

THE STEMBLER LECTURE

Joe Cabosky

Ph.D '15

Joe Cabosky is an assistant professor at UNC's School of Media and Journalism where he also earned his Ph.D. Much of his work focuses on public relations data analytics and the value of modern PR efforts in entertainment, politics and investor relations. He is particularly interested in minority and niche communities and his work strives to create a better understanding of how to measure PR activity and improve analytics.

His academic interests stem from his professional and research background. His entertainment interests developed with his work in media development in Los Angeles. He has since done PR, strategic communication and media work for a variety of corporate, nonprofit and political clients.

He also obtained a J.D. from Michigan State University. As a



licensed attorney in North Carolina, he has been able to examine topics that may blend strategic communication and law, such as investor relations.

Finally, Joe's application of analytics to politics started in the 2012 cycle when he launched *Cabpolitical*, a website that has been referenced by popular national outlets, such as the *New Yorker*.

His scholarship has been published in journals such as *Public Relations Inquiry*, *Journalism History* and the *Charlotte Law Review*.

Sara Greer

M.A. '16

Sara Greer is a second-year master's student and Roy H. Park Fellow studying the business of media.

After graduating magna cum laude from Vanderbilt University with a bachelor's in American Studies, she worked at a boutique marketing agency for community banks in Nashville, TN. Sara expanded their market research capabilities and created and ran a media research and analytics department that generated \$1.5 million in annual revenue while operating at a 30 percent margin.

As a master's student, Sara works closely with Penelope Muse Abernathy on media economics research and Joe Cabosky on media consumption research.

She is the TA for Digital Media Economics & Behavior,



which teaches students to think critically about media companies and customers using a sell-side analyst approach. This also inspired her master's thesis, a study of behavior and attitudes toward over-the-top television models.

Sara is also the president of the School of Media and Journalism's Graduate Student Association.

After graduating with her master's degree, Sara plans to be an entertainment analyst.