JOUR 3410: Public Relations for Nonprofits, Fall, 2016
Tuesday 6:30—9:20 BLB 090
The Twitter hashtag for this course is #untj3410

Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113  Office phone: 940-565-2167
Cell phone: [redacted] (text any time, include name & class, call if an emergency.)
Office hours: Monday 2-3 p.m.; Tuesday & Thursday 11 am – 12 noon; Tuesday 1 –2 pm; other times by appointment.
E-mail: Samra.Bufkins@unt.edu
Twitter: @samjb
Skype: IamSamJB

Teaching Assistant:
Nicolas Austin
Phone: [redacted] (texting preferred, no calls after 5 p.m.)
Email: [redacted]

Description:
This class is designed to develop professional Public Relations research, planning, communication and analysis skills. Students will gain an understanding of nonprofits from a variety of perspectives; historic, national, local, corporate and media.

Required Text:
Other readings as assigned.

Course Objectives:
1. Identify and utilize Public Relations documents, platforms, concepts.
2. Research and critically evaluate historic and modern nonprofits.
3. Understand how to best utilize media for Public Relations nonprofit communications.
4. Recognize legal and ethical challenges and understand crisis communications response;
5. Use AP style in all written assignments.
6. Conduct communication audits (strategy and tactics, audiences).
7. Recognize opportunities to think creatively in developing classroom work products.
9. Understand nonprofits multiple contexts; historical, national, local, corporate and media.

Statement of Key Student Learning Outcomes:
1. Understand concepts and apply theories in the use and presentation of images and information;
2. Think critically, creatively and independently;
3. Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
4. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
5. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

**Class attendance is required.** This class meets once a week, so if you miss class, you miss a week of class. If you miss class it is your responsibility to check the class schedule and Blackboard announcements. In class assignments cannot be made up by excused or unexcused absences.

*Excused Absence:* Contact me by Blackboard or email before or immediately after a missed class, if you are not able to attend due to an excused absence event. It is your responsibility to provide me with a written form of proof by the next class period. There is no make-up or modified due date for any assignment without an excused absence.

*Unexcused Absence:* Missing a class without a written form of proof, arriving more than 15 minutes late, leaving early, leaving and returning during class for more than 5 minutes is considered an unexcused absence. **Beginning with the second unexcused absence I will deduct 10 points for each absence from your final course grade.**

**Class Conduct:**

Class meetings are conducted as business meeting with students developing as Public Relations professionals. Cell phones are to be turned off and put out of visual sight. Computers may be used only to take notes and/or conduct approved activities. I don’t mind if you bring food or drink into the classroom, but please clean up after yourself and try not to stink up the place. Do not order food for delivery to the classroom unless you are ordering enough for all of us.

**No gadget zone:** If you are a traditional note-taker and prefer not to be distracted by display screens in front of you, the front center of the classroom is reserved for you. I don’t know how many students are interested in this, so we’ll expand accordingly. You will still need your laptop for any in-class exercises.

There may be additional or modified requirements announced to maintain classroom etiquette, academic standards, speakers and/or school class objectives.

**Communication between students and instructor is primarily via email and Twitter.** I will email you from the class Blackboard page and am required to contact you via your official university email account. Please respond from your UNT account.

- Communicating with students using the UNT student email account is part of the university’s contract with students.
- Email, text and Twitter communication will be professional and utilize correct grammar, spelling and punctuation, as in all business communication.
- I will not discuss grades via Twitter or text messages. Email me or see me in my office.
- I do not use Blackboard messages.
Deadlines:
Deadlines are a key component of PR professional development. Unless otherwise noted, assignments are due in Blackboard and in hard copy at the beginning of class. I do not accept late assignments.

Reading Assignments:
Book chapters, articles and/or review of certain websites and videos will be assigned and noted on Blackboard.

All assignments are to be submitted via Turnitin unless otherwise specified. There are no exceptions. Anything not submitted via Turnitin will receive a grade of 0 (zero). Turnitin is also set to lock out late submissions. It is your responsibility to ensure your computer clock is synchronized with Turnitin. No emailed submissions are accepted.

Submitting an assignment late ("I was uploading it at 11:59 and Turnitin locked me out") will result in a zero. Situations in which your computer clock is wrong, the system slows down because so many people are submitting at the deadline, and problems with incompatible browsers are your responsibility. Perform a browser check to ensure you are using a compatible browser. Maintain your computer equipment and get help if you need it, particularly if you’re having trouble running any online applications. Own your work (and your mistakes), and plan accordingly. Most problems that occur at the deadline are self-inflicted and avoided with better planning. See Blackboard for specific instructions. Set reminders on your mobile device calendar—just like professionals do.

I am not the help desk and cannot help you with technical problems in Blackboard or your computer. If you have a documentable problem with Turnitin or Blackboard that affects your ability to submit work on time, you must do the following to receive credit for your work:
1. IMMEDIATELY create a screen shot of the error message.
2. Report the problem to the Help Desk by phone (940-565-2324) and email (helpdesk@unt.edu).
3. Forward the trouble ticket number and the screen shot to me via email.
If I determine it is a legitimate technical problem with Blackboard and Turnitin (they are rare) I will let you know how to submit the work to receive credit.

SAVE YOUR TURNITIN RECEIPTS. NO MATTER WHAT YOU “THINK” YOU DID, IF IT’S NOT IN MY TURNITIN AND YOU DON’T HAVE THE CONFIRMATION RECEIPT, IT’S A GRADE OF ZERO.

All assignments must also be submitted as hard copy (in addition to the Turnitin submission).
- Multiple page documents not stapled together will not be accepted.
- Unless instructed otherwise, all assignments must be word-processed in 12-point font with margins no wider than 1,” unless the assignment involves graphic design. You will have freedom of choice for font and layout; however, be aware that you will be graded according to the style you choose, and its appropriateness for the project. Well-executed assignments riddled with typos, GSP errors and formatting errors will receive a low grade and I reserve the right to stop reading and grading anything that’s unreadable.
- Failing to prepare a hard copy or attach a reference list will cost you a letter grade for that assignment.
- All sources must be cited within the text and/or 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, or an interview. 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 like the one above 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.

- In the case of inclement weather or other emergency resulting in the closing of the university or canceling of class, any assignments due must still be submitted electronically on the due date, with hard copy to be submitted at the next class meeting. No exceptions (unless there’s a complete power blackout).

- If the university is closed due to inclement weather or other emergency we will engage in an online chat of some sort during regular class time. Watch Twitter and email for instructions, and consider setting up a Google + account.

Individual assignment grade appeals:
If you are unhappy or have a question about the grading of an individual assignment, blog post or test, you must notify me in writing (email is fine) by the beginning of the next class after the graded work is returned. We’ll meet to discuss the grade. Under no circumstances will I consider changing the grade on any individual assignment after final grades are posted at the end of the semester. See submission guidelines above—this includes “But I turned it in, I just didn’t get the receipt.” You are responsible for ensuring your online submissions are completed. Check the Blackboard gradebook regularly.

Back up your work in Google Docs, Dropbox or other cloud platform in case your hard drive fails or your flash drive is lost or destroyed. It is your responsibility to ensure your work is completed and accessible at all times. Save all your work and Turnitin receipts until the end of the semester, as you will re-submit clean copies as part of your portfolio. SAVE YOUR TURNITIN CONFIRMATION RECEIPTS.

Academic Integrity (Cheating)
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.
My policy on Academic Integrity

Any incidence of academic dishonesty will result in a “Zero” for the assignment and may result in an automatic “F” in the class. Work that has been previously written for personal blogs or other classes (past or present), including blog posts, articles or publications, may not be submitted for credit in this class even if it is your original work. Copying large portions of text from any source, even with attribution, may also be considered a violation of the academic integrity policy. If in doubt, ask me (not another student). Suspected incidences of cheating of any kind on work for group projects will result in sanctions being levied against all group members.

Grading:
90 percent of higher of total possible points: A
80 percent - lower than 90 percent: B
70 percent - lower than 80 percent: C
60 percent - lower than 70 percent: D
Lower than 60%: F

Assignment Summary:
Exam/Final Project: 350 points
Midterm Exam - 50
Final Project Paper and Presentation 200
Final Exam --100

Major Assignments: 400 points
Intro Assignment - 50
Social Media Commentary and Analysis - 50
Modern Nonprofit Corporate Partnership - 50
Corporate Philanthropy - 50
Major case study evaluations---2 (small group projects) 100 each, 200 total

In-class assignments: 250 points
PR Documents- Press Release/Social Media/Pitch – 50
Two quick nonprofit case study evaluations—100 (50 points each)
TBA – 100

Extra Credit: 25 points
Attend and evaluate a fund raising or any nonprofit event – must be completed by November 18, 2016
MSOJ Syllabus Statements

JOURNALISM REQUIREMENTS & GUIDELINES

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 foundational courses, and Math 1680/1681. 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 JOURNALISM CLASSES

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.

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.

FIRST CLASS DAY ATTENDANCE

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

Class attendance is required.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit http://financialaid.unt.edu/satisfactory-academic-progress-requirements for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.
**ACADEMIC ADVISING**

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student’s responsibility to ensure all payments have been made.

**IMPORTANT SPRING 2016 DATES**

**SPRING 2016**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 19, 2016</td>
<td>First Class Day</td>
</tr>
<tr>
<td>February 2, 2016</td>
<td>Beginning this date, a students may drop a course only with written consent of instructor.</td>
</tr>
<tr>
<td>February 26, 2016</td>
<td>Last day for student to receive automatic grade of W for nonattendance. Last day for change in pass/no pass status.</td>
</tr>
<tr>
<td>February 27, 2016</td>
<td>Beginning this date, instructors may drop students with a grade of WF for nonattendance.</td>
</tr>
<tr>
<td>March 14-20, 2016</td>
<td>Spring Break (no classes) Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of WF may be recorded.</td>
</tr>
<tr>
<td>April 5, 2016</td>
<td>Last day to drop with either W or WF. Last day for a student to drop a course with consent of the instructor.</td>
</tr>
<tr>
<td>April 18, 2016</td>
<td>Beginning this date a student who qualifies may request an Incomplete, with a grade of I.</td>
</tr>
</tbody>
</table>
April 22, 2016  Last day to Withdraw (drop all classes).

Last day for an instructor to drop a student with a grade of WF for nonattendance.

May 5, 2016  Last Class Day

May 6, 2016  Reading Day (no classes).

May 7 – 13, 2016  Final Exams.

ACADEMIC ORGANIZATIONAL STRUCTURE
Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

Individual Faculty Member/Advisor

Director, Mayborn School of Journalism

Dean, Mayborn School of Journalism

OFFICE OF DISABILITY ACCOMMODATIONS
The University of North Texas and the Mayborn School of Journalism make 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.

COURSE SAFETY STATEMENTS
Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health
Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

**ACADEMIC DISHONESTY**

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

Unless otherwise noted, cutting and pasting text from an online or written source without citations (formal or informal) is plagiarism. Assignments which contain plagiarized material will receive a zero. Any assignment or test which demonstrates academic dishonesty will receive a zero.

**MSOJ 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.

**CLASSROOM POLICIES**

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving
early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT PERCEPTIONS OF TEACHING (SPOT)
Student Perceptions of Teaching (Spot) is a requirement for all organized classes at UNT. This short survey will be made available towards the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY
Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION
As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: http://eagleconnect.unt.edu/

COURSES IN A BOX
Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES
To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student’s responsibility to do the following:
(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE
A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This must be done prior to the UNT deadline to drop a course.

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. It is your responsibility to turn in the completed drop slip to the UNT Registrar’s office before the deadline to make sure you have been dropped from the course with a “W”. If you are taking only online courses and your instructor approves the drop, please contact the MSOJ head advisor for instructions.

EMERGENCY NOTIFICATION & PROCEDURES
UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Student Perceptions of Teaching (SPOT)
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available April 18th – May 1st to provide you with an opportunity to evaluate how this course is taught. For the spring 2016 semester you will receive an email on April 18th (12:01 a.m.) from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.