

PR 250: Strategic Public Relations and Advertising: An Introduction **4 Units**

Fall 2024 – Wednesdays – 9 a.m.-12:20 p.m.

Section: 21186D

Location: ANN 305

Instructor: Shira Fine

Office: ANN classroom or lobby

Office Hours: By request, via zoom

Contact Info: shirafin@usc.edu

Course Description

This course will familiarize students with strategies and practices in the growing field of public relations/strategic communication through practical application and group simulation of public relations and advertising strategic frameworks. Students will be required to analyze current events and cases and devise practical implementation approaches. The practical implementation will include simulation activities where students are asked to operate in groups as agency and in-house communication teams through several (3-4) simulation scenarios. This course is the foundation of the public relations and advertising program.

Student Learning Outcomes

By course end, the student will be able to:

- Explain modern-day public relations and advertising concepts and practices.
- Practice critical thinking, strategy and campaign planning and integration in a communication context.
- Demonstrate the capacity to extract actionable and defensible insights from research and information.
- Apply an ethical reasoning method to public relations and advertising campaigns.
- Explain why stakeholders, uncontrolled external factors and ethics are critical elements in campaign development.
- Demonstrate the ability to strategically identify and address opportunities, challenges and key constituencies for a communication campaign.
- Deconstruct and present a campaign analysis using several PR and Advertising strategic planning frameworks (ROPES, PESO, Message Mapping, 4-Pillar Strategic PR Framework, etc.).
- Develop and present original, integrated campaign plans based on research, strategy and actionable insights.

Course Notes

The class is a mix of lecture and group learning through agency and in-house PR team simulations. Students will participate and contribute their thoughts and insights through continuous application of concepts, PR frameworks, theories, and implementation approaches. Brightspace is used for updates, posting homework and assignments and to take quizzes and exams.

Description and Assessment of Assignments

Class Participation and Case Study Discussion (15% of grade)

Students are expected to regularly attend and actively participate in classes, fully contribute to group work and simulations, complete all required readings before each class session, and contribute to class discussions and case study reviews to understand what the best PR and advertising programs entail. It is important to attend class and actively participate, since class activities and interaction with peers encourage creative dialogue and diversity of perspective, which helps enhance your learning.

Classes begin promptly, so please arrive on time. If you are unable to attend class for some reason, please notify the instructor as soon as possible and assume personal responsibility for gathering notes from other classmates.

At the end of the semester, points will be allocated to students based upon:

- Lecture / discussion – Everyone must participate. I will ask you to share your thoughts.
- Case studies – We will study actual and practical case studies to understand what the best PR programs entail. Participation during case study reviews counts towards your participation grade.
- Industry news/updates – You must stay informed of current topics in the public relations industry. You are required to read PR industry or other news and be prepared each week to discuss something interesting you came across. Each week students will be asked to share news events and relate them to the lesson. This is part of your participation grade.
- Quizzes and midterm exam – Based on the textbook and class lecture.
- Team Simulation- You will experience what it is like to operate as a PR agency and as an in-house team and be required to apply the concepts to creating PR plans. Simulation teams will create plans and at least one full-campaign which will be part of your final exam.
- Final group project/presentation – Development of a public relations campaign to be presented during the final class and an individual PR Portfolio.

Grading

a. Grading Breakdown

Quizzes (20% of grade) and Midterm Exam (25% of grade)

Quizzes and midterm exam will be based on work covered in the textbook readings and class lectures.

Team Simulation (part of class participation 15%)

You will experience what it is like to operate as a PR and advertising agency and as an in-house team and be required to apply the concepts to creating PR and ad plans. Simulation teams will create plans and at least one full campaign, which will be part of your final project. Your peers will evaluate your contributions to this work, attendance at group meetings, meeting group deadlines, etc. Peer evaluation feedback will be factored into each graded work for each of the 3-4 simulation rounds.

Final Group Project/Presentation (30% of grade)

Development of a public relations campaign to be presented during the final class (including a comprehensive paper), and an individual PR Portfolio that you can use professionally—for the purposes of employment, internships, scholarships, etc.

Assessment Tool (assignments)	% of Grade
Quizzes (based on textbook and lectures)	20%

Assessment Tool (assignments)	% of Grade
Homework/Assignments	10%
Midterm Exam	25%
Final	30%
Participation	15%
TOTAL	100%

b. Course Grading Scale

Letter grades and corresponding point value ranges.

Letter grade and corresponding numerical point range		
95% to 100%: A	80% to 83%: B- (B minus)	67% to 69%: D+ (D plus)
90% to 94%: A- (A minus)	77% to 79%: C+ (C plus)	64% to 66%: D
87% to 89%: B+ (B plus)	74% to 76%: C	60% to 63%: D- (D minus)
84% to 86%: B	70% to 73%: C- (C minus)	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. A grade of F also will be assigned for any plagiarized and/or fabricated material that is submitted.

d. Grading Timeline

Assignments, quizzes and the midterm will be graded 1-3 weeks after they are submitted. Grades are updated and tracked in Brightspace.

Assignment Rubrics

Rubrics for assignments will be provided with assignments.

Assignment Submission Policy

1. All assignments are due at the beginning of class on the dates indicated. I will accept early assignments, but I will not accept late assignments. Late assignments will automatically be given a grade of O/F.
2. Assignments must be submitted via Brightspace unless I have given you different instructions.

Required Readings and Supplementary Materials

You must keep up with current events. Please browse one or more of the following PR or news websites. Periodically we have class discussions based on news/case studies from these news sites.

- prweek.com (Annenberg students receive free subscriptions)
- prnewsonline.com
- prdaily.com
- odwyerpr.com
- adweek.com
- provokemedia.com
- Major news platforms

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.

Add/Drop Dates for Session 001

(15 weeks: 8/26/2024 – 12/6/2024; Final Exam Period: 12/11-18/2024)

Link: <https://classes.usc.edu/term-20243/calendar/>

Last day to add: Friday, September 13, 2024

Last day to drop a class without a mark of "W," except for Monday-only classes, and receive a refund: Friday, September 13, 2024

Last day to change enrollment option to Pass/No Pass or Audit: Friday, September 13, 2024 [All major and minor courses must be taken for a letter grade.]

Last day to add/drop a Monday-only class without a mark of "W" and receive a refund or change to Audit: Tuesday, September 17, 2024

Last day to withdraw without a "W" on transcript or change pass/no pass to letter grade: Friday, October 11, 2024 [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.]

Last day to drop with a mark of "W": Friday, November 15, 2024

Course Schedule: A Weekly Breakdown

A weekly schedule of the topics, readings, and deliverables for the course.

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.

Week/Date	Topics/Daily Activities	Readings and Homework
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<p>Week 1 8/28</p>	<p>Introductions</p> <p>PR 250 Overview</p> <ul style="list-style-type: none"> ▪ Course overview ▪ Syllabus review ▪ Expectations ▪ Policies and procedures <p>Simulation Team Formation 1 (First Round Simulation Teams Announced)</p> <p>Origins of Public Relations & Advertising</p> <ul style="list-style-type: none"> ▪ What is public relations and what is advertising ▪ Misconceptions about both ▪ The history of PR and the history of advertising– how they have evolved ▪ The functions of PR and advertising ▪ ROPES model of public relations <p>Consuming the News</p> <p>Guest Speaker: Roy Lowenstein, former press secretary for Department of Education</p>	<p>Preface, chapters 1 and 2</p> <p>Listen to one episode of Longform podcast (recommendations: Maggie Haberman or Mike Issac)</p> <p>Simulation Formation 1 Fundamentals: Students chose to be agencies or in-house teams</p>
<p>Week 2 9/4</p>	<p>The Research Process: Research and Theory</p> <ul style="list-style-type: none"> ▪ Why is research so important; how is it done; how to use it ▪ Common PR research methods ▪ The role of strategy with regard to research <p>Public Opinion/Persuasion</p> <ul style="list-style-type: none"> ▪ Why public opinion matters ▪ Tips/best practices to help tell our story and persuade audiences <p>Guest Speaker: Brandon Shaw, corporate communications at Hulu</p>	<p>Chapter 4</p>
<p>Week 3 9/11</p>	<p>Planning, Objectives and Tactics in PR and Advertising</p> <ul style="list-style-type: none"> ▪ Planning: The value of a communications plan; how to create a plan ▪ The role of strategy with regard to planning ▪ Putting plan to action ▪ The role of strategy with regard to tactics <p>Paid Media/Advertising</p>	<p>Chapter 5</p>
<p>Week 4 9/18</p>	<p>An Introduction to Messaging</p> <p>Media Training</p>	<p>Simulation 2 Team Formation Agency-PR/advertising Strategy</p>

	<p>Simulation 1 Presentations</p>	<p>Creation for client: Agency name and brand, Research on issues</p> <p>Strategic PR Framework- Message Creation, Plan Preparation; Story Activation, Ongoing Amplification</p>
<p>Week 5 9/25</p>	<p>Reaching Audiences through Mass Media</p> <ul style="list-style-type: none"> ▪ Collateral materials: What are they? How are they used? ▪ Mass media: radio, TV, newspapers, blogs, etc. <p>Media Relations</p> <ul style="list-style-type: none"> ▪ Press release ▪ Media advisory ▪ Pitch <p>Media Monitoring</p> <p>Guest Speaker: Bill Burton, former Deputy Press Secretary for President Obama</p>	<p>Chapters 6, 7 and 8</p>
<p>Week 6 10/2</p>	<p>Evaluation</p> <ul style="list-style-type: none"> ▪ How to know if we succeeded ▪ Common PR and advertising evaluation methods ▪ Demonstrating ROI <p>Social Impact</p>	
<p>Week 7 10/9</p>	<p>Midterm Review</p> <p>Meeting and Events- PR and Advertising campaigns often include large and small meetings and events. We'll review types of events, event planning concepts and best practices.</p> <p>Thought Leadership</p>	
<p>Week 8 10/16</p>	<p>Round 2 Group Presentations & Individual Midterm</p> <p>Guest Speaker: Kerry Bennett, Marketing Partner at Upfront Ventures (largest VC in LA)</p>	
<p>Week 9 10/23</p>	<p>PR and Advertising in Corporations</p> <ul style="list-style-type: none"> ▪ Corporate Social Responsibility, community relations, reputation management, social responsibility, employee communications and investor relations <p>Guide to New Business and Marketing Yourself</p>	<p>Chapters 10 and 11- Corporations</p> <p>Simulation Formation 3 Corporate Comms Team-</p>

	<p>Third Round Simulation Team Announced</p> <p>Guest Speaker: Elizabeth Rosenberg, Founder of The Good Advice Company, formerly 72andSunny, TBWA (Apple)</p>	<p>Strategy Creation as in-house team; Simulation casework based on current company in the news</p>
<p>Week 10 10/30</p>	<p>Issues Management and Crisis Communications</p> <ul style="list-style-type: none"> ▪ What are conflicts and crisis situations ▪ Conflict management lifecycle ▪ Strategies for dealing with issues, risks and crisis ▪ Restoring corporate reputation <p>Guest Speaker: Emily Schwartz, Partner at Bryson Gillette, Former Uber, NationBuilder</p>	<p>Chapter 12 Chapter 3 Research an advertising crisis</p>
<p>Week 11 11/6</p>	<p>The Future of PR and Advertising</p> <ul style="list-style-type: none"> ▪ Discuss changes PR executives, professionals, scholars and students foresee in the PR industry in the future ▪ Review research studies conducted by USC Annenberg Center for Public Relations. Reports include Relevance Report / Global Communications Report 	<p>FINAL Simulation Team Announced- These are the teams that will go into course Final Presentations together FINAL SIMULATION TEAM FORMATION</p>
<p>Week 12 11/13</p>	<p>Specialty Practice Areas</p> <ul style="list-style-type: none"> ▪ What are PR and Advertising in sports, entertainment, non-profits, education and government ▪ <p>Final Preparation as Groups in class</p>	
<p>Week 13 11/20</p>	<p>USC COURSE EVALUATIONS Preparation for final</p>	
<p>Week 14 11/27</p>	<p>No Class: Thanksgiving Break</p>	
<p>Week 15 12/4</p>	<ul style="list-style-type: none"> ▪ Individual portfolio submissions and presentations ▪ Final preparation 	
<p>Final Exam Period Date: Mon., 12/16, 11 a.m.-1 p.m.</p>	<ul style="list-style-type: none"> ▪ Final presentations and Final 	

Policies and Procedures

Additional Policies

Class starts on time. Since Simulations are a core part of this class, your participation will be evaluated by both me and your teammates. If you miss group meetings, don't contribute equally to group assignments, and have frequent absences—your grade will suffer.

Communication

Students should feel free if needed to email the instructor outside of class to ask questions, get assignment clarifications or to arrange a one-on-one meeting. Student inquiries will be responded to within 48 hours.

If you must miss class, you are still 100% responsible for doing the classwork AND homework- and submitting them on time by the next class. Missing a class does not exempt you from class work, and you will receive a reduced participation grade if you do not complete the assignments done during the class you missed and submit them before the next class.

- Assignments are due to me at the time I designate. All assignments must 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.
- **There will be no make-ups for the midterm or final exam.**
- 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.
- Whenever possible, I will share our guest speaker in advance. Please come prepared with questions for them.
- No texting or any use of cell phones or other forms of electronic communication during class. Doing so will have a negative impact on your grade. Computers are for class work only. If I have to stop class to ask you to stop using your cell phone or other device, you will lose participation points for that class.
- 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 Brightspace every week for updates on homework and assignments. You are also responsible for checking your USC email account, which is how I will communicate with you.
- Artificial Intelligence plays a role in PR, and many people use it poorly. Include a note with assignments if and how you used AI.

What You Can Expect from Me

1. I am open to your questions and welcome the opportunity to discuss any issues concerning you. Reach out to me. I am here for you.
2. I am fair. When you get an assignment back from me, you should have a good idea why you earned the grade you did. However, if things are not clear, let's talk. The more discussion, the better the understanding.
3. This syllabus is a general guideline for what we will cover during the semester. There will be in-class writing, homework and other assignments. Please suggest topics that are of interest to you, and I will do my best to incorporate those ideas into assignments so that we can broaden our horizons into more diverse writing.
4. 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.
5. I am available for questions and conversations by appointment. Ready access is through email. I will respond to all messages, unless my message service indicates otherwise.

Course Content Distribution and Synchronous Session Recordings Policies

USC has policies that prohibit recording and distribution of any synchronous and asynchronous course content outside of the learning environment.

Recording a university class without the express permission of the instructor and announcement to the class, or unless conducted pursuant to an Office of Student Accessibility Services (OSAS) accommodation, is prohibited. Recording can inhibit free discussion in the future, and thus infringe on the academic freedom of other students as well as the instructor. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

Distribution or use of notes, recordings, exams, or other intellectual property, based on university classes or lectures without the express permission of the instructor for purposes other than individual or group study. This includes but is not limited to providing materials for distribution by services publishing course materials. This restriction on unauthorized use also applies to all information, which had been distributed to students or in any way had been displayed for use in relationship to the class, whether obtained in class, via email, on the internet, or via any other media. ([Living our Unifying Values: The USC Student Handbook](#), page 13).

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 public relations or advertising class.

Statement on Academic Conduct and Support Systems

Academic Conduct

The USC Student Handbook

(https://policy.usc.edu/wp-content/uploads/2022/09/USC_StudentCode_August2022.pdf)

Academic Integrity

The University of Southern California is foremost a learning community committed to fostering successful scholars and researchers dedicated to the pursuit of knowledge and the transmission of ideas. Academic misconduct is in contrast to the university's mission to educate students through a broad array of first-rank academic, professional, and extracurricular programs and includes any act of dishonesty in the submission of academic work (either in draft or final form).

This course will follow the expectations for academic integrity as stated in the [USC Student Handbook](#). All students are expected to submit assignments that are original work and prepared specifically for the course/section in this academic term. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s). Students suspected of engaging in academic misconduct will be reported to the Office of Academic Integrity.

Other violations of academic misconduct include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the [student handbook](#) or the [Office of Academic Integrity's website](#), and university policies on [Research and Scholarship Misconduct](#).

USC School of Journalism Policy on Academic Integrity

https://catalogue.usc.edu/preview_entity.php?catoid=16&ent_oid=3459

“Since its founding, the 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.”

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.

Generative AI Policy

The USC Annenberg Public Relations and Advertising program views generative AI as an addition to USC’s digital literacy tools that students are encouraged to experiment with and use inside and outside the classroom. Students may use generative AI tools such as Chat GPT to help complete their class assignments but must disclose such use in the bibliography or notes section. Students are solely responsible for the quality and the accuracy of their submissions, regardless of whether they were completed with the aid of generative AI.

Students and Disability Accommodations

USC welcomes students with disabilities into all of the University’s educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. **This should be done as early in the semester as possible as accommodations are not retroactive.** More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Student Financial Aid and Satisfactory Academic Progress

To be eligible for certain kinds of financial aid, students are required to maintain Satisfactory Academic Progress (SAP) toward their degree objectives. Visit the Financial Aid Office webpage for undergraduate- and graduate-level SAP eligibility requirements and the appeals process.

Support Systems

USC Annenberg has an embedded student health counselor, Dr. Kelly Greco. Dr. Greco helps students prioritize their mental health and emotional well-being. In this video, she shares a few tips for how to "Fight On" every day. Students may schedule sessions with her through MySHR or by calling (213) 740-9355 (WELL). USC Student Health services are also available to support student's mental health journey by visiting: <https://usc.edu/counseling-mental-health/>

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

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

988 Suicide and Crisis Lifeline - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086

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.

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

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

The Office of Student Accessibility Services (OSAS) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 740-0411

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

Diversity, Equity and Inclusion - (213) 740-2101

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

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) 442-1200 – 24/7 on call

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Annenberg Student Success Fund

<https://annenbergscholarships.usc.edu/current-students/resources/annenbergscholarships-and-awards>

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.

Annenberg Student Emergency Aid Fund

<https://annenbergscholarships.usc.edu/current-students/resources/annenbergscholarships-and-awards>

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

About Your Instructor

Shira is a partner at Bryson Gillette, a California and Washington, D.C.-based, minority-owned, intentionally diverse strategic communications and political agency. As the head of Bryson Gillette's strategic communications department, Shira creates audacious, award-winning communication campaigns for high-impact, high-profile organizations and individuals working to change the world. Her proudest achievements include advising the social impact campaign for Netflix's Oscar-nominated, ceiling-shattering documentary Crip Camp; elevating the media profile of the largest homeless services and advocacy organization in California; and running the communications of a new non-profit dedicated to getting Apple to better detect child sexual abuse on its platforms.