USC Annenberg

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

Fall 2024 – Thursdays – 6-9:20 p.m.
Section: 21278R
Location: ANN 405

Instructor: Zahra Nealy
Office: Zoom or by appointment
Office Hours: By appointment
Contact Info: znealy@usc.edu | 310.945.7249

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 philanthropy; their role in society; and how to develop and implement a comprehensive public relations campaign for such organizations.

Student Learning Outcomes

Upon completion of this course, students will be able to:

- Identify the types of non-profits and develop and implement a comprehensive public relations campaign in that setting
- Demonstrate the role of mission, strategies and tactics in non-profit campaigns through group discussions and interactions with guest speakers
- Evaluate 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
- Analyze case studies and present-day scenarios through the deconstruction of a public relations campaigns
- Produce a public relations campaign for a non-profit of the student's choice

Course Notes

- Letter grades will be assigned.
- Announcements, assignments, lecture slides, supplemental readings, interim gradebook scores, and other information will be posted on Brightspace for this class. It is the student's responsibility to download slides, supplemental readings and assignments that are posted on this class' Brightspace site.
- Announcements and important information may be communicated to students **via Brightspace** email function. It is the student's responsibility to check the email account associated with Brightspace for updates, assignments, and new information. The instructor will communicate exclusively through this email account.

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, students 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 conversations 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 the 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 final project will be provided in class.

Grading
a. Grading Breakdown
Description of assessments and corresponding points and percentage of grade.

Assessment Tool (assignments)	Points	% of Grade
Class Participation (in-class assignments and discussion)	100	10%
Cases of the Week	50	5%
Homework	150	15%
Midterm	150	15%
Case Study Group Project	250	25%
Final Project	300	30%
TOTAL	**1,000**	**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
Graded assignments will be returned to students during the next class session. Grades will be posted on Brightspace.

Assignment Rubrics
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 Brightspace). 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. Specific rubrics will be provided for assignments when applicable.

Assignment Submission Policy
- All assignments are due on the dates specified. Assignments must be typed and submitted on Brightspace and a copy sent 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.

Required Readings and Supplementary Materials
Important note to students: There are no textbooks required for this course. Reading assignments are linked directly on this syllabus. Supplementary materials will be accessible on Brightspace.

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	Deliverable/Due Dates
Week 1 8/29	**Getting Started:** • Introductions, • Course Description & Outcomes **Overview:** • Non-Profit History, Structure and Types • The Role of PR in Non-Profits (Strategic Integrated Planning Model)	**Homework:** • Conduct PR/communications audit on two (2) non-profits. • "I Care Because…" **Read:** "What is a 'Nonprofit'?" "Myths About Nonprofits" "Understanding the Nonprofit Sector and Nonprofit Organizations"	Discussion of individual student backgrounds and academic/career goals.
Week 2 9/5	**Non-Profit PR & Communication Essentials** **Media Resources on a Shoestring Budget** **Guest Speakers:**	**Homework:** Create a sample media kit for a non-profit of your choice. Read: Guide to Modern PR 2024 Nonprofit Communications Trends Report	**Due at 6 p.m.:** • 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, Writer		
Week 3 9/12	**Media Coaching 101** **How to Conduct a SWOT Analysis** **Guest Speaker:** Ellen Armour, Development & Marketing Director Fresno Philharmonic	**Homework:** Write a 2-3-page analysis on one (1) organization's response to the Black Lives Matter or Stop Asian Hate movements; the Supreme Court rulings overturning Roe v. Wade and/or affirmative action in university admissions **Read:** How corporate America is slashing DEI workers amid backlash to diversity programs Why Diversity, Equity, and Inclusion Matter for Nonprofits	**Due at 6 p.m.:** ● Sample media kit ● Come prepared to ask guest speaker questions
Week 4 9/19	**Diversity, Equity & Inclusion: A Non-Profit's Role in Social Impact** **Guest Speaker:** Natasha Shows, Region Director, Internal Communications, Dignity Health	**Read:** Inclusive Philanthropy 11 Lessons that PR Professionals Need to Learn in a Digital World 6 Essential Tips for Getting Through Any Nonprofit Crisis	**Due at 6 p.m.:** • 2-3-page analysis on one (1) organization's response to the Black Lives Matter or Stop Asian Hate movements; the Supreme Court rulings overturning Roe v. Wade and/or affirmative action in university admissions • Come prepared to ask guest speaker questions
Week 5 9/26	**Crisis Communications** RACE Activity **Know Your Audience: External vs. Internal Communications** **Guest Speakers:** Allison Rosenzweig, Director, Scientific Communications, Pancreatic Cancer Action Network **Group Case Study Assignments**	**Homework:** ● 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). ● Work on Group Case Study outline due by 10/24. **Read:** New Data and Resources on Volunteers Influencer Marketing for Nonprofits: The Beginner's Guide Star Power: The Pros and Cons of Celebrity Endorsers	

Week 6 10/3	**Digital Media** **Importance of Philanthropy & Fundraising** **Guest Speaker:** Beth Hatcher, Founder, Beth Interactive **Guest Speakers** Paul Richardson, Senior Vice President of Engagement, CommonSpirit Health Philanthropy	**Homework:** ● Write a blog post, no more than 500 words, containing headline and meta description. Include suggested multimedia and social media copy to use. **Read:** Overview of Fundraising and Philanthropy Eight Myths of US Philanthropy	**Due at 6 p.m.** • RACE method (2-3 pages max). • Come prepared to ask guest speaker questions • Study for midterm on 10/17 [**Rosh Hashanah:** October 3-4]
Week 7 10/10	**FALL RECESS** **NO CLASS**		
Week 8 10/17	**Midterm** **Mobilizing & Engaging Stakeholders** (Celebrities, Influencers Volunteers & Strategic Partnerships) **Guest Speaker:** Brandi Boatner, Manager, Digital & Advocacy Communications, IBM	**Read:** The Role of Brand in the Nonprofit Sector 13 Best Practices For Nonprofit Communications During COVID-19	**Due at 6 p.m.:** ● Blog post ● Come prepared to ask guest speaker questions [**Sukkot:** October 17 - 18]
Week 9 10/24	**Elements of a PR Campaign** **Branding & Non-Profits** **Guest Speakers:** Diane Martin, Division Director, Marketing, Dignity Health	**Homework:** • Work on Group Case Study • Identify a non-profit for final project by 10/31 **Read:** Stop Raising Awareness Already 4 storytelling tips to inspire and engage your nonprofit audience Ethical Storytelling for Nonprofits	**Due at 6 p.m.:** • Group Case Study outline [**Shemini Atzeret and Simchas Torah:** October 24-25]
Week 10 10/31	**The Importance of Storytelling**	**Homework:** • Work on Group Case Study **Read:**	**Due at 6 p.m.:** ● Submit name of non-profit for final project.

	Discuss Final Project	[A Guide: How Nonprofits Can Better Use Measurement](#) [Barcelona Principles 3.0](#)	
Week 11 **11/7**	**From Soup to Nuts: A Founder's Perspective** **Guest Speakers:** Julie Flygare, Founder, Project Sleep Ron Holden, Founder, Ride for Black Lives	**Homework:** Finalize Group Case Study Projects for presentations on 11/14	
Week 12 **11/14**	**Group Case Study Presentations** **The Future of Giving/Industry Forecasts & the Importance of Innovation (AI)** **Showcasing Impact & Measuring ROI** **Guest Speakers** Tricia Snyder, Managing Director, Philanthropy West + Inclusive Philanthropy, UNICEF	**Homework:** Work on final projects **Read:** ["Dealing with Trust Violation Events"](#) [Ethics and Nonprofits](#)	**Due at 6 p.m.:** Group Case Study Projects
Week 13 **11/21**	**Group Case Study Presentations (if needed)** **Ethics & Watchdog Groups** **Guest Speaker:** Lisa Baxter, President, Association of Fundraising Professionals, Greater Los Angeles Chapter	**Homework:** Work on final projects **Read:** [The Wall Street Takeover of Nonprofit Boards](#) [Philanthropy and Digital Civil Society: Blueprint 2024](#)	
Week 14 **11/28**	**THANKSGIVING BREAK** **NO CLASS**		
Week 15 **12/5**	**Getting a Job at a Non-Profit** **Submit Course Evaluations**	**Homework:** Work on final projects	

Final Exam Period 12/12, 7-9 p.m.	**FINAL PROJECTS DUE** Final summative semester review		**Due at 7 p.m.:** Final projects

Policies and Procedures
Additional Policies

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 an assignment 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.
- Respect and mindfulness. I am committed to affirming the identities, realities and voices of all students, especially those from historically marginalized or underrepresented backgrounds.

What I expect from you:
- Class starts 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 classsmate. Be sure to check Brightspace for class slides.
- 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 are 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 Brightspace 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.

- • Respect and mindfulness of your fellow classmates.
- • Have fun and put in what you want to receive from this class.

Communication
I encourage students to contact me via email at znealy@usc.edu to discuss any class or career-related questions and/or arrange office hours in person or via Zoom. Please allow for a response within 48 hours during weekdays or 72 hours if sent over the weekend.

Classroom Policies
This is a fun class with very serious objectives, and I expect students to be respectful of each other during this intensive course. Respect is perhaps the most important value that I expect from students taking my class. It's how communicators should behave professionally, and I will not tolerate anything less than this. **You must feel completely free to disagree with me at any time, or to raise questions about process, policies, procedures** – all questions are fair, and I enjoy challenges from students because from questions come new ideas. But I do expect that communication within the classroom be respectful of each person. As such, here is a list of classroom norms:

Classroom Norms
- • The classroom is a safe space for learning and sharing.
- • The primary commitment is to learn from each other.
- • Build on one another's comments; work toward shared understanding.
- • If you wish to challenge something that has been said, challenge the idea or the practice referred to, not the individual sharing this idea or practice.
- • Keep the tone and words respectful and productive.
- • Allow others a chance to participate; empower yourself to participate.
- • Maintain one another's confidence. We want to create an atmosphere for open, honest exchange.
- • Do not write or say anything that would be compromising if it were made public.

Course Evaluations
Course evaluations occur during the penultimate class session. Time will be allotted to complete your evaluations during that class session. In addition, a mid-semester evaluation will be conducted.

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. 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 by unpaid and can only be applied to one public relations or journalism 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.

Support Systems:

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.

About Your Instructor

Zahra Nealy is a public relations and communications professional with over 15 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 Pasadena Humane, Pancreatic Cancer Action Network and Cedars-Sinai.

She is currently the manager of philanthropy communications at California Hospital Medical Center Foundation, the philanthropic arm of Dignity Health – California Hospital Medical Center in downtown Los Angeles.
She is an inductee of the 2023 Association for Healthcare Philanthropy's "40 Under 40" class and 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. She also has presented to the Association of Fundraising Professionals - Greater Los Angeles Chapter, National Association for Cancer Development Officers and CommonSpirit Health Philanthropy's Philanthropy Education Summit. She also serves on the board for the National Association of Black Journalists - Los Angeles Chapter and Women in Health Administration of Southern California.

Zahra earned her A.S. in Natural Sciences from Riverside City College, 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 Koreatown and enjoys traveling, movies, all things Halloween!