

Nonprofit Public Relations

PBRL 4432/6432-M50

Spring 2023

Online/UofM Global

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COURSE REQUIREMENTS

Catalogue description

Examines the concepts, methods, and writing tactics that help nonprofit professionals strategically communicate and promote their organization's mission and goals. Explores various techniques and channels to communicate for nonprofits, and develop an academic, creative and strategic understanding of nonprofits.

Classroom format

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is essential for you to be an organized, motivated student.

You must have internet access and Microsoft Word or other word processing software that generates a ".doc" or ".docx" extension. All assignments MUST be filed in a ".doc" or ".docx" format; type must be double-spaced with indented paragraphs.

I must be able to open your work and review it using track changes to grade it. Work submitted in a software package not noted as acceptable may result in point deductions

Accessing the course website

1. Go to the University of Memphis online learning home page:
<https://memphis.instructure.com/>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for PBRL 4432/6432-M50 to enter your course and read the instructions on the welcoming page

Course Requirements

Undergraduate Students

Undergraduate students taking this course will deliver one communications plan in two parts and they will have additional requirements listed below. Grading for these students will be organized as follows: Discussion Board Posts (10%), Participation (10%), Nonprofit Profile (25%), Mid-Term (25%), Final Project (30%).

Individual Assignments

- Discussion Board Posts 100 points
- Participation 100 points
- Nonprofit Profile 250 points
- Mid-Term (First half of final project) 250 points
- Final Project: Communications Plan 300 points

Graduate Students

Graduate students taking this course will also create a social media campaign for their nonprofit in addition to the final project. Grading for these students will be organized as follows: Discussion Board Posts (10%), Participation (10%), Nonprofit Profile (20%), Mid-Term (20%), Social Media Campaign Plan (20%).

Individual Assignments

- Discussion Board Posts 100 points
- Participation 100 points
- Nonprofit Profile 200 points
- Mid-Term (First half of final project) 200 points
- Final Project: Communications Plan 200 points
- Social Media Campaign Plan 200 points

Hit or Miss Discussion Posts

Search for an article online on a recent or current Nonprofit Organization (NPO) PR crisis. Did the NPO get it right in their response? What did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm. You should interact and develop discussion threads with your peers for each post. Don't just summarize the news story in your discussion post. Think critically!

Nonprofit Profile

You'll complete a profile of a different nonprofit of your choice other than the one you are doing the communications plan on.

The Nonprofit Profile must address the following items:

- Name of nonprofit organization.
- Brief history of the nonprofit organization.
- Mission of the nonprofit organization.

- Key services of the nonprofit organization.
- Typical target audience or clients served. (Hint: look at the nonprofit's press kit or about page.)
- Do you think the nonprofit has a good media relations strategy? Why or why not?
- What could they do differently?
- Have there been any crisis communications issues in the media?
- How were those issues addressed?
- What can they do to help them increase their exposure?

The profile should be about 750 words in total and should cite information as a journalist would. Do not use APA or MLA style citations. Say things like: According to the organization's website, Clara Barton established the American Red Cross in Dansville, New York, on May 21, 1881, and was the organization's first president.

Nonprofit Strategic Communications Plan

Every week you will learn different blocks of information that will help you develop a strategic communications plan. You will find tools and resources that you can use as worksheets to help you develop your final plan. Upon completing all the worksheets, you will simply transfer the information to a Word document. You may have to modify it or include more details for clarity. You want to ensure that anyone within your organization can read the Communications Plan and understand. The partially completed strategic nonprofit communications plan will be submitted in week 7 as your midterm project and the complete plan will be submitted at the end of the semester as your final project. The final communications plan should look like a nice report with a cover page and topic headings, subheadings, and bullet points. You can feel free to get as creative as you want with images or links to video or screenshots. You should answer the questions in the worksheets to the best of your ability based on your research of the nonprofit and hypotheticals.

The Nonprofit Strategic Communications Plan must include the following components:

- Summary/Overview
- Budget (Resources) Needed
- Goals & Objectives
- Target Audience(s)
- Key Messages
- Strategies (Approaches)
- Communications Channels
- Tools (Tactics)
- Timeline
- Measurement & Evaluation

Graduate Students: Social Media Plan

You will create a social media campaign on a nonprofit of your choice. You will receive a template that will give you all the requirements for the social media campaign.

The Social Media Campaign must address the following items:

- Name of nonprofit organization
- Executive Summary of the Plan
- Social Media Goals
- Target Audience
- Competitive Analysis
- Social Media Audit
- Content Strategy
- Measurement

Questions About Grades

If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class.

Additionally, you are responsible for tracking your grade online and meeting with me early in the semester if you are concerned about your overall grade. Meeting early and often can help both parties involved find ways to improve student-instructor understanding and quality of work.

Plagiarism policy

First offense: Redo for 50%, plus meet with Prof. Neely

Second offense: Automatic 0, no redo

Third offense: Automatic class fail

Final assignment, regardless of which offense: Automatic 0 on assignment

**Any instances of plagiarism may result in a note being added to your department file.

Late work

<24 hours late: -5% (perfect = 95% A)

24-48 hours late: -10% (perfect = 90% A)

1 Week late: -20% (perfect = 80% B)

Final call: Up to 30% credit (perfect = 70% C)

Grading

Assignment categories and points or percentage weights.

A+ = 97-100%; A = 93-96%; A- = 90-92%

B+ = 87-89%; B = 83-86%; B- = 80-82%

C+ = 77-79%; C = 73-76%; C- = 70-72%

D+ = 67-69%; D = 60-66%

F = 0-59%

A=Professional quality work that could be used with little or no modification

B=Good to excellent work and exceeds requirement, but would require revision to be used professionally

C=Satisfactory work and adequately meets requirement, but would need significant revision

D=Barely satisfies the minimum requirement and below average quality

F=Unsatisfactory work and does not meet minimum requirements

COURSE SCHEDULE

Week 1

Canvas Readings: What is Nonprofit Communications? Why a Communications Plan? Crisis Communications Planning

Assignment: Submit the name of a nonprofit for your communications plan by Sunday, Jan. 22.

Graduate Students Assignment: Submit the name of the nonprofit for your social media plan by Sunday, Jan. 22. Sunday, Jan. 22.

Week 2

Canvas Readings: Why Research?; Research Tools: Surveys; Research Tools: Communications Audit

Hit or Miss Discussion Question: Search for an article online on a Nonprofit Organization (NPO) PR crisis that has occurred recently or in the past. Did the NPO get it right in their response? What did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm.

Communications Plan Prep: See Canvas for tools such as Survey Examples Worksheet and Communications Audit Questionnaire Worksheet. When transferring this information to the final communications plan, be sure to include any history, background, important facts and/or statistics.

Week 3

Canvas Readings: Who are you and why are you here? What is a SWOT Analysis? How to do a SWOT Analysis

Hit or Miss Discussion Question: Search for an article online on a Nonprofit Organization (NPO) PR crisis that has occurred recently or in the past. Did the NPO get it right in their response? What did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm.

Communications Plan Prep: See Canvas for tools such as **SWOT Analysis Worksheet and Competitive Analysis Worksheet.**

Week 4

Canvas Readings: SMART Goals = Great Comm Plan, Communication Goals, Mission-Oriented Goals and Objectives

Hit or Miss Discussion Question: Search for an article online on a Nonprofit Organization (NPO) PR crisis that has occurred recently or in the past. Did the NPO get it right in their response? What did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm.

Communications Plan Prep: See Canvas for tools such as **Determine Goal Worksheet, SMART Goals Worksheet.**

Assignment: Submit Nonprofit Profile Sunday by 11:59 pm

Week 5

Canvas Readings: Introduction to Defining Nonprofit Target Audiences, Who is YOUR Target Audience?, Understand Your Target Audience, Personas, What is Donor/Audience Segmentation?

Hit or Miss Discussion Question: Search for an article online on a Nonprofit Organization (NPO) PR crisis that has occurred recently or in the past. Did the NPO get it right in their response? What did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm.

Communications Plan Prep: See Canvas for tools such as **Target Audience, Ideal Donor and Ideal Client Worksheets.**

Week 6

Canvas Readings: Messaging Development, Telling Your Story, Creating a Tactical Outreach Plan, Strategies and Tactics

Hit or Miss Discussion Question: Search for an article online on a Nonprofit Organization (NPO) PR crisis that has occurred recently or in the past. Did the NPO get it right in their response? What did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm.

Communications Plan Prep: See Canvas for tools such as **Message Worksheet, Strategy and Tactics Worksheet, and Choose Activities and Materials.**

Week 7

Midterm Project Due: Turn in your partially completed communications plan that should include information from worksheets from the first six weeks by **Sunday at 11:59 p.m. See Canvas for more details.**

Week 8, MAR 6, 8: SPRING BREAK

No Readings. Enjoy your Spring Break!

Week 9

Canvas Readings: Budget and Resources Needed

Hit or Miss Discussion Question: Search for an article online on a Nonprofit Organization (NPO) PR crisis that has occurred recently or in the past. Did the NPO get it right in their response? What did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm.

Communications Plan Prep: See Canvas for tools such as: **Nonprofit Marketing Budgeting Template, Sample Timeline Planning and Budget Worksheet.**

Week 10

Canvas Readings: Implementation Plan and Timeline and Communications Channels

Hit or Miss Discussion Question: Search for an article online on a Nonprofit Organization (NPO) PR crisis that has occurred recently or in the past. Did the NPO get it right in their response? What

did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm.

Communications Plan Prep: See Canvas for tools such as: **Communications Channels Worksheet, Select Communication Channels Document, Scheduling Calendar, Plan Implementation Worksheet, Choose Activities and Materials, Establish Partnerships Worksheet.**

Week 11

Canvas Readings: Social Listening

Hit or Miss Discussion Question: Search for an article online on a Nonprofit Organization (NPO) PR crisis that has occurred recently or in the past. Did the NPO get it right in their response? What did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm.

Communications Plan Prep: See Canvas for tools such as: **Social Listening Template Worksheets.**

Week 12

Canvas Readings: Measurement and Evaluation: How will you measure your results, KPI Targets, Benchmarks

Communications Plan Prep: See Canvas for tools such as: **Evaluate and Make Adjustments Document.**

Hit or Miss Discussion Question: Search for an article online on a Nonprofit Organization (NPO) PR crisis that has occurred recently or in the past. Did the NPO get it right in their response? What did they do right or what could they have done differently? Post the link to your article and answer the discussion question with at least 150 words and respond to at least one of your classmates' posts by Sunday at 11:59 pm.

Week 13-Week 14

Communications Plan Prep: See Canvas for tools such as: **Nonprofit Communications Plan Checklist.** When transferring this information to your final communications plan, be sure to convert it into paragraph form. Additional supporting documents may also be submitted.

Prepare your Final Project for Submission. Submit Strategic Nonprofit Communications Plan by Sunday at 11:59pm.

GRADUATE STUDENTS: In addition to the communications plan, also prepare your Social Media Communications Plan for submission. Submit Social Media Communications Plan by Sunday at 11:59pm.

Week 15

Final day of class is Tuesday April 25. Have a great summer!

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in PBRL 4432

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Develop an understanding around the strategies and tactics related to strategic goals and objectives.
- Understand the difference between for-profits and nonprofits, and how that affects communication tactics, resources, goals, and target publics and audiences.
- Analyze and evaluate nonprofit campaign case studies to determine efficacy and success.
- Understand how journalism and other strategic communication fields (e.g., advertising, creative mass media, marketing, organizational communication) work alongside public relations.
- Recognize the role of media in influencing the political and cultural dynamics on the global stage and how this influences nonprofit communication.
- Be sensitive to the needs of diverse and under-represented groups in programming and creating messages.
- Recognize the ethical and philosophical issues that arise in media culture and understand the range of viewpoints regarding these issues.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Earn a passing score on assignments, quizzes, and/or exams.
- Collaborate with peers and community members to identify problems and solutions facing local and national nonprofit organizations.
- Participate in one or more outside service-based activities.

How assessment of student learning will be met

Awareness

- Define and understand what makes nonprofit communication and its functions, limitations, and opportunities.
- Associate successful outcomes with the importance of understanding the diversity and cultural differences of an organization's stakeholders and target audience when developing public relations content for a nonprofit.

Understanding

- Recognize how the diversity and cultural difference of an organization's stakeholders and target audience inform the development of public relations content for nonprofits.
- Discuss and summarize how special topics within nonprofit communication (e.g., gamification, fundraising, global NGO perspectives) influence how public relations and communication professionals develop their goals, and choose their medium, audience, and outcomes.

Application

- Choose a nonprofit to work with during the semester and manage a mini-campaign on their behalf.
- This mini-campaign will result in the creation of at least five projects, which might include a media audit, environmental scans, grant proposal, donor letter, newsletter, op-ed, podcast script, and infographic.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files

or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, you are expected to comply with copyright and intellectual property laws and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted

according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.