



PR 455: Public Relations for Non-Profit Organizations
4 Units

Fall 2020 – Thursdays – 6-9:20 p.m.

Section: 21278R

Location: Online

Instructor: Zahra Nealy

Office: Zoom

Office Hours: By appointment

I. Course Description

Introduction to the specialized field of public relations for non-profit organizations including arts and culture, education, animal and social welfare, healthcare, scientific and advocacy-based organizations. This course is appropriate for students who want to learn the history of non-profits, the fundamentals of how they are governed and organized, the importance of strategy and fundraising, and how to develop and implement a comprehensive public relations campaign for such organizations.

II. Student Learning Outcomes

This course will equip students with the fundamental knowledge of the types of non-profits 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 messaging, fundraising, media relations, the utilization of social media and digital tools, developing corporate partnerships and crisis communications planning, and the importance of using metrics and research. Through lecture, special guests, group assignments and student-led discussions, this course will examine case studies and present-day scenarios, require the deconstruction of a public relations campaign and assessing its effectiveness; and culminate in crafting a public relations campaign for a non-profit of the student's choice. **Students will be assessed through class participation and discussion, testing and via a final project.**

III. Course Notes

- Letter grades will be assigned.
- Announcements, assignments, lecture PowerPoint slides, supplemental readings, interim Gradebook scores, and other information will be posted on Blackboard 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.

IV. Description and Assessment of Assignments

- **Class Participation/ Discussion (10%):** It is important that students actively participate and be prepared to fully discuss reading assignments, homework, in-class assignments and engage with guest speakers, when applicable. Class activities and interaction with peers encourage creative dialogue and diversity of perspective, and help enhance your learning. 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.
- **Cases of the Week (5%):** During the semester, each student will be asked to identify and summarize a current situation in which a non-profit organization is dealing with a PR-related issue; some cases will be used for

topics of discussion in class as time allows. Students will be asked to lead a class discussion on the topic. Additional details regarding these presentations will be discussed in class.

- **Homework Assignments (15%):** Throughout the course of the semester, students will be asked to hand in written assignments as assigned by instructor. Please check the syllabus for various homework topics.
- **Midterm (15%):** A summary of what students have learned from guest speakers and non-profit PR to date.
- **Group Case Study (25%):** Assigned to a non-profit by the instructor’s discretion, students will work in small groups to craft and present a thoughtful case study deconstructing the public relations efforts of the non-profit. The case study will need to demonstrate a clear understanding of the material presented in the class to date including a SWOT analysis and offer specific suggestions and rationale for improvement or definitive evaluation that supports success for the non-profit’s efforts. Guidelines for the group case study will be provided in class.
- **Final Project (30%):** Students will construct a PR campaign for a non-profit of their choice. This may include conducting basic research and/or interviewing key constituents of the organization. The final project will need to demonstrate a clear understanding of the material presented in class, including a SWOT analysis, and offer specific suggestions and rationale for improvement or definitive evaluation that supports success for the non-profit’s efforts. Guidelines for the group case study will be provided in class.

V. Grading

a. Breakdown of Grade

Assignment	Points	% of Grade
Class Participation (in-class assignments and discussion)	40	10%
Cases of the Week	50	5%
Homework	60	15%
Midterm	80	15%
Case Study Group Project	100	25%
Final Project	120	30%
TOTAL	450	100%

b. Grading Scale

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

Public Relations

“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.

d. Grading Timeline

Graded assignments will be returned to students during the next class session. Grades will be posted on Blackboard.

VI. Assignment Rubrics

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). 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.

Group Project Grading	
Criteria	Points

<ul style="list-style-type: none"> • Group produces sound, thought-provoking analysis grounded in research on a singular organizational area of interest. • Thoroughly examines all pertinent aspects of a given organization with a singular, clear purpose. • Formulates innovative, valid conclusions grounded in sound empirical evidence. • Effectively delivers engaging, informative multimedia presentation on research findings. • Provides defensible implementation plan for the organization, including themes, messages, channels, sources etc. • Optimally structures and organizes content in written product and presentation. • Delivers professional quality paper and presentation, without grammatical errors, typos, etc. • Accurately cites all source material in accordance with APA style standards. • Meets all posted deadlines for project deliverables. 	Exemplary
<ul style="list-style-type: none"> • Group produces sound, interesting analysis grounded in research on a singular organizational area of interest. • Examines all pertinent aspects of a given organization with a singular, clear purpose. • Formulates innovative conclusions grounded in sound empirical evidence. • Delivers engaging, informative multimedia presentation on research findings. • 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 APA style standards. • Meets all posted deadlines for project deliverables. 	Satisfactory
<ul style="list-style-type: none"> • Group produces interesting analysis grounded in research on a singular organizational area of interest. • Examines some pertinent aspects of a given organization without identifying a singular, clear purpose. • Paper/presentation lacks in the professional quality and standards expected of today's PR professionals. 	Unacceptable

VII. Assignment Submission Policy

- All assignments are due on the dates specified. Assignments must be typed and submitted via email to znealy@usc.edu.
- Lacking prior discussion and agreement with the instructor, late assignments will automatically be given a grade of F.
- If you know you're going to miss a class, please let the instructor know at least two weeks in advance so we can arrange your assignment submission.

VIII. Required Readings and Supplementary Materials

Important note to students: There are no textbooks required for this course. See course schedule below for required readings and supplementary materials. Additional readings and assignments may be given during class.

IX. 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.

X. Add/Drop Dates for Session 001 (13 weeks: 8/17/20 – 11/13/20)

Friday, September 4: Last day to register and add classes for Session 001

Friday, September 4: Last day to change enrollment option to Pass/No Pass or Audit for Session 001

Friday, September 4: Last day to drop a class and receive a refund to avoid a mark of "W" on student record and STARS report

Friday, September 4: Last day to purchase or waive tuition refund insurance for fall

Friday, October 2: Last day to drop a course without a mark of "W" on the transcript only. Mark of "W" will still appear on student record and STARS report and tuition charges still apply. [Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.

Friday, October 2: Last day to change a Pass/No Pass course to letter grade

Friday, November 6: Last day to drop a class with a mark of "W" for Session 001

XI. 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, news events, and/or guest speaker availability.*

	Topics/Daily Activities	Readings and Homework	Deliverable/Due Dates
Week 1 Date: 8/20	Getting Started: Introductions, Course Description & Outcomes Overview: <ul style="list-style-type: none"> Non-Profit History, Structure and Types The Role of PR in Non-Profits (Strategic Planning Model) 	Homework: <ul style="list-style-type: none"> Conduct PR/communications audit on two (2) non-profits. "I Care Because..." Read: <ul style="list-style-type: none"> "What is a 'Nonprofit'?" "Myths About Nonprofits" A Brief History of Nonprofit Organizations (And What We Can Learn) 	Discussion of individual student backgrounds and academic/career goals.
Week 2 Date: 8/27	Non-Profit Media Essentials Media Resources on a Shoestring Budget Guest Speaker:	Homework: Create a sample media kit for a non-profit of your choice.	Due at 6 p.m.: <ul style="list-style-type: none"> Communications audit of two (2) non-profits; be prepared to discuss. "I Care Because..." Come prepared to ask guest speaker questions

	Kristin Marguerite Doidge, Journalist		
Week 3 Date: 9/3	<p>Know Your Audience: External vs. Internal Communications</p> <p>Guest Speaker: Allison Rosenzweig, Associate Director, Editorial–Pancreatic Cancer Action Network</p>	<p>Homework: Write a 2-3-page analysis on one (1) organization’s response to the Black Lives Matter movement</p> <p>Read:</p> <ul style="list-style-type: none"> • <u>Why your #BlackLivesMatter response falls short</u> • <u>PR Agencies Need to Be More Diverse and Inclusive. Here’s How to Start.</u> • <u>6 Essential Tips for Getting Through Any Nonprofit Crisis</u> 	<p>Due at 6 p.m.:</p> <ul style="list-style-type: none"> • Sample media kit. <p>Come prepared to ask guest speaker questions</p>
Week 4 Date: 9/10	<p>Diversity, Equity & Inclusion</p> <p>Guest Speaker: Ericka Lozano-Buhl, Founder–Mixto Communications</p> <p>Crisis Communications RACE Activity</p>	<p>Homework:</p> <ul style="list-style-type: none"> • Identify a non-profit that has experienced a crisis or breaking news and evaluate its PR strategy and tactics executed using the RACE method (2-3 pages max). <p>Read:</p> <ul style="list-style-type: none"> • <u>How to Connect With Donors of Color</u> • <u>11 Lessons that PR Professionals Need to Learn in a Digital World</u> 	<p>Due at 6 p.m.:</p> <ul style="list-style-type: none"> • Write 2-3 page analysis on one (1) organization’s response to the Black Lives Matter movement • Come prepared to ask guest speaker questions
Week 5 Date: 9/17	<p>Digital Media & Fundraising in the Nonprofit World</p> <p>Guest Speaker: Shawna Sopp, Digital Strategist</p>	<p>Homework: Write a blog post, no more than 500 words, containing headline and meta description. Include suggested multimedia and social media copy</p>	<p>Due at 6 p.m.:</p> <ul style="list-style-type: none"> • Identify a non-profit that has experienced a crisis and evaluate its PR strategy and tactics executed using the RACE method (2-3 pages max). • Come prepared to ask guest speaker questions

	<p>How to Conduct a SWOT Analysis</p> <p>Group Case Study Assignments</p>	<p>to use.</p> <p>Read:</p> <ul style="list-style-type: none"> • <u>The New Volunteer Workforce</u> • <u>Star Power: The Pros and Cons of Celebrity Endorsers</u> • <u>4 Tips for Rock-Solid Corporate Partnerships</u> 	
<p>Week 6 Date: 9/24</p>	<p>Mobilizing & Engaging Stakeholders (Celebrities, Influencers, Volunteers & Strategic Partnerships)</p> <p>Media Coaching 101</p> <p>Guest Speaker: Chastidee Davis Wright, Cliff Agency</p>	<p>Homework: Work on group case study outline due by 10/1.</p> <p>Read:</p> <ul style="list-style-type: none"> • <u>The Shocking Truth about Marketing and Development for Nonprofits</u> • <u>What All Nonprofit Staff Need to Know About the Development Department</u> 	<p>Due at 6 p.m.</p> <ul style="list-style-type: none"> • Blog post, no more than 500 words containing headline and meta description. Include suggested multimedia and social media copy to use. • Come prepared to ask guest speaker questions
<p>Week 7 Date: 10/1</p>	<p>Importance of Philanthropy & Fundraising</p> <p>Guest Speakers: Rachel Hall, Senior Donor Relations Officer–Cedars-Sinai</p>	<p>Midterm will be given on 10/8</p> <p>Read:</p> <ul style="list-style-type: none"> • <u>The Role of Brand in the Nonprofit Sector</u> • <u>From Awareness to Advocacy: Understanding Nonprofit Communication, Participation, and Support</u> 	<p>Due at 6 p.m.:</p> <ul style="list-style-type: none"> • Come prepared to ask guest speaker questions • Group Case Study outline • Review notes from all speakers; study for midterm on 10/8
<p>Week 8 Date: 10/8</p>	<p>MIDTERM</p> <p>Elements of a PR Campaign During the Time of COVID-19</p> <p>Branding & Non-Profits</p>	<p>Homework:</p> <ul style="list-style-type: none"> • Work on Group Case Study • Identify a non-profit for final project by 10/22 <p>Read:</p>	

	<p>Guest Speaker: Jamie Holeman, Director of Marketing and Communications– Pasadena Humane Society & SPCA</p>	<ul style="list-style-type: none"> • <u>Three Things Nonprofits Should Prioritize in the Wake of COVID-19</u> • <u>Philanthropy and Digital Civil Society: Blueprint 2020</u> 	
<p>Week 9 Date: 10/15</p>	<p>The Future of Giving/Industry Forecasts & the Importance of Innovation</p> <p>Massiel Bobadilla, Development Manager–Verge Center for the Arts</p> <p>Showcasing Impact & Measuring ROI</p> <p>Discuss Final Project</p>	<p>Homework:</p> <ul style="list-style-type: none"> • Work on Group Case Study <p>Read:</p> <ul style="list-style-type: none"> • <u>Ten Reasons Not to Measure Impact—and What to Do Instead</u> • <u>Barcelona Principles 3.0</u> 	<p>Due at 6 p.m.:</p> <p>Turn in name of non-profit for final project.</p>
<p>Week 10 Date: 10/22</p>	<p>From Soup to Nuts: A Founder’s Perspective</p> <p>Guest Speakers:</p> <ul style="list-style-type: none"> • Julie Flygare, Founder–Project Sleep • Scott Fifer, Founder & CEO– GO Campaign 	<p>Homework:</p> <ul style="list-style-type: none"> • Finalize Group Case Study Projects for presentations on 10/29 <p>Read:</p> <ul style="list-style-type: none"> • <u>The Wall Street Takeover of Nonprofit Boards</u> • <u>2020 Nonprofit Communications Trends Report</u> 	<p>Due by end of class:</p> <p>Turn in name of non-profit for final project.</p>
<p>Week 11 Date: 10/29</p>	<p>Group Case Study Presentations</p> <p>The Importance of Storytelling Guest Speaker: Cara Martinez, Founder– Communications and Content by Cara Sleep</p>	<p>Homework: Work on Final Projects</p> <p>Read:</p> <ul style="list-style-type: none"> • <u>“Dealing with Trust Violation Events”</u> • <u>Ethics and Nonprofits</u> 	

Week 12 Date: 11/5	Ethics & Watchdog Groups	Homework: Work on Final Projects Read: • <u>Stop Raising Awareness Already</u>	
Week 13 Date: 11/12	Getting a Job at a Non-Profit Submit Course Evaluations	Homework: Work on Final Projects	
FINAL EXAM PERIOD Date: 11/19 7-9 p.m.	FINAL PROJECTS DUE Final summative semester review	Note: All classes must meet during their designated final exam date and time.	

XII. Policies and Procedures

Additional Policies

WHAT I EXPECT FROM YOU:

- Class starts at on time. Chronic tardiness will affect your final grade, as will absences. You don't have to ask me for permission to miss a class, leave early or come late, or provide a written excuse. I leave those decisions to you. You receive no credit for in-class work that day. There is no make-up for material we cover in a class you miss. If you are requesting an excused absence, you must provide documentation.
- Assignments are due to me at the time I designate. All assignments will be complete and typed, with no handwritten edits. Assignments completed not following directions will be graded lower. If you are absent, you are responsible for getting me your homework by the due date/time. **No late assignments are accepted.**
- There will be no make-ups for the Midterm. There will be no extensions for the final project. You must complete the Midterm and final project to pass the class.
- If you miss class, you are responsible for getting notes and assignments from a fellow student. I do not email notes or handouts.
- Class participation is expected and will help your final grade. Everyone is expected to contribute. Lack of participation will reduce your participation grade.
- Please be mindful of phones or other forms of electronic communication during class. Doing so will have a negative impact on your grade. Computers for class work ONLY.
- There should only be one discussion going on at a time in class. Paying attention to the speaker, whether it is the instructor, fellow student or guest is a sign of respect and professionalism. Disruptive behavior, such as talking out of turn and carrying on side conversations, will negatively impact your grade.
- The syllabus is our guideline and will change during the course of the semester to accommodate current events and speaker schedules.
- You are expected to check Blackboard every week for updates on homework and assignments. I will post the week's homework within 24 hours of our last class. You are also responsible for checking your USC email account, which is how I will communicate with you.

WHAT YOU CAN EXPECT FROM ME:

- I am open to your questions and welcome the opportunity to discuss any issues concerning you. Please don't hesitate to talk to me.
- I am fair. When you get a paper back from me, you'll have a good idea why you earned the grade you did and what can be done to improve your writing. However, if things are not clear, let's talk. The more discussion, the better the understanding.
- This syllabus is a general guideline for what we will cover during the semester. Other assignments, such as in-class assignments or homework and class projects will be assigned.

- I'll guide you along to improve your writing, but feel free to help guide our discussions. Bring to class your questions, observations and opinions about how you see the role of public relations at work in the real world. Our most pertinent and interesting class time will come from what's happening in our world today.
- I am available for questions and conversations before and after class and by appointment. Ready access is through email. I will respond to all messages within 48 hours, unless my message service indicates otherwise.

Communication

The instructor encourages students to contact her via email at znealy@usc.edu to discuss any class or career-related questions and/or arrange office hours. Please allow for a response within 48 hours.

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 or public relations class.

Statement on Academic Conduct and Support Systems

a. Academic Conduct

Plagiarism

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 Part B, Section 11, "Behavior Violating University Standards" 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, 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

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling

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

National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call

suicidepreventionlifeline.org

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call

studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298

equity.usc.edu, titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity | Title IX for appropriate investigation, supportive measures, and response.

The Office of Disability Services and Programs - (213) 740-0776

dsp.usc.edu

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

USC Support and Advocacy - (213) 821-4710

uscsa.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101

diversity.usc.edu

Information on events, programs and training, the Provost’s Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

dps.usc.edu, emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call

dps.usc.edu

Non-emergency assistance or information.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/additional-funding-resources>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Breaking Bread Program [undergraduate students only]

<https://undergrad.usc.edu/faculty/bread/>

The Breaking Bread Program is designed to provide individual undergraduate students with an opportunity to meet and have scholarly discussions with faculty members outside of the normal classroom setting. Through this program, students and faculty enjoy good company and great conversation by literally “breaking bread” over a meal together and USC will pick up the tab! Your meal event can take place anywhere outside of the normal classroom setting. Your venue can be a restaurant or eatery on or off-campus.

XIII. About Your Instructor

Zahra Nealy is a public relations and communications professional with over 10 years of experience in the non-profit sector. She’s worked on behalf of local and national public affairs initiatives and non-profit organizations including the Pasadena Humane Society & SPCA and Pancreatic Cancer Action Network.

Zahra is currently the development communications specialist at Cedars-Sinai.

She is the recipient of [PR Daily’s 2017 Digital PR & Social Media Awards - Best Multichannel Campaign of the Year: “Wage Hope Together”](#) for the Pancreatic Cancer Action Network.

Zahra has a B.A. in Anthropology from the University of California, Los Angeles and an M.A. in Strategic Public Relations from the University of Southern California. She lives in Los Angeles and enjoys traveling (eventually!), movies and the beach.