Journalism 3410.001
Public Relations for Nonprofits
Fall 2013—Tuesday, 6:30—9:20 p.m. BLB 170
The Twitter hashtag for this course is #UNTJ3410

Instructor:
Samra (Sam) Jones Bufkins, MJ, APR
Lecturer, Strategic Communications
Email: Samra.Bufkins@unt.edu
Office: GAB 13  Office phone: 940-565-2167
Cell: XXX-XXX-XXXX (phone does not work in my basement office, text usually does)
Twitter: @samjb
Note about communicating with me:  If you need a rapid response, text me or email me.

Office Hours:  After class; Mondays roughly noon--3 p.m. (I try to escape for lunch between classes); Tuesdays 5—6 p.m.; by appointment or when my door is open. My “virtual office” is almost 24/7—but I do occasionally go off the grid to eat, sleep, have a life, etc.

Teaching Assistant:
Adrian O’Hanlon III
Email: georgeohanlon@my.unt.edu
Cell: XXX-XXX-XXXX (text or call any time before 1 p.m.)
Twitter: @aohanlon3
Adrian doesn’t have office hours but may tweet his location when he’s on campus and available for consultation.

Technical Requirements
- **Blackboard**: Unless otherwise instructed, all assignments will be submitted via Turnitin in Blackboard: There are no exceptions. Anything not submitted via Turnitin will be considered a missed assignment. **Turnitin will lock you out at the deadline—don’t be late.**
- **UNT email**: We are required to use UNT email for all official correspondence.
- **Twitter**: Tweets must be unprotected. See handout in Blackboard.
- **Facebook**: Required for following key organizations as well as project research.
- **LinkedIn**: See Blackboard for details of what I expect. This will be graded.
- **Optional Pinterest Account**: I have created a board for this class on Pinterest at [http://pinterest.com/samrajb/jour-3410-public-relations-for-nonprofits/](http://pinterest.com/samrajb/jour-3410-public-relations-for-nonprofits/) If you would like access to pin items to this board, let me know the email address you use for your Pinterest account.
Course objectives:

- Explore how nonprofits and for-profits compare and contrast
- Explore best practices and develop strategic plans for a nonprofit
- Conduct research and evaluate information by methods appropriate to the communications professions
- Understand PR opportunities, challenges and how to organize PR and marketing activities using a variety of tools, including social media
- Think critically, creatively and independently.
- Work ethically in pursuit of truth, accuracy, fairness and diversity
- Learn to identify and develop communication programs that engage donors, volunteers and other stakeholders and inspire volunteers and agency staff to become ambassadors for your cause
- Critically evaluate your own work and that of others for accuracy, fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for communications professions
- Understand concepts and apply theories in the use and presentation of images and information
- Recognize nonprofit legal and ethical issues and have a basic understanding of crisis management
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Determine the most effective measurement tools to evaluate and continuously improve Public Relations efforts in alignment with organizational goals.

Required Nonprofit Organization:
You must identify and select a nonprofit organization, which I must approve, to study and work with this semester. It may NOT be one for which you are interning, working, or working with for Jour 3420 or Jour 4460. See Blackboard for qualification details.

Required Texts:


Bookmark and familiarize yourself with the following websites, subscribe to their free newsletters and/or blogs, “Like” them on Facebook and follow them on Twitter:

The Chronicle of Philanthropy. Email subscriptions to both Philanthropy Today and Philanthropy This Week newsletters.
Subscribe to both e-newsletters published by the National Council of Nonprofits.

**The Center for Nonprofit Management** has a blog you should subscribe to via email.

**Additional Book:**
Students will be assigned one additional (unique) book related to nonprofit management or public relations which they will read and report on in class. This may not be a book you are reading for any other class. Specific texts will be assigned once class enrollment is determined. A list will be circulated for you to choose from, or you may suggest a book you’re interested in.

**Additional REQUIRED reading:**
**Supplementary Articles:** I love finding articles, websites, blogs, etc. and sharing links to them with my students and colleagues via Twitter using class hashtags. Feel free to do the same. Here’s the deal: If I “Tweet” it with the class hashtag, that’s a hint that I’d like you to at least skim over it and be prepared to discuss it in class. Feel free to share info you find with your classmates and me via this same Twitter hashtag. If I post an article in a Blackboard content folder or email it directly to you, that’s a pretty clear indication we WILL be discussing it and you can expect to see parts of it on an exam or quiz.

**Email Communication:** Communicating with students using the UNT student email account is part of the university’s contract with students. Electronic communication with students in this class will be through the students’ myunt accounts rather than personal email accounts.

**Electronic Device policy:** I allow live tweeting of guest speakers with their permission, if you use the class hashtag. Please limit your laptop use to taking class notes. Your instructor and the classmates with whom you are learning and sharing information also deserve your undivided attention. Working on assignments for other classes, surfing the ‘net and social media activities unrelated to class are not allowed and you may be asked to leave if your activity disturbs other students.

**Attendance policy:** One absence is the limit without penalty. Each additional absence will result in a 10 point deduction from your final grade. You are still responsible for any assignments due when you miss class. Tardiness and leaving early will result in a partial deduction for each occurrence. This is a seminar course, and it requires your attendance and full participation in each class meeting.

**Blackboard Gradebook:** Grades posted in the Blackboard gradebook are nothing more than points accrued for each project graded, or each exam. Weighting of assignments, attendance, and class participation are not included. Total points accrued in Blackboard may not be a reflection of your potential or actual grade in this course. Because of the large number of students I have in all my classes, I will not do individual grade calculations on demand. You are responsible for keeping track of your graded assignments and track your progress in this course.
Grading System
900 points or higher: A
800-899 points: B
700-799 points: C
600-699 points; D
Fewer than 699 points: F

Assignments and Evaluation

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Percent of grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introductory Exercise</td>
<td>5%</td>
</tr>
<tr>
<td>Communications audit (online and traditional) of a nonprofit organization</td>
<td>15%</td>
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<tr>
<td>Two Nonprofit PR case studies (small group project)</td>
<td>20%</td>
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<tr>
<td>Communications plan for a nonprofit organization (draft and final versions)</td>
<td>15%</td>
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<tr>
<td>Summaries of guest speaker/panelist presentations</td>
<td>10%</td>
</tr>
<tr>
<td>Book Review</td>
<td>10%</td>
</tr>
<tr>
<td>Pop Quizzes, in-class exercises, class participation, etc.</td>
<td>5 %</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>10%</td>
</tr>
<tr>
<td>Comprehensive Final Exam</td>
<td>10%</td>
</tr>
</tbody>
</table>

All assignments are to be prepared in Microsoft Word and uploaded via Turnitin (through Blackboard, not Turnitin.com). Assignments not submitted via Turnitin will not be accepted and will be considered missed. Turnitin is set to lock you out at the deadline—don’t be late, don’t wait until the last minute. Bring a hard copy to class. To gain access to this class go online to LEARN.UNT.EDU.

I cannot help you with Blackboard or Turnitin technical problems. If you have an issue, call the Help Desk (940-369-7394 or 940-565-2324 after hours), and create a screen shot of your error messages. Your screen shot and emailed confirmation of your trouble ticket will be your “Get out of Jail” card if the technical issue impedes submission of an assignment.

All official class announcements, online discussions, grade postings, and additional readings will be posted in Blackboard, so familiarize yourself with it as soon as possible. IT IS YOUR RESPONSIBILITY TO CHECK UNT EMAIL DAILY OR FORWARD IT TO YOUR PREFERRED EMAIL ACCOUNT FOR SCHEDULE UPDATES, ADDITIONAL READINGS AND ANNOUNCEMENTS. I will not accept assignments via email.

All assignments are due by the appointed time on their due date. Please do not wait until the last minute to post your assignments—both Blackboard and individual computer technologies fail, computer clocks don’t match, and I have Turnitin set up to lock you out at the deadline. “My computer crashed” or “My clock said 11:59” are not valid excuses for missing a Turnitin deadline. Don’t let procrastination keep you from earning credit for your hard work.
All written submissions, discussions and emails will be in standard English using your best grammar, spelling, punctuation and vocabulary. The AP Stylebook is the grammar, punctuation, spelling and usage guide for this class. All sources must be cited within the text or in footnotes at the end of the assignment. Sources must be cited in their entirety, whether a website, blog, book, magazine or journal article, or any other scholarly source, including the date of publication. Citation of online sources must follow the format from the Purdue Online Writing Lab, http://owl.english.purdue.edu/owl/resource/560/10/ and must be complete. Raw links will not be accepted as citations or bibliography entries. Any omission of these citations will result in a lowered grade and possible investigation for plagiarism. When in doubt, cite. Don’t press your luck.

ACADEMIC HONESTY:
Mayborn School of Journalism Academic Integrity Policy
The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety, specifically for this class. Plagiarism, fabrication, copyright infringement and similar uses of other people’s work are unacceptable. You are expected to conform to the university Student Code of Conduct: www.unt.edu/csrr.

Work that has been written for personal use or other classes (past or present), including blog posts, articles or publications, may not be submitted for credit in this class even if they are your original work. You may refer to them if appropriate, but re-submission will result in a grade of zero and possible investigation for violation of the academic integrity policy.

My policy on Academic Honesty: The assignment in question will earn an automatic grade of ZERO, and depending on the severity of the infraction and the importance of the assignment, a failing grade in the course may be assigned.

A note about Wikipedia. I use Wikipedia—I love it, it’s a great tool, but it is not to be relied upon as the sole source for anything, especially in this class. If you use it to get started, great, but check the sources within Wikipedia as well as other sources online and in the library. Assignments written with sole reliance on Wikipedia or any other user-sourced site (Ask.com, Quora, Reddit, etc.) will not be considered complete and will be graded accordingly.
The Fine Print (Mayborn School of Journalism and UNT Required Statements)

Journalism Course Registration

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.

- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven’t taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.

- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680/1681 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

Re-taking Failed Courses

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Textbook policy

The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

SETE

The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. Prompt completion of the SETE will mean earlier access to final semester grades. You’re a critical part of our growth and success. We look forward to your input through SETE.

First Class Day Attendance

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

Attendance

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

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