

**PR 428: Social, Legal and Ethical Foundations of
Public Relations
4 Units**

Spring 2019 — Wednesdays — 2-5:20 p.m.

Section: 21256D

Location: ASC 240

Instructor: Laura Min Jackson, MSOD

Office: ANN classroom or lobby

Office Hours: By appointment on Wednesdays, 1-2 p.m.

Contact Info: laurajac@usc.edu Phone: 714-234-9267

I. Course Description

PR 428 covers the complex intersection of legal standards and regulations, ethical practices and decision-making, and social responsibilities for public relations/strategic communicators, with an emphasis on personal decision making.

Prerequisites: JOUR 250

II. Overall Learning Objectives and Assessment

This course explores principles and concepts of legal, ethical and social issues that a PR professional may encounter during their career. Through reading and written assignments, in-class exercises and discussion, lectures, supplemental learning through readings/multimedia materials, reflective and other learning activities, and group presentation(s), this course is intended to:

- Provide knowledge of fundamental U.S. legal concepts in media and communications
- List and explain principles of moral reasoning and ethical problem-solving/decision-making
- Offer experiential and reflective opportunities for students to explore their personal values and ethical perspectives
- Examine concepts related to social responsibility programs, and provide an opportunity to develop social media/marketing recommendations

III. Description of Assignments

- **Ethics Food For Thought (FFT) Briefs (17%):** 1-2 page written analyses of and recommendations pertaining to recent/current “real life” events or issues involving ethical, legal, or social aspects of public relations. Details will be discussed in class.
- **Journal Summaries (17%):** The study of ethics and comprehension of our own standards for moral behavior can be enhanced through self-reflection; ergo, you will be asked to regularly record your thoughts and feelings associated with select assignments (based on either your own personal/professional experience or that of others), and submit brief summaries. Guidelines for Journal Summaries will be provided in class.
- **Midterm Paper/Presentation (11%):** Write and be prepared to discuss a 500-750 word paper in which you:
 - Describe, analyze, and compare the Codes of Ethics of the Public Relations Society of America (PRSA) and the Society of Professional Journalists (SPJ).
 - Develop your own personal Code of Ethics.
 - Present a summary of your personal Code of Ethics in class.

- **Case of the Week (6%):** You will be asked to identify and summarize a current situation in which an organization is grappling with some kind of legal, ethical and/or social challenge. Additional details regarding these presentations will be discussed in class.
- **Final Group Presentation (22%):** Working in small groups, you will research, write and deliver a presentation in which you demonstrate critical thinking and apply concepts you have learned in class, by analyzing a current or recent situation in which an organization faced ethical challenges having reputational implications. Additional details will be discussed in class.
- **Final Paper/Blog Submission (17%):** Students will be able to choose from several different topics, and will be asked to write a long-form blog articles of 750 words, demonstrating critical thinking and applying concepts learned in class by analyzing an ethical and/or legal challenge faced by an organization. Additional details will be discussed in class.
- **Class Discussion/Participation (10%):** It is important to attend class and actively participate, since class activities and interaction with peers encourage creative dialogue and diversity of perspective, and help enhance your learning. It is expected that you will come to class having read the assigned reading(s) and prepared to join class discussions, contributing questions and comments about the materials. Classes begin promptly, so please arrive on time. If you are unable to attend class for some reason, please notify me as soon as possible, and assume personal responsibility for gathering notes from other classmates.
 - At the end of the semester, Class Discussion/Participation points will be based upon:
 - ✓ Consistent demonstration that students have read the material for scheduled class discussion
 - ✓ Contribution to class discussion; answering questions, asking relevant questions
 - ✓ Demonstrating respect for fellow classmates, guest speakers, and instructor (including appropriate use of personal technologies during classroom time)
 - ✓ Mature classroom behavior that supports learning

IV. Grading

a. Breakdown of Grade

Following is a breakdown of the contributions made to the final grade by each assignment.

Assignment3	% of Grade	Points
Ethics Food For Thought Briefs (3)	17%	75
Journal Summaries (3)	17%	75
Midterm Paper/Presentation	11%	50
Case of the Week	06%	25
Final Group Presentation	22%	100
Final Paper/Blog Submission	17%	75
Class Discussion/Participation	10%	50
TOTAL	100%	450

b. Grading Scale

The Grading Scale for this class is based on the following percentages:

95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A-	77% to 79%: C+	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C-	0% to 59%: F

c. Grading Standards

Written Materials Rubric

As PR practitioners, we strive for impeccable quality, and materials will be evaluated against that aspiration. All written materials should represent your best quality work, and reflect proper editing, grammar, spelling, and formatting. Students who struggle with language, grammar, spelling, or writing should meet with the Annenberg School's designated Writing Coaches (details posted on Blackboard). With the exception of the Journal Summaries, written materials will earn points based on overall quality, encompassing: (1) proper organization, style and presentation; (2) appropriate research and citation of sources; (3) demonstration of sound PR judgment; (4) creativity; and (5) timely submission. Journal Summaries will be graded on full/half/no credit, as they are intended primarily for personal reflection.

"A" projects have writing near professional quality; one or no mistakes; clearly proofread and edited material. All required elements included (catchy headline, solid lead, varied vocabulary; supporting facts/figures; quotes as required). Excellent organization and flow; original thinking. Showed creativity in packaging/distribution method. High end of scale: publishable today as is.

"B" projects have two to five spelling, grammar or AP Style mistakes. One or more required elements missing or poorly displayed (i.e., boring headline; confusing lead, etc.). Shows potential as a good writer. Adhered to inverted pyramid. High end of scale will have at least one extraordinary element such as astonishing lead or little-known facts or pithy quote. Some creativity shown. Publishable with medium editing.

"C" projects have more than five errors (spelling, grammar, AP style). Poorly edited and/or proofread. May have adhered to inverted pyramid but strayed at beginning or end. Hackneyed elements such as trite headline or uninteresting lead. Little or no facts/figures included. Passive rather than active verbs become the norm. Little or no creativity shown. Publishable with major editing.

"D" projects have more than 10 errors (spelling, grammar). Needs to be completely rewritten. Poorly organized with little or no understanding of journalistic style/standards. Needs to work with writing coach.

"F" projects are not rewritable, late or not turned in.

Research, Attribution and Citation

On occasion, students may be asked to prepare materials on topics with which they have little knowledge. Many online resources are available to provide assistance, and thorough secondary research is encouraged. Please note, however, that the largely subjective nature of "wiki's" makes them unacceptable primary resources for this course. Additionally, all public relations writers must learn to create original work, and inappropriate use of existing resources/materials – including failure to provide proper citation and attribution, verbatim usage of other materials, presenting existing material as one's original work, lack of proper citation, and/or similar practices – may be construed as an act of plagiarism, and subject to the university's disciplinary policy on acts of academic dishonesty (see below).

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.

- A. Unless otherwise specified, all assignments must be formatted as PDFs and submitted via email to laurajac@usc.edu on or before the respective deadline.
- B. All assignments will be discussed in class, *and* written instructions will be posted on Blackboard in the “Assignments” folder for each assignment.

VI. Required Readings and Supplementary Materials/Resources

- Fitzpatrick, Kathy and Bronstein, Carolyn (Ed.). (2006). *Ethics in Public Relations – Responsible Advocacy*. Thousand Oaks, CA. SAGE Publications. ISBN: 1-4129-1798-0
- Additional content from handouts, multimedia/websites, and other sources.
- **Blackboard** – Announcements, assignments, lecture PowerPoint slides, supplemental readings, interim Gradebook scores, and other information will be posted on the site for this class. It is the student’s responsibility to download slides, supplemental readings and assignments that are posted on this class’ Blackboard Site. Announcements and important information may be communicated to students via Blackboard’s email function. It is the student’s responsibility to check the email account associated with Blackboard for updates, assignments, and new information. The instructor will communicate exclusively through this email account.

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 Digital Lounge](#) for more information. To connect to USC’s Secure Wireless network, please visit USC’s [Information Technology Services](#) website.

VIII. Add/Drop Dates for Session 001 (15 weeks: 1/7/19 – 4/26/19)

Friday, January 25: Last day to register and add classes for Session 00S1

Friday, January 25: Last day to drop a class without a mark of “W,” except for Monday-only classes, and receive a refund for Session 001

Tuesday, January 29: last day to drop a Monday-only class without a mark of “W” and receive a refund for Session 001

Friday, February 22: Last day to drop a course without a mark of “W” on the transcript. [Please drop any course by the end of week three (or the week three equivalent for short sessions) to avoid tuition charges.]

Friday, April 5: Last day to drop a class with a mark of “W” for Session 001

IX. Course Schedule: A Weekly Breakdown

Topics by Week (subject to change)

<u>Date</u>	<u>Title of Topic(s)</u>	<u>Readings/Assignments</u>
Week 01 Jan. 9	Course Overview, Expectations & Introductions Defining Ethics; Making Ethical Decisions; Categories of Potentially Unethical Behaviors; Sensemaking; Implications of Creativity, Sensemaking and PR.	None
Week 02 Jan. 16	“From the Ancients to PR Today” Philosophical Foundations of Ethics; Views of Morality: Universalism vs. Relativism; Overview of Western Philosophic Models; Ethical Behavioral Theory; Implications for Contemporary PR & Media Practices; Personal Exploration - Values.	Fitzpatrick & Bronstein (F&B) – Ch. 1 Supplemental Reading(s) (posted on Blackboard) In-class: COW #1
Week 03 Jan. 23	Industry Codes of Ethics & Working With Activist Publics Activism, Autonomy & Angry Publics; Assessing Relationships; Real-Life Examples and Considerations for PR pros.	F&B – Ch. 4 Supplemental Reading(s) FFT #1 Due In-class: COW #2
Week 04 Jan. 30	Responsible Advocacy for Nonprofits Nonprofits and PR Ethics; Charities & Foundations; Commercial Fundraising; California Regulations; Corporate Giving Considerations; Assessing Charitable Gifts; Resources.	F&B - Ch. 5 Supplemental Reading(s) In-class: COW #3
Week 05 Feb. 06	Personal, Professional & Organizational Values Corporate Values; How Organizational Culture Impacts Ethical Decision-Making; Organizational Mores, Rituals, Artifacts and Beliefs; Emotional Contagion of Unethical Behaviors; Ways of Encouraging More Ethical Behavior; Personal Exploration – Personal/Organizational Values.	Supplemental Reading(s) / Assessments J-SUMM #1 Due In-class: COW #4
Week 06 Feb. 13	Ethical Decision-Making Models Contemporary Models Based on Rights & Relationships – Rawls, Nodding & Fitzpatrick; Decision-Making Models in Business; Potter Box Model.	Supplemental Reading(s) In-class: COW #5

Date	Title of Topic(s)	Readings/Assignments
Week 07 Feb. 20	Responsibility and Accountability & Cultural Considerations in Ethics Time and Ethical Thinking; Responsibility vs. Accountability in PR; Moral Excuses; Groupthink; Becoming Aware of Bias Potential; Becoming More Inclusive in PR Writing; Literacy Levels and “New” Literacy Models: Health, Financial, Medical; Implications for PR Pros.	F&B - Ch. 2, 3 & 10 Supplemental Reading(s) FFT #2 Due In-class: COW #6
Week 08 Feb. 27	MID-TERM PRESENTATIONS “Values-Based Recommendations” <i>Group Presentations/In-class Experiential</i>	None
Week 09 March 06	Legal Issues in PR/Communications I “Top 10 Legal Watchouts in PR/Communications”; Overview of 1 st Amendment Rights; Restrictions on Speech; Political & Commercial Speech; Defamation and its Defenses; Invasion of Privacy & Appropriation.	Supplemental Reading(s) J-SUMM #2 Due In-class: COW #7
March 13	SPRING BREAK	Enjoy your Break
Week 10 March 20	Legal Issues in PR/Communications II “Top 10 Legal Watchouts in PR/Communications”; Copyright & Protected Marks; Works for Hire; Social Media & DMCA; Creative Commons; Implications of Net Neutrality.	Supplemental Reading(s) FFT #3 Due In-class: COW #8
Week 11 March 27	Legal Issues in PR/Communications III “Top 10 Legal Watchouts in PR/Communications”; Licensing Content; Right of Publicity; Influencers & FTC Social Media Guidelines on Testimonials & Endorsements.	F&B - Ch. 7 Supplemental Reading(s) In-class: COW #9
Week 12 Apr. 03	Legal Issues in PR/Communications IV “Top 10 Legal Watchouts in PR/Communications”; Domains & Handles; Are On-line Reviews Defamatory?; Employee Social Media Communications Guidelines. Personal Exploration – Conflict Styles.	F&B - Ch. 7 Supplemental Reading(s) J-SUMM #3 Due In-Class: COW #10

Date	Title of Topic(s)	Readings/Assignments
Week 13	Corporate Social Responsibility	
Apr. 10	Defining CSR – Principles, Forms & Causes; 3BL; Socially Responsible Investing; UNDP Guidelines; Considerations for Designing CSR Programs; Top CSR Companies; Evaluating Success in CSR Campaigns.	Supplemental Reading(s) In-class: COW #11
Week 14	Truth and Transparency	F&B - Ch. 6
Apr. 17	Defining “Truth” and “Transparency”; Financial Transparency, Sarbannes-Oxley & Reg FD; Operational Transparency & UN Global Compact; the Rise of Citizen Journalism & Implications for PR pros.	Supplemental Reading(s) In-class: COW #12
Week 15	Crisis & Strategic Risk Communications	F&B – Ch. 8
Apr. 24	Issues Management; Rick Communications Principles & Guidelines; Crises & Ethical Stakeholder Communications; Communicating During Acute vs. Protracted Crises; Ethical Considerations in Crisis Communications for the PR Practitioner.	Supplemental Reading(s) FINAL PAPER DUE
May 06, 2-4 p.m.	FINAL PRESENTATIONS Discussion of final presentations	

IMPORTANT NOTE TO STUDENTS: Please be advised that this syllabus is subject to change - and probably will change - based on the progress of the class, news events, and/or guest speaker availability.

X. 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

Student Counseling Services (SCS) – (213) 740-7711 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. engemannshc.usc.edu/counseling

National Suicide Prevention Lifeline – 1 (800) 273-8255

Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. www.suicidepreventionlifeline.org

Relationship and Sexual Violence Prevention Services (RSVP) – (213) 740-4900 – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender-based harm. engemannshc.usc.edu/rsvp

Sexual Assault Resource Center

For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: sarc.usc.edu

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086

Works with faculty, staff, visitors, applicants, and students around issues of protected class. equity.usc.edu

Bias Assessment Response and Support

Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. studentaffairs.usc.edu/bias-assessment-response-support

The Office of Disability Services and Programs

Provides certification for students with disabilities and helps arrange relevant accommodations. dsp.usc.edu

Student Support and Advocacy – (213) 821-4710

Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. studentaffairs.usc.edu/ssa

Diversity at USC

Information on events, programs and training, the Diversity Task Force (including representatives for each school), chronology, participation, and various resources for students. diversity.usc.edu

USC Emergency Information

Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. emergency.usc.edu

USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime. Provides overall safety to USC community. dps.usc.edu

Confidentiality

In this class, case studies and projects of a sensitive nature are likely to be discussed; unless already public, the information is considered confidential and should not be shared outside of the classroom without the explicit consent of the person(s) involved.

XI. About Your Instructor

Laura Min Jackson is an award-winning communications pro who's worked with global corporations, start-ups and nationally-ranked PR agencies. As an independent PR consultant, her clients have included **Beckman Coulter; Miocean; Johnson & Johnson; Össur, and Sony Pictures Entertainment Corp.**

Previously, she was VP/Global Communications for **Baxter Healthcare** and **Edwards Lifesciences**, overseeing Corporate Branding; Internal Communications; Media and Community Relations and Crisis Management, as well as creation of the \$50 million nonprofit Edwards Lifesciences Fund. She also was SVP/West Coast Director of the national Healthcare practice at **Porter/Novelli**, and specialized in Healthcare and Crisis Communications as VP at **PainePR**. She began her agency career at **Burson-Marsteller** after working in the Government and Nonprofit sectors.

Laura earned her M.S. in Organization Development from Pepperdine University, and her bachelor's in Communications/PR from Cal State Fullerton. In addition to teaching at USC, she's been a consultant, guest speaker and facilitator for public health, educational and policy organizations worldwide.

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