



Newsflash

III-03-2021

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COLLEGE OF BUSINESS AND ECONOMICS

Launch of UJ interdisciplinary student storytelling project in collaboration with BrandSA and PRISA



Prof Rene Benecke



Prof Roelien Brink



Elton Hart

The first phase of the University of Johannesburg (UJ) interdisciplinary **Student Storytelling Project** was launched on 25 March 2021 at 13:00. The project is a collaboration between the Departments of **Strategic Communication** in the Faculty of Humanities, **Applied Information Systems**, School of Consumer Intelligence and Information Systems in the College of Business and Economics, and **Applied Law Services** in the Faculty of Law. Industry partners, **Brand South Africa** (BrandSA) and the **Public Relations Institute of Southern Africa** (PRISA) provided the theme and wholeheartedly support this innovative and inspirational project.

The innovative and inspiring academics behind the project are Prof Rene Benecke, HOD: Strategic Communication and Immediate Past President of PRISA, Prof Roelien Brink, Applied Information Systems and Work Integrated Learning (WIL) and Elton Hart, Manager: UJ Law Clinic. "Public relations and strategic communication have the power to change society if we understand more of each other's worlds while we communicate and build relationships" says Prof Rene Benecke.

The project is acknowledged by UJ as an innovation flagship project and will receive UJ innovation funding for 2021. The project will be completed in two phases. In phase one today, three PR students have chosen from a list of South African social matters and told a personal story of hope. In phase two of the project, the PR students will tell stories of local heroes involved with community projects, businesses or micro influencers. The stories will be published on digital platforms that senior AIS students will develop, following and incorporating the legal council of senior Law (ALS) students. For each phase, the ALS students will ensure that POPI Act, Copyright regulations and digital privacy laws are adhered to. The digital platforms will go live in September 2021 and the project will be showcased to industry in October 2021.

Listen to the three stories of hope here:

Amogelang Tlhowe

<https://www.youtube.com/watch?v=zf-k-9ZcNsw>

Hafsa Abdi

<https://www.youtube.com/watch?v=wwXHqVLbJ6g>

Paballo Matsaneng

<https://www.youtube.com/watch?v=yWi2glqFyXM>



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