

COMM2208 -- SPECIAL TOPICS IN PR AND ADVERTISING: NONPROFIT PR

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Stockton University

School of Arts and Humanities

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Room: B-104

Day/Time: Tuesday and Thursday, 6-7:50 pm

Required Books:

- ***The New Rules of Marketing and PR***, Scott, David Meerman, Wiley, 5th Edition, 2015.
 - *(Cost on Amazon -- \$13.21, also available in the Stockton bookstore and Kindle version)*
- ***Media Relations Handbook for Government, Associations, Nonprofits and Elected Officials***, 2nd Edition: Fitch, Bradford and Holt, Jack, The Capitol.net, Inc., 2012.
 - *(Cost on Amazon for Kindle Version -- \$7.96. Buy it there.)*
- ***The New York Times*** -- For this course, you are required to have a FREE digital subscription, which you can get by going to:
<https://myaccount.nytimes.com/verification/edupass> and following the instructions under "First Time User". Please note -- once you have hit the 10 free articles per month, you are able to daily get a 24 hour free pass as a Stockton student. There are also several locations on campus where The New York Times is available daily. Additional information at:
<http://intraweb.stockton.edu/eyos/page.cfm?siteID=113&pageID=59>

Course Description:

This course focuses on the practice of public relations in nonprofit organizations, how it differs from PR in for-profit organizations, and how marketing and fund

development interact with public relations. It will explore public relations from a hands-on approach and investigate career opportunities in nonprofit PR.

Course Objectives:

By the end of the class, students will:

1. Recognize the difference between nonprofit PR and traditional PR, as well as the difference between fund development, publicity, and events planning at a nonprofit
2. Practice assessing an organization/nonprofit through a PR framework
3. Execute a PR goal/strategy developed from a PR Plan
4. Experience modern modalities in nonprofit PR by maximizing a multimedia message
5. Explore why it is important to have a crisis plan and how to create an advance plan for crisis communication
6. Consider individual value systems, organizations' value systems, and how that is used to build narrative for an organization

Policies

Academic Honesty:

As an academic institution of merit and integrity, Stockton University affirms its commitment to the honesty and excellence of research and pedagogy conducted by members of the Stockton academic community. Academic dishonesty is a serious violation of academic policy and the Campus Conduct Code, and is punishable by severe sanctions including suspension and expulsion. The range of sanctions imposed is contingent on several factors, including the decision of the faculty member making the charge, whether it is the student's first or a repeat offense, and the extent and nature of the offense. It is possible that a first offense will carry a penalty of suspension or expulsion, if deemed appropriate by the University. The University makes two primary demands of its students and staff: 1) that each individual exercise the utmost care in planning and preparing the work presented for academic consideration, and 2) that members of the academic community conscientiously ensure the validity and protect the integrity of academic work and the grades earned for such work. More information is available at: <http://intraweb.stockton.edu/eyos/page.cfm?siteID=209&pageID=17>

It is the expectation of this instructor that all the work created for this course is original

work.

Attendance Policy:

This course is two days per week, with a teaching methodology that includes online submissions in Blackboard. Attendance is mandatory. Work for this course will be submitted and reviewed through Blackboard, and that constitutes your online attendance, which makes up a part of your attendance grade.

There is a direct correlation between attending class (online and off) and the amount of information students are able to absorb. Because you are adults, the course design is based on the assumption that each of you is a resource person as well as a learner and that each of us has a responsibility to contribute to the group's learning as well as our own. Practically, this means that if you miss a class or online assignment then all class members have lost your unique contribution. However, it is recognized that lives are complex and at times other responsibilities intrude on your attendance. Based on these realities, here is the attendance policy:

1. You are expected to attend each class prepared by completing the assigned readings and assignments. This will make for the most effective class for everybody. You are also expected to participate fully in Blackboard sessions.
2. It is expected that you will:
 - Prepare for and attend all class sessions
 - Actively participate in all class activities, conversations, and assignments
 - Participate regularly and substantively online
 - Raise questions and observations about material
 - Share your learning with colleagues
 - Challenge each other constructively (we all learn from this)
 - Listen to each other
3. If you must miss any classes or anticipate late arrivals, please do not register for this class. Your absences will be too disruptive, especially for the effective functioning in-class exercises.

Incomplete Grade Policy

11.2. Incomplete

Incomplete, I, may be given to students only under the following conditions:

- (1) something happened to the student within the last two weeks of the semester that made it impossible for the student to complete the course (a serious accident or serious illness, or very significant personal tragedy, etc.
- (2) the student must have completed 75 % of the course work

- (3) the student must submit a written petition for Incomplete to the instructor, and
- (4) a formal written contract should be made with the instructor

Participation and Submission of Work:

The course will be organized and facilitated in the following ways:

One goal of this course is to create a learning community where everyone can safely explore the theory and practice of nonprofit public relations. We will strive to create and enhance a learning community in both the class and digital formats and expect you to support a constructive learning community. Various assignments will include exploration of theory, practice, assigned readings in the literature, reflections, stories, and related exercises. There will be a considerable amount of critical thinking in this course, and there will be constructive critique provided by your classmates. It is important to be able to think critically, whether you are in media production, media consumption or management/public relations, and this begins with this course.

Some of the ground rules that we will use in class and online include: listening to each other, asking rigorous and creative questions, offering suggestions, providing feedback about developing our learning community, and sharing “findings” of new or related materials about multimedia literacy.

As you are adult learners, you are responsible for all the readings required and writing submissions.

Participation matters -- if you participate during class consistently throughout the semester and have a B+ in points, you will receive an A-. Consequently, if don't participate consistently and have a B+ in points, you will receive a B.

Special Consideration:

The Learning Access Program (LAP) provides assistance to students with disabilities. Every effort is made to arrange appropriate accommodations based on a student's documented disability so that the student can participate fully in the life of the University community. Students with both long-term/permanent as well as temporary disabilities must register with the LAP to obtain services and accommodations. Registration is strictly voluntary and on a confidential basis. It is important that all requests for accommodation be substantiated by appropriate documentation. The services are meant to help students devise strategies for meeting University demands and to foster independence, responsibility and self-advocacy. The Learning Access Program is located in J-204 and may be reached by telephone at 609-652- 4988. (*Adapted from The*

Preferred Pronouns/Names

If you are interested in using a name or preferred pronoun other than what is recognized by the institution, please do not hesitate to let me know. It is my express wish to respect people's ability to self-define their identity and this will be supported in the course by both the professor and students.

Sensitive Subjects

As this is a class that discusses public relations and nonprofits, there will be topics covered that might be impactful based on your personal experience. Topics like this might include discussions about racism, sexism, classism, homophobia and ableism. The focus of these dialogues will be educational and deliberative. However, it is important to take care of yourself -- if you are overwhelmed or need a break at any time, please feel free to do so.

Methodology

You will typically have THREE TO FOUR assignments per week and then ONE midterm project and ONE final project.

1. Readings and Viewings

13-14 @10 pts. each

Every week there will be required readings and/or viewings that will be linked within Blackboard digitally or will be part of your textbooks. You are required to read these (or listen to or view them if they are video or audio clips). Every week you will complete a quiz in Blackboard on the readings/viewings.

2. Nonprofit Public Relation Case Studies

13-14 @12 pts. each

To truly understand the nuances of nonprofit public relations, each week you will be provided with a case study that you then dissect during a discussion. You will be responsible for creating a dialogue and supporting others to build the discussion as well.

4. Portfolio Item Development

5-6 @ 30 pts. each

(Alternating Weeks, assigned on the odd week, due on the even week)

As a developing public relations professional, it is important that you create and maintain a digital portfolio. Stockton University contracts with Digication so that you can

create a professional digital portfolio. Additional information is available here:

<https://elearning.stockton.edu/student-support/e-portfolio/digication/>

For these assignments, you will create the Portfolio Item as directed, turn in it for a grade, and receive recommendations around it. Once it has been updated, you should put it in your portfolio. All portfolios will receive final checks at the end of the semester.

5. Service-Learning Assignments #1-5 -- 45 pts.

Service-learning has five assignments, much of which is simple documentation or turning in work that you will already complete as part of class. Easiest 45 points you will have during this class.

6. Mid Term Project -- 50 pts.

Nonprofit Visibility Audit and Recommendation Report

Detailed information about this will be provided separately. This is part of your service-learning assignment with your chosen non-profit organization.

7. Final Project -- Non-Profit Organization Presentation -- 75 pts.

Detailed information about this will be provided separately. Your group will present on the Visibility Audit, the recommendations that came out of that, and what project you worked on for the second half of the semester.

8. Wrap Up Assignment -- 25 pts.

This will be a final reflection paper on your experience in the course as well as the public link to your e-portfolio for final review of your e-portfolio items.

Grading System

The total points for the class is approximately 605-655, give or take some points. At the end of the semester, to find your grade, divide your total points by that number to get the correct percentage:

A	98%, 99%, 100%	C	80%, 81%, 82%
A-	95% , 96%, 97%	C-	77%, 78%, 79%
B+	92%, 93%, 94%	D+	74%, 75%, 76%
B	89% 90%, 91%	D	71%, 72%, 73%
B-	86%, 87%, 88%	D-	70%
C+	83%, 84%, 85%	F	69% or less

Please understand that this syllabus is a contract between you as the student and me as the faculty member. By continuing in this class, you acknowledge that this is an agreement between yourself and the professor.

All classes will start in B104, unless otherwise noted:

<u>Week of Class</u>	<u>Topic</u>	<u>Areas to be Covered</u>
#1 Tues, Sept 6 Thurs, Sept 8	Getting to Know Yourself, Others and How Nonprofits Work	• Values clarification • Nonprofits • The difference between PR and marketing
#2 Tues, Sept 13 Thurs, Sept 15	What the Heck is Service-Learning, Anyway? Choosing an Organization	• Service-learning basics • Presentations by nonprofit organizations
#3 Tues, Sept 20 Thurs, Sept 22	Identifying Compelling Narrative	• Rules of visibility • Messages that hit the mark
#4 Tues, Sept 27 Thurs, Sept 29	Defining an Organization, Finding a Message -- Creating High Visibility Starts with a Good Plan	• Developing a communication and messaging plan • Multimedia messaging • Monitoring the plan
Week #5 Tues, Oct 4 Thurs, Oct 6	Tools, Skills and Strategies -- Part I	• Leveraging images • News releases • Press packets
Week #6 Tues, Oct 11 Thurs, Oct 13	Tools, Skills and Strategies -- Part II	• Talking points and interview prep • Generating stories by pitching
Week #7 Tues, Oct 18 Thurs, Oct 20	Getting Social with the Media -- Digital Communication	• Social media and your targeted audience • Web 2.0

Week #8 Tues, Oct 25 Thurs, Oct 27	Thought Leading with an Organization	• Thought leadership • Subject matter experts
Week #9 Tues, Nov 1 Thurs, Nov 3	Dances with Wolves -- Knowing How to Reach the Media	• Media relations • Contact databases • newsjacking
Week #10 Tues, Nov 8 Thurs, Nov 10	Tues, Nov 8 -- GO VOTE! Working with Principals and Stakeholders	• News conferences • Radio and tv interview prep • Dealing with the principal
Week #11 Tues, Nov 15 Thurs, Nov 17	Tues, Nov 15 -- New York Times Speaker Careers and Jobs in Nonprofit PR	• Internships and early careers • Jobs in Nonprofit PR
Week #12 Tues, Nov 22 Thurs, Nov 24	Ethics and Dilemmas in Nonprofit Public Relations Thurs, Nov 24 -- Thanksgiving -- OFF	• The difference between ethics and dilemmas • Why your values matter
Week #13 Tues, Nov 29 Thurs, Dec 1	What to Do When Things Go Wrong	• Crisis communication • Advance plans
Week #14 Tues, Dec 6 Thurs, Dec 8	Presentations of Final Projects for Community Partners	
Week #15 Tues, Dec 13	Finals Week Tues, Dec 13 -- Last Day of Class, 6-8 pm	