

(Syllabus as of August 24, 2015)

## **JOUR 455: Public Relations for Non-Profit Organizations**

**Number of Units: 4**

**Fall 2015 – Mondays, 2 pm – 5:20 pm**

**Section: 21278D**

**Location: ANN 406**

**Instructor: Lisa Meyers Johnson**

**Office Hours: By Appointment**

**Location: ANN Adjunct Lounge, ANN 306**

**Contact Info: [brandgirl@gmail.com](mailto:brandgirl@gmail.com) and/or  
[johnsonl@usc.edu](mailto:johnsonl@usc.edu); 310-424-0277**

### **I. Course Description**

Introduction to the specialized field of public relations for non-governmental organizations (NGOs) including publicly supported non-profits and private foundations. This course is appropriate for students who want to learn how to develop and implement comprehensive public relations campaigns for NGOs and will highlight the structures and nuances of the various types of NGOs, examine case studies and present-day scenarios, require the development of a public relations campaign, and culminate in crafting a case study assessing the effectiveness of an assigned NGOs public relations campaign.

### **II. Overall Learning Objectives and Assessment**

This course will equip students with the fundamental knowledge of the types of NGOs and how to develop and implement a comprehensive public relations campaign in that setting. This will include exploring the role of mission, strategies and tactics, understanding key constituencies and target audiences, attention-deserving message development, how to best media train spokespeople and volunteers, the utilization of social media and web-related tools, developing corporate partnerships and crisis communications planning, and the importance of using metrics and research. Students will be assessed through class participation and discussion, testing, and via a final project.

**Course Objectives:** At the end of this course, students will be able to:

- understand the role that NGOs play in our society
- identify the nuances between publicly supported non-profits and public/private foundations
- develop a plan for supporting the marketing and development needs of an NGO
- identify – and distinguish between – key publics such as current and prospective donors, grant writers/assessors and philanthropists
- judge the effectiveness of an NGO's current outreach and development efforts

### **III. Description of Assignments**

- Class Participation (Homework and Discussion): Students should attend the weekly class and be prepared to fully discuss reading assignments, homework, and engage with guest speakers when applicable.
- Midterm: Students will be required to craft a public relations campaign for a NGO
- Case study: Students will be put into groups and each group will select an NGO that they are already familiar with, will study through research and interviews, or are assigned, and together, the group will craft a thoughtful case study critiquing the public relations efforts of the NGO and offering specific suggestions (and examples) for future improvement.

- Written Final: This written exam will test the students overall knowledge about the course work and topics explored throughout the year.

#### IV. Grading

##### a. Breakdown of Grade

| Assignment                                    |  | % of Grade |
|---|--|------------|
| Class Participation (Homework and Discussion) |  | 15%        |
| Midterm                                       |  | 25%        |
| Group Case Study (part of final)              |  | 25%        |
| Written Final                                 |  | 35%        |

##### b. Grading Scale

Sample grading scale provided below:

|                        |                        |                        |
|------------------------|------------------------|------------------------|
| 95 to 100: A           | 70 to less than 75: C+ | 45 to less than 50: D- |
| 90 to less than 95: A- | 65 to less than 70: C  | 0 to less than 45: F   |
| 85 to less than 90: B+ | 60 to less than 65: C- |                        |
| 80 to less than 85: B  | 55 to less than 60: D+ |                        |
| 75 to less than 80: B- | 50 to less than 55: D  |                        |

##### c. Grading Standards

You will be judged on accuracy, critical thinking and by demonstrating a strong understanding of the topic.

**“A” projects** have writing near professional quality and clearly demonstrate a strong understanding of topics and concepts discussed in class; one or no mistakes. All required elements included (solid messaging, supporting facts/figures and quotes, comprehensive tactics). Excellent organization and flow; original thinking. showed creativity. High end of scale: information and case study would be usable today as is.

**“B” projects** have one or more required elements missing or poorly displayed (confusing messaging, lack of target audience understanding or budget constraints, etc.). High end of scale will have at least one extraordinary element such as original insight into the case. Information and case would be usable with medium editing.

**“C” projects** have several missing elements in understanding topics and concepts discussed in class. Poorly edited and/or proofread. Hackneyed elements such as poorly thought out strategy, poor understanding of differences in NGOs, etc. Little or no creativity shown. Information and case would be usable with major editing.

**“D” projects** need to be completely rewritten. Poorly organized with little or no understanding of public relation standards in an NGO setting. Needs to work with instructor for improvement.

**“F” projects** are not rewritable, late, or not turned in.

In addition, you will be graded on your performance in a group/team setting as follows:

| Final Group Project Grading: Criteria  | Grading      |
|--|--------------|
| <ul style="list-style-type: none"> <li>• Group produces sound, thought-provoking analysis grounded in research about the NGO.</li> <li>• Thoroughly examines all pertinent aspects of a given organization with a singular, clear purpose.</li> <li>• Formulates innovative, valid conclusions grounded in empirical evidence.</li> <li>• Effectively delivers engaging, informative, multimedia presentation about case.</li> <li>• Optimally structures and organizes content in written product and presentation.</li> <li>• Accurately cites all source material in accordance with accepted style standards.</li> <li>• Meets all posted deadlines for project deliverables.</li> </ul>   | Exemplary    |
| <ul style="list-style-type: none"> <li>• Group produces sound, interesting analysis grounded in research about the NGO.</li> <li>• Examines all pertinent aspects of a given organization with a singular, clear purpose.</li> <li>• Formulates innovative conclusions grounded in sound empirical evidence.</li> <li>• Delivers engaging, informative multimedia presentation on case.</li> <li>• Effectively structures and organizes content in the written product and the multimedia presentation.</li> <li>• Delivers professional quality paper and presentation, without grammatical errors, typos, etc.</li> <li>• Accurately cites all source material in accordance with acceptable style standards.</li> <li>• Meets all posted deadlines for project deliverables.</li> </ul> | Satisfactory |
| <ul style="list-style-type: none"> <li>• Group produces interesting analysis grounded in research on the case study</li> <li>• Examines some pertinent aspects of a given organization without identifying key elements of the case</li> <li>• Paper/presentation lacks in the professional quality and standards expected of today's PR professionals.</li> </ul>   | Unacceptable |

### V. Assignment Submission Policy

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F. Assignments must be submitted via email.

### VI. Required Readings and Supplementary Materials

See syllabus for required readings and supplementary materials. Additional readings and assignments may be given during class.

### VII. Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [Annenberg Virtual Commons](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website.

During class, your laptops are to be used for classwork, not email, social media, the Web, etc. Please demonstrate respect for your instructor and your fellow students in this regard.

### VIII. Course Schedule: A Weekly Breakdown

**Important note to students:** *Be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, guest speaker availability, and more.*

|                             | <b>Topics/Daily Activities</b>   | <b>Readings and Homework</b> (All assignments listed in this column should be completed by the next class period, unless otherwise indicated)  | <b>Deliverable/Due Dates</b><br>(Homework deliverables due at the start of every class) |
|-----------------------------|--|--|---|
| <b>Week 1</b><br>Date: 8/24 | Introductions (Course Description & Outcomes)<br><br>NGO History, Structure, and Types   | Readings:<br>Historical Perspective on Nonprofit Organizations in the US found at:<br><a href="http://www.hks.harvard.edu/fs/phall/Herman-CH1.pdf">http://www.hks.harvard.edu/fs/phall/Herman-CH1.pdf</a><br><br>Homework: Identify and bring 3 examples of NGO mission statements and be prepared to discuss them |   |
| <b>Week 2</b><br>Date: 8/31 | History, the Role of Mission, Factors Impacting Effectiveness (structure, budget, clutter, brand management) & Who is Doing It Well? | Readings:<br><br>Blueprint 2015: Annual Forecast for Philanthropy found at --<br><a href="http://www.grantcraft.org/assets/content/resources/blueprint_2015.pdf">http://www.grantcraft.org/assets/content/resources/blueprint_2015.pdf</a>   | Due: Mission Homework & Discussion  |

|                                     |   |  |  |
|-------------------------------------|---|--|--|
|                                     |   | <p>And</p> <p>Handout re: nonprofit mission</p> <p>Homework: Identify an NGO that has launched a successful PR campaign and be prepared to discuss it (excluding the Ice Bucket Challenge)</p>   |  |
| <p><b>Week 3</b><br/>Date: 9/7</p>  | NO CLASS  |  | [Labor Day: Monday, September 7]   |
| <p><b>Week 4</b><br/>Date: 9/14</p> | <p>Key PR Campaign Elements in a NGO Setting</p> <p>Midterm &amp; Case Study Project Templates Discussed &amp; Groups Assigned</p>                                  | <p>Homework: Visit <a href="http://www.prnewsonline.com/2015-nonprofit-awards/">http://www.prnewsonline.com/2015-nonprofit-awards/</a> and select one of the 2015 Nonprofit Award winners, read about them, and come prepared to discuss the campaign</p>  | <p>[Rosh Hashanah: Students who observe this holiday should notify the instructor by Week 2]</p> <p>Due: NGO PR Campaign Example Homework &amp; Discussion</p> |
| <p><b>Week 5</b><br/>Date: 9/21</p> | <p>Innovation: Social Media, Web Tools &amp; Viral Campaigns, Brainstorming</p> <p>Guest Speaker: Phalana Tiller, Senior Program Manager, The Drucker Institute</p> | <p>Read <i>The Wall Street Takeover of Nonprofit Boards</i> (Stanford Social Innovation Review found here: <a href="http://ssir.org/articles/entry/the_wall_street_takeover_of_nonprofit_boards#bio-footer">http://ssir.org/articles/entry/the_wall_street_takeover_of_nonprofit_boards#bio-footer</a>)</p> <p>Read <i>Take Root: Volunteer Management Guide</i> (Handson Network and the Corporation for National and Community Service) found here: <a href="http://www.handsonnetwork.org/files/resources/GB_TakeRoot_Volunteer_Management_unknown_HON.pdf">http://www.handsonnetwork.org/files/resources/GB_TakeRoot_Volunteer_Management_unknown_HON.pdf</a></p> <p>Homework: Identify an NGO that's using social</p> | <p>Due: 2015 Nonprofit PR Awards Homework &amp; Discussion</p>   |

|                              |  |   |  |
|------------------------------|--|---|--|
|                              |  | media well and be prepared to discuss their usage   |  |
| <b>Week 6</b><br>Date: 9/28  | The Role of Key Stakeholders (leadership, spokespeople, board, volunteers, virtual volunteers)<br><br>Midterm Review<br><br>Guest Speaker: Amelia Williamson, AWA Consults |   | Due: Turn in name of NGO for midterm assignment (or assigned if not turned in)<br><br>Due: NGO Using Social Media Well Homework & Discussion   |
| <b>Week 7</b><br>Date: 10/5  | Key Elements of Grantmaking & building legal and effective corporate partnerships<br><br>Guest speaker TBD, Wasserman Foundation   | Homework: Finish Midterm  |  |
| <b>Week 8</b><br>Date: 10/12 | Case Study: Ice Bucket Challenge Round Two (#EveryAugustUntilACure)<br><br>Case Study: Susan G. Komen Foundation<br><br>Case Study Group Project Template Review           | Chapters TBD from <i>Basic Marketing Research: Volume 1</i> found here: <a href="http://cloudfront.qualtrics.com/q1/wp-content/uploads/2012/02/BasicMarketingResearch.pdf">http://cloudfront.qualtrics.com/q1/wp-content/uploads/2012/02/BasicMarketingResearch.pdf</a><br><br>Homework: Identify NGO for Group Project | Midterm Due  |
| <b>Week 9</b><br>Date: 10/19 | Conducting Pre-campaign and/or post-campaign research  |   | <b>[For 15-week undergraduate courses:</b> Due by week 8 - Adequate graded work on which midterm standing can be based]<br><br>Due: Turn in name of NGO for group project or be assigned NGO |
| <b>Week 10</b>               | Work on Group Case   | Read <i>Time for the Plural</i>   |  |

|  |  |  |   |
|--|--|--|---|
| Date: 10/26  | Study Project  | <p><i>Sector</i> (Stanford Social Innovation Review)</p> <p>And<br/>A New Inning for Impact Investing/Forbes found here:<br/><a href="http://www.forbes.com/sites/jeancase/2015/08/11/new-inning-impact-investing/2/">http://www.forbes.com/sites/jeancase/2015/08/11/new-inning-impact-investing/2/</a></p> <p>Homework: Compile research about NGO for case study &amp; define critique scope for case study</p> |   |
| <b>Week 11</b><br>Date: 11/2                       | <p>The new philanthropic landscape: the rise of social investing and the impact on NGOs.</p> <p>Guest speaker TBD, Turner Impact</p> | Homework: Come prepared to discuss your draft case study outline with the class  | Due: Turn in overview of critique scope for case study  |
| <b>Week 12</b><br>Date: 11/9                       | Work on Group Project  |  | Due: Case Study Outline Homework and Discussion   |
| <b>Week 13</b><br>Date: 11/16                      | Case Study Presentations & Discussion  | Homework Handout: Consider the case study presented today & evaluate it  |   |
| <b>Week 14</b><br>Date: 11/23                      | <p>Case Study Presentations &amp; Discussion</p> <p>Final Exam Review</p>  | Homework Handout: Consider the case study presented today & evaluate it  | Due: Group Presentations Begin; Homework Handout/Case Study Evaluation  |
| <b>Week 15</b><br>Date: 11/30                      | <p>(USC Coarse Evaluations)</p> <p>Final Exam Review</p>   |  | Due: Group Presentations Finish; Homework Handout/Case Study Evaluation   |
|  |  |  |   |
| <b>FINAL EXAMS</b><br>Date: 12/11<br>(2 pm – 4 pm) |  |  | Due: Written exam will test the students overall knowledge about the course work and topics explored throughout the year; 2 pm – 4 pm |

## IX. Policies and Procedures

### Internships

The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course that undertakes and completes an approved, non-paid internship during this semester shall earn academic extra credit herein of an amount equal to 1 percent of the total available semester points for this course. To receive instructor approval, a student must request an internship letter from the Annenberg Career Development Office and bring it to the instructor to sign by the end of the third week of classes. The student must submit the signed letter to the media organization, along with the evaluation form provided by the Career Development Office. The form should be filled out by the intern supervisor and returned to the instructor at the end of the semester. No credit will be given if an evaluation form is not turned into the instructor by the last day of class. Note: The internship must be unpaid and can only be applied to one journalism class.

### Statement on Academic Conduct and Support Systems

#### a. Academic Conduct

##### *Plagiarism*

Presenting someone else's ideas as your own, either verbatim or recast in your own words - is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* <https://scampus.usc.edu/b/11-00-behavior-violating-university-standards-and-appropriate-sanctions/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct/>.

##### *USC School of Journalism Policy on Academic Integrity*

The following is the USC Annenberg School of Journalism's policy on academic integrity and repeated in the syllabus for every course in the school:

"Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found plagiarizing, fabricating, cheating on examinations, and/or purchasing papers or other assignments faces sanctions ranging from an 'F' on the assignment to dismissal from the School of Journalism. All academic integrity violations will be reported to the office of Student Judicial Affairs & Community Standards (SJACS), as per university policy, as well as journalism school administrators."

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

#### b. Support Systems

##### *Equity and Diversity*

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* <http://equity.usc.edu/> or to the *Department of Public Safety* <http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us>. This is important for the safety of the whole USC community. Another member of the university community - such as a friend, classmate, advisor, or faculty member - can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* <http://www.usc.edu/student-affairs/cwm/> provides 24/7 confidential support, and the sexual assault resource center webpage <https://sarc.usc.edu/> describes reporting options and other resources.

##### *Support with Scholarly Writing*



A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students.

*The Office of Disability Services and Programs*

[http://sait.usc.edu/academicsupport/centerprograms/dsp/home\\_index.html](http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html) provides certification for students with disabilities and helps arrange the relevant accommodations.

*Stress Management*

Students are under a lot of pressure. If you start to feel overwhelmed, it is important that you reach out for help. A good place to start is the USC Student Counseling Services office at 213-740-7711. The service is confidential, and there is no charge.

*Emergency Information*

If an officially declared emergency makes travel to campus infeasible, *USC Emergency Information* <http://emergency.usc.edu/> will provide safety and other updates, including ways in which instruction will be continued by means of Blackboard, teleconferencing, and other technology.

## **X. About Your Instructor**

Lisa Johnson is a communications and marketing professional with 20 years of experience in the for- and non-profit sectors. She's worked on behalf of an array of public affairs initiatives and non-government organizations including the American Cancer Society (ACS), Magic Johnson Foundation, and clients of Ketchum Public Relations such as the American Digestive Health Foundation. Most recently, Lisa led a newly created communications and development function for Campbell Hall Episcopal, a K-12 private school in North Hollywood, Ca.

Prior to her work with the ACS, Lisa was an accomplished producer, manager, and publicist in the entertainment industry. She is the recipient of many awards, including a Daytime Emmy, a PRSA Big Apple Award, and was named a funded innovator of the American Cancer Society's Futuring and Innovation Center.

Lisa has a B.A. in Rhetoric and Communication Studies from the University of Virginia and completed the Mutual of America Leadership Development Program. Lisa lives in Sherman Oaks, Ca with her husband and two small children.

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