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 Jones Bufkins, MJ, APR
Office: GAB 113   Office phone: 940-565-2167
Cell phone: XXX-XXX-XXXX (text any time, include name & class, call if an emergency.)
Office hours : Mondays 2:00—3:00 p.m.; Tuesdays 12:30—1:30 and 5:00—6:00 p.m. or by appointment
E-mail : Samra.Bufkins@unt.edu   Twitter: @samjb
A note on accessibility: I try to be available to students but if you text/tweet/email me on a weekend or late at night, don’t panic if I don’t respond right away. If you need immediate response, call.

Teaching Assistant: Sherry Long
Phone: XXX-XXX-XXX
E-mail: SLong@my.unt.edu
Twitter @SherryLong

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.
•   **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>Points</th>
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<tbody>
<tr>
<td>“Getting to Know You” exercise</td>
<td>10</td>
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<tr>
<td>Twitter Assignment (turn in hard copy of your Twitter lists)</td>
<td>40</td>
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<tr>
<td>LinkedIn Assignment</td>
<td>50</td>
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<td>Book Review and Presentation</td>
<td>100</td>
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<td>Communications Audit</td>
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<td>Communications Plan</td>
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<td>Social Media Review</td>
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<td>Case Study Analyses and Presentations</td>
<td>200</td>
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<tr>
<td>Mid-Term and Final Exam</td>
<td>200</td>
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<tr>
<td>In-class exercises and pop quizzes/class participation</td>
<td>100</td>
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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.

**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/](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 INTEGRITY (CHEATING)
Mayborn School of Journalism Academic Integrity Policy

The codes of ethics from the Society of Professional Journalists, American Advertising Federation, Word of Mouth Marketing Association and Public Relations Society of America (among others) address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind, deliberate or negligent – 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.

In my classes, the minimum penalty for cheating is a grade of “zero” on the assignment. A grade of “F” in the course is a more likely penalty.

I have zero tolerance for cheating, and will not hesitate to file a report with the Office of Academic Integrity for any instance of suspected cheating including plagiarism, dual submission of work (work you submitted for another class), falsifying research (including lying about personally interviewing sources or clients), cheating on exams and facilitating cheating (writing work for another student, having another student write your work, or having knowledge of another student’s cheating of any kind.)

When you submit work for this class it is the same as making a statement that you have produced the work yourself, in its entirety, specifically for this class and no other class, an employer or internship or publication. Plagiarism, fabrication, copyright infringement, and similar uses of other people’s work and ideas are unacceptable and in most instances illegal, and they can get you fired in the professional world.

Plagiarism, in a nutshell, is using other people’s written words as your own, including copying from your client’s website or other published materials. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include complete citations when using other people’s writing, because plagiarism is a serious offense in any discipline, especially in journalism. It’s a firing offense in the professional world, and can keep you from graduating.

Quoting large chunks of text, even with attribution, in assignments or blog posts is unacceptable in an academic environment. You are expected to provide critical analysis in your blog posts and other assignments, not copy, paste and attribute. Rewrite source material in your own words.

Submitting previously published work and/or work submitted for other classes (whether or not it was graded) is strictly prohibited by university policy. All work submitted for this class is to be original work created by you for this class only.

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.

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