



PR 455: Public Relations for Non-Profit Organizations

4 units

Fall 2017 – Mondays – 2-5:20 p.m.

Section: 21278R

Location: ANN 309

Instructor: Lisa Johnson

Office Hours: By Appointment

Location: Faculty Lounge, ANN 415

Contact Info: brandgirl@gmail.com or
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 the history of NGO's, the fundamentals of how they are governed and organized, the importance of strategy and fundraising, cause-marketing campaigns and the blurring of lines with for-profit social enterprise efforts, and how to develop and implement a comprehensive public relations campaign for NGOs. Through lecture, group assignments, and student-lead critiques and discussions, this course will 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 and the nuances between publicly supported non-profits and public/private foundations
- develop a plan for supporting the marketing and development needs of a NGO
- understand the culture of NGOs such that students will be able to use a traditional PR plan model within a non-profit setting
- critique the effectiveness of a NGO's current public relations, outreach and development efforts
- think more creatively because of a stronger appreciation for the role of innovation in the NGO setting

III. Description of Assignments

- Class Participation (Homework and Discussion): Students should attend the weekly class and be prepared to fully discuss reading assignments, homework, in-class assignments and engage with guest speakers if applicable.
- Midterm: Students will be required to craft a public relations campaign for a NGO
- Case study: Students will be put into small groups and each group will select an NGO that they are already familiar with (or one will be assigned), and together, the group will craft and present a thoughtful case study critiquing the public relations efforts of the NGO. The case study will need to demonstrate a clear understanding of the material presented in the class to date, and offer specific suggestions and rationale for improvement or definitive evaluation that supports success on the part of the NGOs efforts. This may include conducting basic research and/or interviewing key constituents of the organization.
- Written Final: This written exam will test the student's overall knowledge about the course work and topics explored throughout the year.

IV. Grading

a. Breakdown of Grade

Assignment		% of Grade
Class Participation (in-class assignments and discussion)		15%
Homework		10%
Midterm		20%
Group Case Study		25%
Written Final		30%
Total		100%

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, comprehensive understanding and rationale for tactics, etc.). Excellent organization and flow;

original thinking; shows strong creativity and innovation. 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 appreciation for budgeting, 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 setting as follows:

Group Project Grading: Criteria	Grading
<ul style="list-style-type: none">• Group produces sound, thought-provoking analysis grounded in research (or first-hand experience) about the NGO.• Thoroughly examines all pertinent aspects of a given organization with a singular, clear purpose.• Formulates innovative, valid conclusions grounded in evidence.• Effectively delivers engaging, informative, multimedia presentation about case.• Optimally structures and organizes content in written product and presentation.• Accurately cites all source material in accordance with accepted style standards.• Meets all posted deadlines for project deliverables.• Explicitly follows the project instructions and provides all required elements• Obvious that the group put a lot of time and attention into formulating and presenting the case	Exemplary

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

V. Assignment Submission Policy

All assignments are due on the dates specified below by printing out the homework and turning it in at the beginning of class. Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F. An assignment is late if it is not turned in at the beginning of class.

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.

Add/Drop Dates for Session 001 (15 weeks: 8/21/17 – 12/1/17)

Friday, September 8: Last day to register and add classes for Session 001

Friday, September 8: Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund for Session 001

Tuesday, September 12: Last day to drop a Monday-only class without a mark of "W" and receive a refund for Session 001

Friday, October 6: Last day to drop a course without a mark of "W" on the transcript for Session 001. [Please drop any course by the end of week three (or the 20 percent mark of the session) to avoid tuition charges.]

Friday, October 6: Last day to change pass/no pass to letter grade for Session 001. [All major and minor courses must be taken for a letter grade.]

Friday, November 10: Last day to drop a class with a mark of "W" for Session 001

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.

	Topics/Daily Activities	Readings and Homework (All assignments listed in this column should be completed before the next class period, unless otherwise indicated)	Deliverable/Due Dates All assignments are due on the dates specified below <u>by printing out the homework and turning it in at the beginning of class.</u> Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F. An assignment is late if it is not turned in at the <u>beginning</u> of class.
Week 1 Date: 8/21	Introductions (Course Description & Outcomes) NGO History, Structure, and Types	Homework: 1. Read "Historical Perspective on Nonprofit Organizations in the US" found at: https://www.hks.harvard.edu/fs/phall/Herman-CH1.pdf 2. Read handout (pages 3-8 in <u>Managing the Nonprofit Organization</u> by Peter Drucker) 3. Bring 3 NGO mission statements & an example of a NGO PR campaign (excluding the Ice Bucket Challenge)	
Week 2 Date: 8/28	Mission & Key PR Campaign Elements in a NGO Setting	Homework: 1. Identify and bring an example of a NGO that's using social media well and be prepared to discuss their usage	Due at 2 pm today : Bring 3 NGO mission statements & an example of a NGO PR campaign (excluding the Ice Bucket Challenge)

		<p>2. Chapters TBD from <i>Basic Marketing Research: Volume 1</i> found here: http://cloudfront.qualtrics.com/q1/wp-content/uploads/2012/02/BasicMarketingResearch.pdf</p> <p>3. Read handout from <u>101 Social Media Tactics for Nonprofits</u></p> <p>4. Read handout “Data As a Means, Not an End”</p>	
Week 3 Date: 9/4	NO CLASS		Labor Day
Week 4 Date: 9/11	<p>PR Channels, Tools & NGO Resources (Social Media, Data/Research) & Pitching Media</p> <p>Midterm & Case Study Project Templates Discussed & Groups Assigned</p>	<p>Homework:</p> <p>1. Read handout “Four Ways to Fix Broken Communications in the Social Sector”</p> <p>and</p> <p>2. Select a campaign from the 2017 PR News Nonprofit PR Awards and be prepared to discuss</p>	<p>Due at 2 pm today: Bring an example of a NGO that’s using social media well</p>
Week 5 Date: 9/18	NGO Crisis Management & Fixing Broken Communications	<p>Homework:</p> <p>1. Read handout, “New Volunteer Workforce”</p> <p>2. Read handout, “The New Funding Model”</p> <p>3. Prepare outline for midterm due 9/25</p>	<p>Due: 2016 Nonprofit PR Awards Homework & Discussion</p> <p>Due at 2 pm today: Turn in name of NGO for midterm assignment (or assigned if not turned in)</p>
Week 6 Date: 9/25	Mobilizing Stakeholders & Raising Funds (Cause Related Marketing	<p>Homework:</p> <p>1. Read <i>The Wall Street Takeover of Nonprofit Boards</i> (Stanford Social</p>	<p>Due at 2 pm today: Turn in outline for midterm</p>

	Partnerships, Traditional Development, Online Platforms, etc.) Midterm Review	Innovation Review found here: http://stanford.ebookhost.net/ssir/digital/32/ebook/1/download.pdf	
Week 7 Date: 10/2	The Basics of Setting Up & Starting a Nonprofit Organization & Getting a Job at a NGO Midterm: In-class review of outlines	Homework: 1. Read "Blueprint 2017: Annual Forecast for Philanthropy" found at: http://www.grantcraft.org/assets/content/resources/blueprint_2017final.pdf 2. Finish Midterm due 10/9	Due at 2 p.m. today: Work on Midterm
Week 8 Date: 10/9	The Future of Giving/Industry Forecasts (social investing, donor advised funds, etc.). & the Importance of Innovation Final/Case Study Group Project Template Review	Homework: 1. Reading handout from Brandraising: How Nonprofits Raise Visibility And Money Through Smart Communications	Midterm Due at 2 p.m. today. No late submissions will be accepted.
Week 9 Date: 10/16	Branding & NGOs	Homework: 1. Work on Group Case Study Assignment	Due at 2 p.m. today: Turn in name of NGO for group project or be assigned NGO
Week 10 Date: 10/23	Example Case Studies	Homework: 1. Read <i>Time for the Plural Sector</i> (Stanford Social Innovation Review) 2. A New Inning for Impact Investing/Forbes found here:	

		http://www.forbes.com/sites/jeancase/2015/08/11/new-inning-impact-investing/2/ 3. Create outline for case study (define critique scope) due 10/30	
Week 11 Date: 10/30	Work on Group Case Study Projects	Homework: 1. Work on Group Case Study Assignment	Due at 2 p.m. today: Turn in draft outline for case study (define critique scope for case study and initial research)
Week 12 Date: 11/6	Work on Group Case Study Projects Review draft outlines	Homework: 1. Work on Group Case Study Assignment due 11/13	
Week 13 Date: 11/13	Case Study Presentations & Discussions	Homework: 1. Evaluation of case studies	Due today: Case study presentations
Week 14 Date: 11/20	Case Study Presentations & Discussions	Homework: 1. Evaluation of case studies	Due today: Case study presentations Due today at 2 pm: Turn in evaluation of case studies presented on 11/13
Week 15 Date: 11/27	(USC Course Evaluations) Final Exam Review		Due today at 2 p.m.: Turn in evaluation of case studies presented on 11/20
FINAL EXAMS Date: 12/8 (2-4 p.m.)			Due: Written exam will test the student's overall knowledge about the course work and topics explored throughout the year

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://policy.usc.edu/scampus-part-b/>). 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://dps.usc.edu/contact/report/>). This is important for the safety of the whole USC community. Another member of the university community - such as a friend, classmate, adviser, or faculty member - can help initiate the report, or can initiate the report on behalf of another person. The *Relationship and Sexual Violence Prevention and Services* (<https://engemannshc.usc.edu/rsvp/>) 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 adviser or program staff to find out more. Students whose primary language is not English should check with the *American Language Institute* (<http://ali.usc.edu/>) which sponsors courses and workshops specifically for international graduate students.

The Office of Disability Services and Programs (<http://dsp.usc.edu/>) provides certification for students with disabilities and helps arrange the relevant accommodations.

Students requesting test-related accommodations will need to share and discuss their DSP recommended accommodation letter/s with their faculty and/or appropriate departmental contact person at least three weeks before the date the accommodations will be needed. Additional time may be needed for final exams. Reasonable exceptions will be considered during the first three weeks of the semester as well as for temporary injuries and for students recently diagnosed. Please note that a reasonable period of time is still required for DSP to review documentation and to make a determination whether a requested accommodation will be appropriate.

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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