media: Facebook, Twitter, Instagram, WordPress, Wix, Photography

Languages: Advanced Spanish

Cover Letter

Victoria Leyboldt

112 Carley Drive | West Sayville, NY 11796 | 631.445.8455

Victoria.Leyboldt@Spartans.ut.edu | <https://vleyboldt9.wixsite.com/website> | Skype: Victoria Leyboldt

To Whom It May Concern:

I am very interested in proving myself as a valuable asset to American Eagle Outfitters as a Public Relations Intern this summer. In May I will be graduating with Bachelor of Arts Degree in Communications from The University of Tampa, I believe that my coursework, volunteer involvement, and previous work experience make me a great candidate for this position. With my passion for networking and teambuilding as well as my strong communicative habits, I am confident that I would be a great addition to your team.

As a charismatic and determined individual, I have the power to see each member's individual strengths in a team, then encourage the use those strengths to create a better outcome as a whole, when working on a task. For example, my experience in Ireland with the Museum of Childhood Project Ireland (Eduventure TM), I assisted in social media outreach to the local community, as well as advertising to the public the mission of the nonprofit organization. Although I worked with a smaller community and limited resources, this internship showed me the importance of public interaction and representation with a target audience and the value of relationships between businesses. During my time at Swarovski as a holiday sales representative, developed the ability to remain calm in high stress situations by completing training and managing the cash register during holiday sales. I gained aesthetic skills by assisting in post-holiday show casing, and I was able to participate as a representative, interacted with, and engaged with customers in New York City on the Swarovski Crystal Bus to boost product awareness through public interaction. This opportunity allowed me to learn company standards, as well as my express my positive social energy and create a fun work environment.

Furthermore, I have gained immense independence and intercultural skills during my semester in Spain. Being a people-oriented person by nature, I am able to adapt quickly to new environments. In my experience abroad, I had to adjust not only to language barriers but also a different way of life. After studying at my host university and further developing my language skills, I am confident that I will be able to acclimate to your workplace with minimal training and accommodate various organizational demands within your company and the public relations internship.

As you can see, my interest and excitement for learning, communication and experiencing new cultures extend beyond the classroom. I believe that I will be able to utilize my current skills to contribute to your company's needs and objectives while absorbing new information and strengthening my strategizing abilities and public relations expertise. Thank you for your consideration, and I look forward to hearing from you soon.

Best,
Victoria Leyboldt

Press Release #1

Madison's Annual Pancake Festival
P.O. Box 5029 Madison, WI
Contact: Victoria Leyboldt
Communications Director
Phone: 336-226-4495

February 25, 2019

MADISON'S Seventeenth Annual Pancake Festival

Madison's 17th Annual Pancake Festival will take place on March 2-3, 2019 in Madison Wisconsin. Pancakes will be served from 7 a.m. to 9 p.m. on both Saturday and Sunday. Pancake plates served with your choice of toppings are \$12 for adults and \$6 for children 12 and under. This cost includes admission and free refills.

The event also offers over 100 booths of arts and crafts as well as live dance and music, carnival rides and more. This year the local volunteer fire department will be sponsoring a drawing for a 16-foot boat, a trailer, and a 45 HP outboard motor. Over the past 16 years, the 2-day event has drawn in almost one million people to the small picturesque town. Visitors are welcome to stay at the campgrounds and hotels.

The festival is a nonprofit that is sponsored by the Betterment Association of the Madison Area, Inc., and Madison Area Jaycees. Proceeds have been previously donated to park improvements by the City of Madison as well as Madison Volunteer Fire Department and Getaway Ambulance Services. Volunteers at this organization come from local facilities including civic organizers, churches, City Hall employees and more.

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Press release #2

Lowry Park Zoo

1101 W. Sligh Ave.

Tampa, FL 33606

Contact: Victoria Leyboldt

Communications Director

Phone: (813) 935-8552

FOR IMMEDIATE RELEASE

Lowry Park Zoo Boo: Creatures of the Night

Zoo Boo Creatures of the Night is a family-friendly Halloween event that Lowry Park Zoo will be hosting from Saturday, September 28 - Friday, November 1, 2019, on select nights. The park will be a fun-filled, interactive Halloween themed extravaganza, offering haunted houses and trails, free rides, light displays and a chance to see the nocturnal animal's behavior. The park will also offer Halloween themed snacks for foodies. From black ice cream and pumpkin spice churros, there will be a fun, spooky treat for everyone.

Creatures of the Night is a fundraising effort for the park. The proceeds raised from the event will be used to benefit animal care and educational programs. Adult tickets are priced at \$34.95 and \$25.95 for ages 3-11. These tickets allow all day entry, as well as admission for the remaining calendar year. There are also after 4 p.m. tickets available for \$24.95. The park offers free parking in the lot in front of the gate.

For more information regarding Zoo Boo Creatures of the Night please visit LowryParkZoo.com, or visit Lowry Park Zoo's Facebook page. Contact Victoria Leyboldt at 336-226-4495 for any questions about the event.

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Media Alert

FOR IMMEDIATE RELEASE

Contact Victoria Leyboldt

(813) 935-8552

September 2, 2019

Zoo Boo Creatures of the Night

At ZooTampa animal and environmental conservation are two of the most important aspects of our mission. The Lowry Park Zoo is a non-profit organization that hosts over 800,000 guests per year. The park will be hosting Zoo Boo Creatures of the Night for people of all ages at the end of September. This event is a fundraiser that is collecting proceeds to benefit animal care and educational programs. The event will be open to the public from Saturday, September 28 - Friday, November 1, 2019, on select nights.

On Thursday, September 26, 2019, at 6 p.m. Lowry Park Zoo will be offering a preview night of Zoo Boo Creatures of the Night for local journalists and news outlets. There is free parking for guests in the lots in front of the zoo gate.

WHAT: Lowry Park Zoo Boo Creatures of the Night Preview Night

WHO: Lowry Park Zoo staff and animals

WHERE: Lowry Park Zoo

WHEN: 6 p.m., Thursday, September 26, 2019

WHY: The event will allow several journalists and media outlets to gain a sneak peek into Lowry Park's Halloween fundraiser.

Craig Pugh, Executive Director of Lowry Park Zoo, will be available for interviews at 6:30 p.m., and scare actors will be available for interviews from 6-7 p.m. Journalists will experience the fun-filled spooky activities of Creatures of the Night from 7-9 p.m.

For more information regarding this event contact Victoria Leyboldt, Communications Director, Lowry Park Zoo, at the number above, or by email: Vleyboldt@LowryParkZoo.com.

Backgrounder

Lowry Park Zoo Backgrounder

Lowry Park Zoo is Tampa Bay's family-friendly non-profit animal sanctuary. Our mission is to care for our animals and educate visitors about the importance of environmental conservation. The park opened in 1957 and has been following our mission ever since. ZooTampa is located at 1101 W. Sligh Avenue Tampa, FL 33604 and is open seven days a week, from 9:30 a.m. to 5 p.m. daily. Each year nearly 1 million locals and tourists alike visit our park every year to learn about our 1,300 animals and their habitats.

The zoo is operated by the Lowry Park Zoological Society which is dedicated to following a similar mission to the zoo, as well as research initiatives for the betterment of animal life and environmental conservation. Lowry Park Zoo is also recognized by the Association of Zoos and Aquariums and has been noticed as one of the "Top 25 Zoos in the U.S" by TripAdvisor (2015) as well as "10 Best Zoos in the U.S." by Trekaroo (2015). Our variety of animals and interactive activities make Lowry Park Zoo a great option for people of all ages to have a good time.

The zoo offers multiple different admissions ticket options as well as zoo memberships on their website for visitor entry. The zoo also has opportunities for larger parties to enjoy field trips, zoo school and sleep over trips. Summer camp is also a fun educational option to add some variety to your child's summer. Throughout the year Lowry Park Zoo hosts family-friendly events to engage the community with the animals and increase foot traffic. The zoo often hosts holiday-themed events, summer bbq's, zoo yoga, and more. Being a non-profit organization donations are also appreciated, and can be submitted online. Each donation is crucial for the zoo to function and carry on our mission. The proceeds are used to care for animals, community education and outreach, and conservation and research.

-end-

Search Engine Optimized News Release

Step 1: Food - Fabio Viviani and Nocturnal Hospitality Group

Step 2: Mole Y Abuela, **Downtown Tampa**

Opened in January

Step 3: Young Professionals, UT Students

General keywords: Spanish Restaurant, Date Night

Step 4: For each audience, write a 350-400 word article (so two articles total). In each, make sure you clearly identify your audience, use the geotarget (Tampa, FL) within 5 words of the audience and keyword twice. Use your chosen keyword once per ~100 words. Make sure your geotarget and title are optimized as well.

New Spanish Style Restaurant Opening in Downtown Tampa

Nocturnal Hospitality Group is the proud owner of a new Spanish restaurant in Downtown Tampa, Mole Y Abuela. This brand-new Spanish fusion restaurant hosted its grand opening in early February 2019. Nocturnal Hospitality Group is also the owner of downtown favorite restaurants Franklin Manor and Osteria. The new restaurant is in a great location that offers a rooftop bar and dining area along with highly rated food and cocktail menus. Not to mention there are plenty of aesthetically pleasing spots all over the restaurant that are the perfect places to take a picture for your next Instagram post.

Downtown Tampa has many Spanish-style restaurants, but the atmosphere, the food, and the staff make Mole y Abuela stand out from competitors. The owners wanted to make sure Mole y Abuela would not be confused with a Mexican restaurant. The menu is full of a variety of cuisine from different Spanish speaking countries in Europe, South America, and the Mediterranean. The food is meant to make you feel like you're eating food from grandma's kitchen. The atmosphere is fun, young, and inviting. On weekdays the Spanish restaurant is open from 5 p.m. until 12 a.m., but on the weekend's Mole y Abuela extends their late-night hours and closes at 3 am. The extensive drink menu provides stellar cocktails to start off a night on the town, or a great spot for a nightcap with a few friends. It's a perfect place for after-work drinks or special occasions.

The Spanish restaurant can be found Downtown Tampa on N. Franklin Street, just down the street from Franklin Manor and Osteria. As the weather starts to become warmer, and spring creeps its way around the corner, Mole y Abuela is ready to host any of your party needs. The venue takes reservations for any size party. The welcoming venue also offers the option to rent rooms for private events such as office parties, birthday celebrations, and graduation dinners.

The staff is excited to welcome guests and determined to provide the same quality service that Nocturnal Hospitality Group is known for.

The Perfect Date Night Restaurant in Downtown Tampa

As the weather warms up Mole y Abuela in Downtown Tampa is the perfect date night venue for you and your partner. Mole y Abuela is a new Spanish fusion restaurant owned by local Tampa company, Nocturnal Hospitality Group. The restaurant opened in early February 2019 and is ready to host you and your significant other any day of the week. The building is in a great location with a beautiful rooftop dining area that shows off the sunset over the Hillsborough River. It's the perfect dinner spot for any hopeless romantic.

Not only is there a beautiful view of Downtown Tampa and the river, but the restaurant also offers a large menu with extensive lists of appetizers, main courses, dessert, and drinks. The Dinner menu offers a range of salads, bocadillos, carne asadas, and fish. Although it is not your typical menu there is something on this menu for each guest to indulge and enjoy. The fun, young, and exciting environment provides a comfortable ambiance for young people to connect with each other over delicious cuisine. The staff is attentive and helpful in guiding you through the specials of the day and are always ready to provide you with their favorite recommendations. The bar serves fresh drinks, and the appetizers are perfect to share before your main course. Tapas like patatas bravas and croquetas are the perfect savory starters. After you complete your meal, the tres leches cake is to die for. Mole y Abuela's food and atmosphere will almost make you and your date forget you're in Tampa.

The restaurant is also the perfect venue for anniversary or engagement parties, as they do offer the option to rent out the area for private parties and events. Whether you are looking for a place to take a first date, host a special occasion, or you're planning on taking your loved one on a surprise date night, this spot in Downtown Tampa is definitely one to consider. The combination

of Spanish cuisine, drinks, staff, and location will have anyone swept off their feet. It will be difficult for anyone to leave Mole y Abuela feeling disappointed.

Communication Audit Assignment

Business: Bartaco

Location: 1601 W. Swan Ave Tampa Fl 33606

Website: <https://bartaco.com/>

Social Media: Pinterest, Facebook, Instagram, Twitter - they use the hashtag #Bartacolife

General Outline:

Bartaco is a Latin American cuisine restaurant that started in Connecticut with 11 locations across the country, including in New York, Colorado, and Florida. The beach vibe offers a beach vibe atmosphere while serving street style food. The setting of this restaurant is casual, but you can also find young professionals dining after work. They offer a unique style of ordering at a price range of \$\$.

WEBSITE

Goals of Website:

The website serves to offer in-depth information about the restaurant. They offer an “about us” for their customers to learn more about their company, they offer their locations and their story. They do offer online ordering and catering but they also show the aesthetic of their restaurant with pictures, a video, and design to entice in their customers to dine in. The home page also offers a hyperlink to their merchandise shop, and how to apply for jobs with their company. Throughout the website, they also use blog posts and quoted from journals like The New York Times to impress the viewer. They also offer easy ways to connect with the businesses listing their social media, email list, and a “talk to us” section on their top menu.

Primary Audience:

Young people or anyone looking for a trendy restaurant that isn't too expensive, but also serves fresh, quality food.

How Easy is the website to use?

Easy. Many pictures, not many words. The home page immediately encourages you to find a location near you to order online. They do not use many words easy to maneuver with pictures.

Menu and Page Hierarchy: (top of page)

1. Home
2. Menu and Locations
3. Shop
4. Order
5. Talk To Us

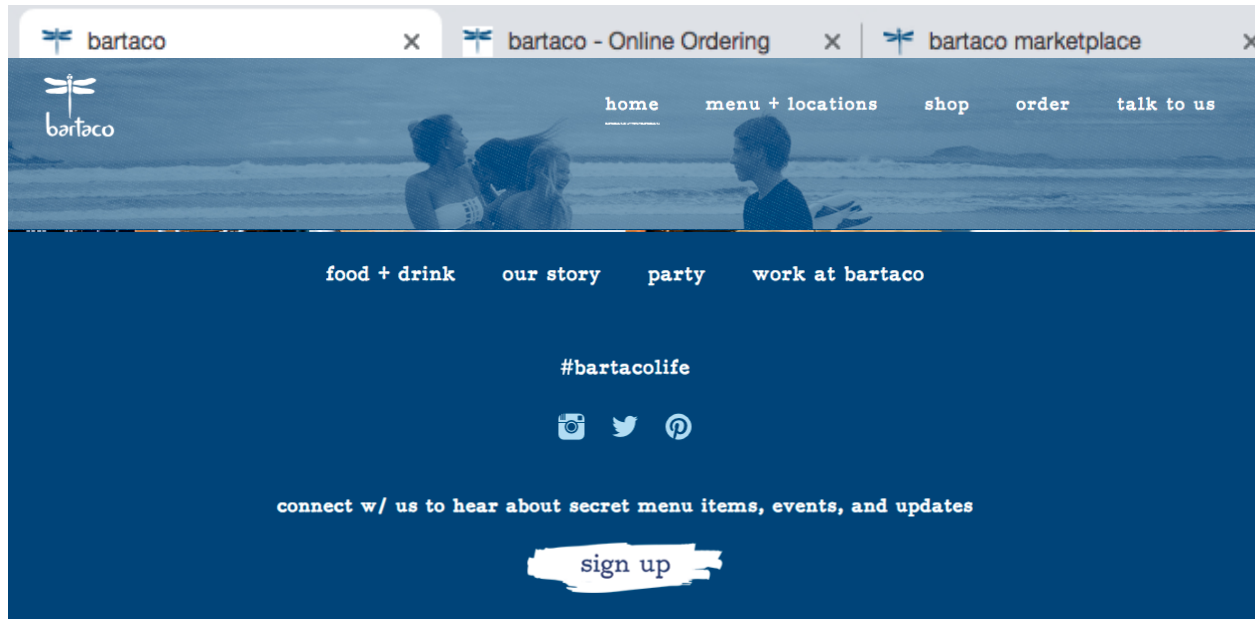
Menu and Page Hierarchy: (top of page)

1. Food and Drink
2. Our Story
3. Party
4. Work at Bar Taco

Annoying:

- When you click the shop and online ordering in the hierarchy it pulls up another tab

- The separated page menu on top and bottom. I would not have scrolled down to find their story if I wasn't looking. I think that's something this generation values and the fact they have it hidden after pictures at the bottom of the page is hurtful to their brand.
- They do not offer a link to their Facebook (which I think is more important than their Pinterest).



SOCIAL MEDIA:

Pinterest: <https://www.pinterest.com/bartaco/coastal-living/>

Heading: Coastal Living

Follower Count: 350

Total Posts: 237

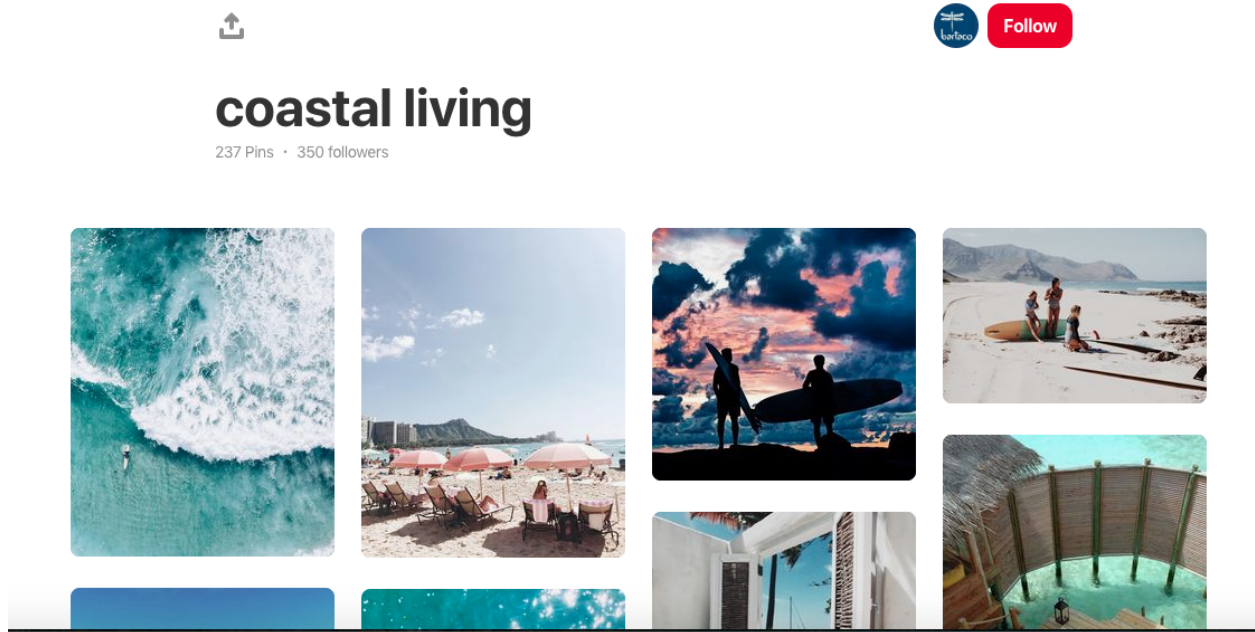
Content: They repin pictures of “beach vibe” content like beaches, waves, tropical settings, and people doing aquatic activities like surfing or snorkeling. It is very reminiscent of an aesthetic tumblr blog.

What does it offer customers?

Contrary to their other social media platforms, this site does not offer information about the company itself or its location. Just some pretty pictures.

General Audience: This audience seems to just be random pinterest accounts that think the posts are pretty.

Audience Engagement: They do not interact with this audience



Twitter: <https://twitter.com/bartacolife>

Handle: @Bartacolife

Follower Count: 6,174

Posts in last 2 months: Every hour or two

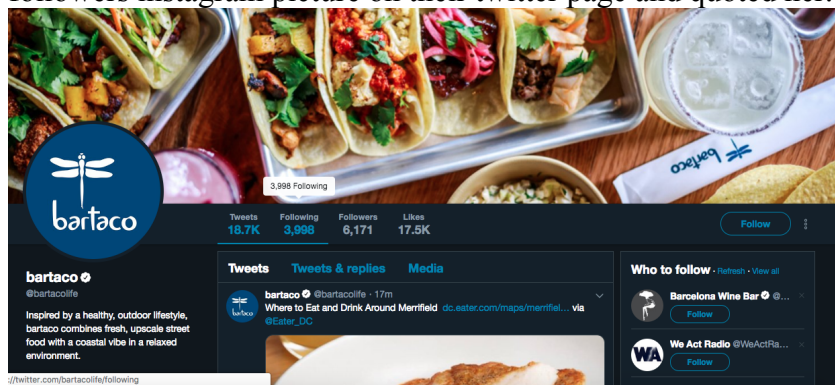
Content: Blog posts talking about their various restaurant locations and sometimes the same photos that they post on their Instagram.

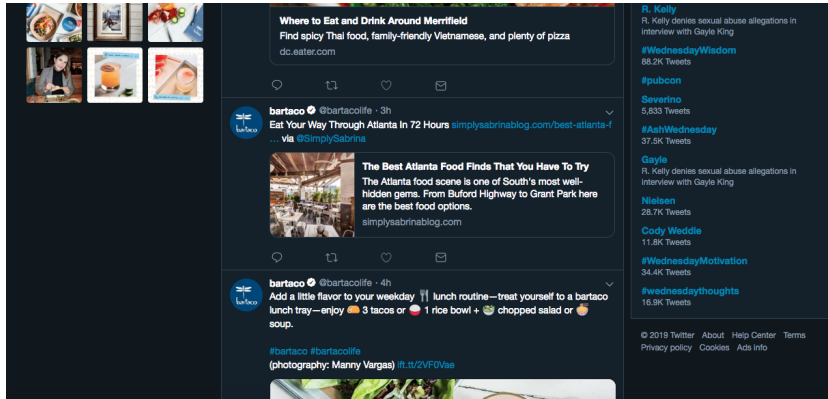
What does it offer customers?

Information about their restaurants from outside bloggers perspective. (of course with bias because they share blogs with positive language about their food.)

General Audience: People who have a Bartaco local to them

Audience Engagement: Do not often interact with followers, although recently they did share a followers instagram picture on their twitter page and quoted her.





Facebook: <https://www.facebook.com/bartacohydepark/>

Follower Count: 5,422 “follow” their page while 5,414 “like” the page

Posts in last 2 months: They post every day. It is easy to find information and to maneuver on the computer and on the Facebook app.

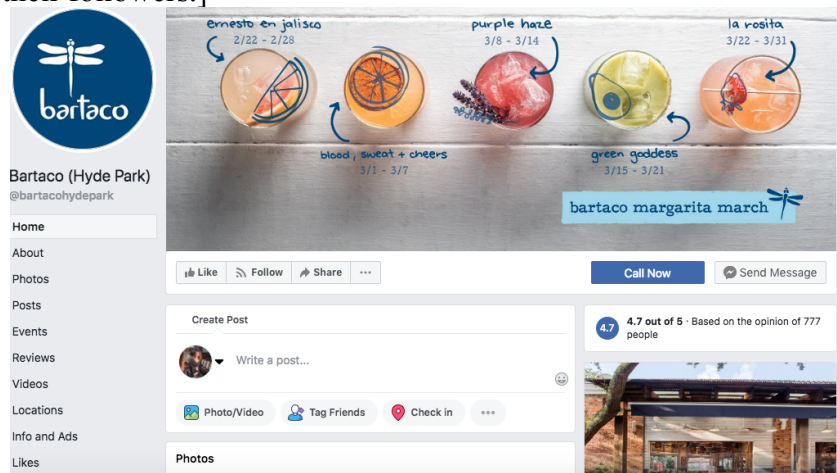
Content: Sales and aesthetic based. They typically post pictures of food or drink in the restaurant locations, as well as offering event information. They post many photos, you can find reviews, contact information. All of the posts are the same as or very similar to their Instagram.

What does it offer customers?

Information about the company, events, locations, contact information and their story.

General Audience: Bartaco fans, and people who live around the different locations.

Audience Engagement: Not much engagement. There are few likes on posts, and maybe a few comments of followers interacting with each other. Bartaco does not seem to interact much with their followers.]



Instagram: <https://www.instagram.com/bartacolife/>

Status: Verified

Handle: @Bartacolife

Follower Count: 56.3k

Posts in last 2 months: Just about every day

Content: Sales and aesthetic based. They typically post pictures of food or drink in the restaurant locations, as well as offering event information. They also post photos of their art in

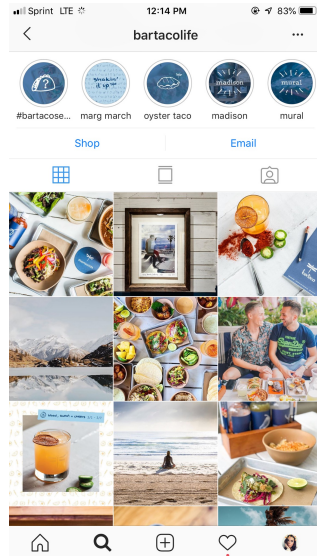
one of the locations or photographs that depict their coastal beach vibe with a caption, then usually below there is some kind of sales driven information.

What does it offer customers?

Updates on the company, contests, events, and photos of their cocktails and food.

General Audience: Bartaco fans and foodies

Audience Engagement: They do not interact much with their followers, and have a low and inconsistent like to follower ratio. The most recent photos have a range of likes from 80-3,000.



OVERALL BRAND:

The overall brand message is representative of an inviting, casual and trendy restaurant. Their beach vibes and “coastal living” focus captures customer’s business, while their unique food and drink options keep the customer happy.

Their website and social media outlets do meet and match the same message with photographs, posts, blogs, and reviews to continue inviting the customer into their nearest Bartaco location.

SUMMARY:

The content that Bartaco releases to the online world is definitely pleasing to look at and matches any boho or beachy blog you can think of. The company is good at showing off their food and drink menu which can lure people in after they see a photo of the cuisine. Their posts on Instagram all flow together, the overall look is pleasing to the eye. Similarly, to their Pinterest, although it does not seem active.

One improvement that Bartaco should consider is connecting with their followers. If they become more interactive by sharing posts and photos from Bartaco fans and commenting back to followers on their posts, more people will be interested and their return rate would increase. People value interaction and transparency with companies they are interested in. They should list their Facebook on their website rather than their Pinterest.

The Ethics of the Kavanaugh Investigation
Grace Caraway
Sideya Dill
Victoria Leyboldt
Larissa Simon
The University of Tampa
December 2018

Earlier in 2018, President Donald Trump had the responsibility of presenting a new Supreme Court Justice nominee to be voted on by the Senate due to a vacancy. After some consideration, Trump announced Brett Kavanaugh as his nominee. Shortly after his nomination, Dr. Christine Blasey Ford's accusations of sexual misconduct against Kavanaugh became public. The allegations sparked ethical questioning from the public of whether or not Kavanaugh should still be considered for the nation's highest judicial system. Donald Trump allowed the Federal Bureau of Investigation (F.B.I) to investigate the allegations before the Senate's vote to approve Brett Kavanaugh to be one of nine Supreme Court Justices. Considering the agency, the people involved, public opinion, and the involvement of the U.S. government, this case presents multiple ethical standpoints for each party involved. The Senate approved Brett Kavanaugh to join the United States Supreme Court, after having had three women come forward with sexual misconduct allegations against him.

Donald Trump

On July 9, 2018, President Donald Trump announced his nominee for the United States Supreme Court as Brett Kavanaugh.

Donald Trump and Brett Kavanaugh share many of the same political and social views. Both are conservative Republicans who share very similar values and belief systems. Kavanaugh has been theorized to have received the backing of Trump for this position because of the commonalities of their view on the Republican party and the presidential responsibility. Dickinson reported that Kavanaugh has been given the title "presidential protector" (2018). President Trump who in the past has been, and is currently in, legal trouble began supporting Kavanaugh after he "pointedly refused to comment on whether a sitting president must respond to a subpoena or has the power to pardon himself" (Dickinson, 2018). Trump has been invested

in Kavanaugh and how he fits into his own legal agenda from when he discovered that Kavanaugh had “repeatedly raised doubts about whether presidents are accountable to other branches of government” (Dickinson, 2018). Kavanaugh, only 53 years old, would be an ideal candidate to carry out a conservative agenda in the Supreme Court for years to come (Newkirk, 2018).

On September 16, 2018, the sexual assault accusations against Kavanaugh brought to attention by Christine Ford went public. After that, two additional women came forward to make accusations, of their own, against Kavanaugh. Kavanaugh denied all allegations. When the allegations were made against Kavanaugh, Donald Trump came forward to still defend him as his choice for a Supreme Court nominee, a member of the judicial system, and a respected member of society. Trump expressed confidently that the allegations would be cleared and that his nominee would be successful in securing a spot on the nation's highest court. Donald Trump stood behind Kavanaugh.

According to Collins, Zeleny, Liptak, and Bash, by the time the third accuser came forth with allegations against Kavanaugh, Trump referred to the accusations as ‘ridiculous.’ Donald Trump began to put direct blame on the opposing political party, suggesting that Brett Kavanaugh’s Supreme Court nomination was "caught up in a hoax set up by the Democrats" (Malloy, 2018). Donald Trump claimed that the situation had been fabricated and created by the Democrats. Trump, in his continued defense of Kavanaugh, began to target lawyer, Michael Avenatti, discrediting him as a lawyer and a Democrat (Collins, Zeleny, Liptak, & Bash 2018). Michael Avenatti is an attorney who also happened to have represented Stormy Daniels during President Trump’s situation with the pornography actress who claimed to have had an affair with Trump, which he also denied. Avenatti is now representing one of the Kavanaugh accusers.

Donald Trump said, "if you look at this lawyer [Avenatti] that came out he's a lowlife," Trump said, "he's a Democrat lawyer. Not a very good one" (Collins et al., 2018). Trump has even questioned Christine Ford as to why she did not report her sexual assault at the time if it was "as bad as she says" (Collins et al., 2018). However, sexual assault is one of the most underreported crimes in the United States, as it is very difficult to prove, a deterrent that inhibits victims from coming forward. Donald Trump then attempted to discredit Deborah Ramirez, another accuser, by continuing to call attention to the fact that "she was intoxicated and doesn't remember parts of the alleged incident" (Collins et al., 2018).

Donald Trump has been disrespectful and aggressive against the allegations from the beginning, behavior which is not unprecedented, looking at his own history with women, sexual allegations made against him, and the way in which he handled those. In 2016, during the presidential campaign, more than a dozen women accused Trump of sexual misconduct, sexual assault, and sexual harassment. The women all came forward after a tape from 2005 was released that heard President Donald Trump referencing his view on women saying how that "when you're a star, they let you do it. You can do anything. ... Grab them by the p***y. You can do anything" (Malloy, 2018). Donald Trump has denied all allegations often attempting to discredit the women, mitigating, or simply bypassing the claims. "The President has also voiced suspicion about the year-old #MeToo movement, complaining that allegations made decades later can ruin a man's life" (Malloy, 2018). Donald Trump has also publicly asked why a woman would wait so long to come forward if they claim to be telling the truth. (Malloy, 2018). He followed by expressing that he feels that it is "a very scary time for young men in America, where you can be guilty of something you may not be guilty of" (Malloy, 2018). Trump has claimed that the situation with Kavanaugh is way bigger than the Supreme Court nomination in further attempt to

mitigate the situation and change the focus point. With Trump's history, there is no surprise at how aggressively he has denied the allegations of Kavanaugh as well as how hard he worked to defend the name of his presidential protector.

From a deontological view, the act of Trump attempting to discredit women who are making sexual assault allegations towards a prestige member of society is wrong and is not what is expected from the President of the United States. From Trump's deontological viewpoint, the action was correct to defend his choice, stand by his word, and stand by the notion of innocent until proven guilty. However, the way in which he acted, attacked the defense verbally, and how insensitive he carried on throughout the few months over which the situation occurred was wrong. Overall, Trump has different values in regards to the sexual safety of women in society than many, which has been proven by his own allegations and comments. From our deontological viewpoint, morally Trump's backing of a potential sexual attacker was wrong. There is no moral good in Trump backing Kavanaugh and the manner in which he did so. From a teleological standpoint, the negative choices made by the President of the United States ultimately have negative consequences for many. The desired outcome is that an adequate and respectable candidate will be chosen to fill the vacancy within the United States Supreme Court and that such will be chosen by the leader of the country. However, Donald Trump's decision to choose Kavanaugh further portrays that the only outcome he was concerned with was the one relating to his own agenda. He was not concerned with the outcomes of the defendants in the Kavanaugh's case, or women, or what message this might send to other sexual perpetrators. As a leader of the country, in this situation especially, it was important for Trump to make a utilitarianism decision, to act ethically, and conduct himself morally, all things of which he did not.

FBI

On July 30, 2018, Dr. Christine Blasey Ford sent a letter to Senator Dianne Feinstein alleging that President Donald Trump's Supreme Court nominee, Brett Kavanaugh, physically and sexually assaulted her in high school (Kelly and Estepa, 2018). Her accusation against Kavanaugh was made at a critical time socially and politically. In 2017, the #MeToo movement went viral igniting a conversation around the world about how sexual assault is defined and the way it is viewed today. Following Dr. Ford's allegations, multiple other sexual assault claims against Kavanaugh were released. Deborah Ramirez was another woman who came forward with a sexual misconduct claim against Kavanaugh from when they studied together at Yale (Mayer and Farrow, 2018). These accusations quickly stirred up complications within the White House, the media, and the public. Trump ordered an F.B.I. investigation that was to be "limited in scope and completed in less than a week" (Fandos and Stolberg, 2018). With only seven days to gather information from all sources involved, as well as any evidence, completing a full and in-depth investigation of the case was next to impossible. During the week of the case, there was outrage on both sides of the political spectrum. As the court case proceeded, Republicans claimed that the vetting process that Kavanaugh experienced was too intense, while Democrats held the argument that any conclusions made by the F.B.I. are illegitimate due to lack of time to fully investigate (Lucas, 2018). Due to lack of sufficient evidence, the F.B.I. could not conclude if the claims made against Kavanaugh were true or false. After the F.B.I. presented their report to both sides of the Senate, the Senate voted 50-48 in favor of Kavanaugh taking his seat in the Supreme Court (Abramason, 2018). The Senate's vote raised ethical questioning by the public. The accusations made by the women are serious and were expected not to be taken lightly. Although the allegations made against Kavanaugh could not be proven due to lack of physical evidence,

one ethical dilemma is whether or not it was acceptable for the Senate's vote to approve Kavanaugh into his position with the history of allegations. In addition, during an emotional testimony, Kavanaugh outwardly accused Democrats of constructing this case as a political tactic against the Republican party, calling the hearing a "national disgrace" (Shabad, 2018). The then Supreme Court nominee expressed to the nation his political bias. His belief that the democratic party was conspiring against him as a Republican, should have raised the question during the Senate's vote that Kavanaugh might not be able to separate his bias. This could potentially disrupt the Supreme Court process in future Supreme Court cases.

The seven-day time constraint that the F.B.I. was given to complete a full investigation was the biggest ethical dilemma for the F.B.I to face. The expectation that the F.B.I. would consider this case with the same level of importance given by the public was not met. There were dozens of people who were not interviewed by the F.B.I. (Caldwell and Przybyla, 2018). Dr. Ford and Kavanaugh were two of the people who the F.B.I. did not contact during their investigation. Important parts of the allegations were not looked into that could have had an influence on the Senate's decision. The F.B.I. is a government lead organization therefore, there can be no teleological outlook in the Bureau's interest. Moreover, because teleological ethics concern how a person's morals are affected by the choices that are made, a teleological goal for the F.B.I would be bias and corrupt. On the other hand, due to bias in public opinion, the F.B.I.'s deontological ethical standpoint is important for the population to understand. Deontologically, the F.B.I. has a duty to protect the American people from harm. Each investigation should be completed professionally and thoroughly to ensure proper proceedings in each case. A proper verdict based on accusations and testimonies made by the parties involved, combined with the

lack of tangible and sufficient evidence the F.B.I. was unable to conclude if the verdict was guilty or not guilty. The F.B.I. carried out their duty to the U.S. Constitution.

Dr. Ford

In July 2018, after it was announced that Brett Kavanaugh was one of the candidates on Donald Trump's Supreme Court nominee shortlist, a concerned Christine Blasey Ford contacted her Senator through an anonymous letter (CNN, 2018). This letter, addressed to Senator Dianne Feinstein, detailed the assault that Ford claimed to have happened in the early 1980s (CNN, 2018). Ford's letter served the purpose of calling the senators attention to the possible ethical concern and repercussions that this might have on the nation if Kavanaugh were to be confirmed into the Senate. According to her testimony, at this point in time, Ford wished to remain anonymous for reasons concerning her own safety as well as her family's. Additionally, as a professor at Palo Alto University, she knew that her life would never be the same once she went public with this information because of its controversial nature. Despite her fears of going public, she believed that telling her story on a national level was her civic duty, as she states in the opening remarks of her testimony. On September 16, 2018, the Washington Post published Ford's story and with her consent, named her, making her identity public (The Washington Post, 2018). During her testimony, Ford recounted the details from that night as she was able to remember. A lot of skepticism arose about the timeline of her coming forward with the allegations including from President Trump himself who openly expressed doubt of her testimony. Many people were also skeptical of her argument because of the lack of evidence. In an article that details the way our brains process trauma, Jonathan Foiles points out how our brains tend to suppress this trauma in an effort to protect us. "Flashbacks activate the amygdala, the part of the brain that monitors our surroundings for signs of danger and prepares us to take action, and repress Broca's area, the part of our brain responsible for putting our thoughts and

feelings into words” (Foiles, 2018). During her testimony, Ford points out that although she was unable to answer many of the questions asked because of memory loss, the details that brought her to testify were unforgettable. She says “they have been seared into my memory and have haunted me episodically as an adult.” She was visibly upset and obviously emotional while publically detailing the attack.

Apart from the assault itself, these last couple of weeks have been the hardest of my life.

I have had to relive my trauma in front of the entire world, and have seen my life picked apart by people on television, in the media, and in this body who have never met me or spoken with me (Ford, 2018).

Ford spoke about her experience of having her identity public. Some of the things Ford risked include her own safety, as well as that of her families. Ford also risked her career and reputation during this process.

There are many ethical theories about Ford’s motives and the outcome of the testimony that could be explored. From a deontological standpoint, one can draw two possible conclusions. One might say that her purpose behind going public was to push her own liberal agenda. During the time that Ford’s identity went public, it was mentioned by Emma Brown in the original Washington Post article, that Ford's political views were mainly democratic. Not only that, but Brown writes that Ford had made small donations to a multitude of political organizations. This sparked an uproar from the Republican community that snowballed conspiracy theories about Ford and where her motives fall. If this were truly the case, and Ford publicly spoke out to push her own political agenda, it would be ethically unsound. Although, with our knowledge of the hardship and many threats she has faced during this process, one cannot imagine an individual would desire so much negative attention. Ford detailed in her testimony that her family had to

move four times and constantly have security guards around. The counter-argument would be that her reasoning was solely to bring public awareness to Kavanaugh's immoral actions. If this were the case, her reasoning behind going public would be ethical because of her principled intentions.

Teleologically analyzing the situation, we are also able to see different ethical views on the outcome of the case. One might think that because Kavanaugh won the Supreme Court vote, that this sends the wrong message to survivors of sexual assault and is a huge loss for victims and their advocates. Additionally, the harmful repercussions that this case has had on Ford, her family, her career, and her reputation are having their own negative long-lasting impacts. This would mean that the outcome outweighs the purpose behind Ford coming forward. On the other hand, this case brought a huge amount of publicity and spotlight to sexual assault awareness. A GoFundMe page was created for Ford and her family's security needs such as their home security system, and the multiple relocations her family had to face, as stated by Ford in her GoFundMe biography. The acceptance for donations closed on November 21, with Ford promising that "All funds unused after completion of security expenditures will be donated to organizations that support trauma survivors" (GoFundMe, 2018). After analyzing the different ethical standpoints, we assert that both teleologically and deontologically, Christine Blasey Ford's case is ethically sound.

Kavanaugh

After the allegations against Kavanaugh were made public, there was a downward spiral of other accounts of sexual assaults that began to infiltrate into the situation. The allegations had the public questioning how Kavanaugh would respond, and if it would turn into a situation that could eventually be overlooked. Through his testimony during the Senate hearing and personal

claims that have been stated to multiple media outlets, his voice was clearly heard. During the hearing with the Senate, he was able to deliver his own personal testimony that he stated to have written without the help of outside sources and that it was solely from his point of view (NBC, 2018).

As Kavanaugh began to deliver to his speech in regards to the accusations, he mentions his feelings in reference to the Democratic agenda, Dr. Ford, and himself. Directed towards Dr. Ford he states, “you have replaced advice and consent with search and destroy,” he firmly believes that part of the accusations made against him was in response to past political issues surrounding the 2016 political election. The situation was referred to as a “political hit after the election and revenge on behalf of the Clintons”, in sight of Kavanaugh (NBC, 2018). Therefore, there is no question as to why he would see them as liars who tried to take him down but struggled in doing so because he did well during his hearings. (NBC, 2018). Kavanaugh also acknowledged the fact that he was willing to be compliant in any kind of investigation that needed to take place. In closing, Kavanaugh stated that “those who make sexual accusations deserve to be heard, but so do those that the accusations are made out to” (NBC, 2018). However, Democrats considered him to be a potential threat, if given a position of power regarding the entire situation. Due to the public nature of a Supreme Court Justice, millions of Americans listen to these political figures. The vote to approve Kavanaugh’s position in the Senate would create turbulence amongst those who believe Ford. Kavanaugh argues that it has destroyed his family and the reputation of his name, and it would affect not only his life but everyone else involved for years to come.

Alongside Kavanaugh’s personal Testimony, another claim in the process was his declaration of virginity throughout high school and leading into his early college years. The

Huffington post discusses his virginity as a counterclaim to the sexual assault allegations against him. It was during an interview session with Fox News that he used this as a clutch. Stating that because of his virginity he would have never done such a thing (Madani & Miller, 2018). The party Ford acclaims to have attended 35 years ago when this supposedly occurred, could not have been accurate because of the lack of physical proof. “We’re talking about allegations of sexual assault. I have never sexually assaulted anyone,” Kavanaugh told Fox News. “I did not have sexual intercourse, or anything close to sexual intercourse, in high school or many years thereafter” (Madani & Miller, 2018). His virginity was called into question because of a history professor, Stephen Kantrowitz, who taught him at Yale during freshman year. He claimed to have heard a different story about the event. This brought into question Kavanaugh’s truthfulness since he admitted that during their conversation he mentioned losing his virginity that year. Moreover, he was compelled to share this as a piece of evidence in order to have Kavanaugh’s honesty and integrity considered before the vote to decide if he is worthy of taking a seat as Supreme Court Justice.

In terms of ethical perspectives in the eyes of the public, there are two ways in which Kavanaugh can be evaluated, in reference to the allegations made against him. Through a teleological lens, Kavanaugh chose to deliver his testimony without help from others, and that decision alone portrays how he wants to be authentic in his reaction. He handled himself well throughout the situation but could have been more aggressive in his actions against Dr. Ford. Although according to others it seemed too partisan of a response and in violation of rule 3(h)(1)(E) of the Judicial Court (Denning, 2018). By presenting his side in this manner it came off as too biased to a particular side and too politically targeted. In presenting his claim in this way, it made it seem as if the only thing that was important at the time was securing his

nomination into the Supreme Court (Denning, 2018). His presentation of his political bias during this case affects his credibility as a potential leader. In considering all that has been said and done in regards to the whole situation, deontologically it isn't all that bad. Sexual assault accusations can be damaging to one's reputation. However, at the same time, any kind of public good or bad can still put people in the spotlight of the media, and in the eyes of the public.

Conclusion

The Kavanaugh case is one that will continue to be referenced to in the sexual misconduct conversations for the years to follow. These allegations appeared at a pivotal time in history during the #metoo movement concerning sexual misconduct and the way it is handled and viewed in society. People are more vocal on the subject of sexual assault than previous times and are expressing the importance of conversation now more than ever. Dr. Ford and Kavanaugh's reputations will be forever changed from this investigation and overall situation. The political spectrum seemed to be split more clearly during the week of the investigation leaving many Democrats in disapproval of the way the investigation was handled. Republicans were left feeling victorious with a cloud potential vengeance after the claims made during Kavanaugh's testimony. This particular case presents multiple ethical standpoints that show how different people and agencies will react based on personal and political morals and values.

False Allegations

After Kavanaugh was elected as Supreme Court Justice a woman admitted that her accusation against Brett Kavanaugh of sexual assault was untrue. Judy Munro-Leighton falsely claimed that she submitted an anonymous letter to Senator Kamala Harris that accused Kavanaugh and one of his friends of raping her in a car (Lapin, 2018). When investigators looked into the situation they found that she was not the anonymous accuser who wrote the

letter. Situations like these hurt Dr. Ford's case, even after the verdict has been made, as well as other sexual assault victims.

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Brochure



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The University of Tampa
Advertising and PR Major



Internship Opportunities

Over the years students within this program have gained course credit while working with local and national companies like the Tampa Bay Lightning, local news outlets, victims advocacy, as well as local radio and journalism.

Career Opportunities

With the help of UT Career Services, former students have earned positions in various career fields including: Art director, communications director, editor, graphic design, media relations, public relations specialist, future strategy, creative director, and much more.



"I value the small class sizes and ability to connect with the professors within my department. They truly care about challenging each student's individual skill set."

- John Doe, PR Major

About us

Our Vision

The University of Tampa Department of Communication strive to create a challenging environment for students within the Advertising and Public Relations majors in order to adequately prepare them for future academic and professional opportunities.

Our Mission

The Bachelor of Arts in Advertising and Public Relations program is designed to pave a career path for students with a passion for creative communication strategies and new technologies.

Our Courses

We provide flexible scheduling options for our students to create a personalized course load. A variety of courses are available in the following subjects: Advertising and marketing, public relations, journalism, culture and society, visual aesthetics, writing, design, production and strategic problem-solving.



The University Of
T A M P A

Explanations for Items Included

Item 1: *Press Release #1*

As a student graduating from the communication department with interest in public relations, my press release assignment that I completed during class is the first came to mind for resubmission. Although it might be an obvious choice, this assignment is an important one. Press releases one of the most important ways of communications that a company has with the public and media. Containing the skill to create an effective press release is crucial for anyone entering the public relations field.

Item 2: *Media Kit*

Similarly, to the press release, media kits are a basic but essential part of any public relations professional's skill set. This media kit provides a press release, media alert, backgrounder and 5 images for the Tampa Lowry Park Zoo. A media kit contains all of the information that the public or the media could use to be fully informed about an event and the company itself. It is important to extend the information of an event in an effective manner while also presenting information about a company and its mission.

Item 3: *SEO News Release*

With technology's never-ending growth, Search Engine Optimization (SEO) is a key factor for any company or business who needs to keep any type of online presence in order to reach their audience. An SEO news release is a strategically worded document that is posted online so when keywords are searched through a search engine, a company, blog, or brand will emerge at the top of the search results. This is one of the most beneficial skills I learned this semester because I am now able to manipulate what other people are looking for by word placement.

Item 4: *Communication Audit*

Although this assignment was not a formal project, it was one that I took seriously. Being able to study a brand or company that you are interested in, or hired to work for is extremely important. This communication audit enhanced my research and organization skills in terms of educating myself about brand or company and teaching myself how to fit in with their culture. This will help me with press releases, media kits, and social media networking with future employers.

Item 5: *Ethics Research Paper*

This research paper was completed last semester for my communication and media ethics class. I was instructed to conduct intense research on the teleological and deontological ethics of the FBI's involvement in Judge Kavanaugh's Supreme Court investigation and court hearings against Dr. Christine Blasey Ford's sexual conduct allegations. I chose to include this research paper because no matter what field a person chooses to enter being able to find and analyze information to determine what is fact versus what is false is a valuable skill to have in today's world. There is an abundance of information extended to the public 24 hours a day. To debunk false information and successfully inform others about the truth is an ability that not everyone contains.

Item 6: *Brochure*

I included this brochure to show my design skillset. I am no graphic design major, but I believe to be successful in any career field a person must experience each aspect of that field in some way. Containing the basic skills in a field for every department will expand my understanding of the public relations and advertising field.