

J560/V550 NONPROFITS IN THE MEDIA: GOOD NEWS?

NOTES: (1) Assigned readings are tentative and will be revised, (2) guest speakers may recommend additional readings to be completed before their presentations (3) the instructors will meet with each student one-on-one at least once during the semester, (4) speakers will join us in person, by speaker phone or by teleconference.

COURSE SCHEDULE

WEEK 1: Jan. 12 & 14

FOCUS: Welcome and introductions

Why J560/V550? Discuss goals, expectations, opportunities. The “tainted money” problem. Definitions: nonprofit sector, philanthropy, nonprofit, charity. Challenges facing the media and nonprofits.

TUESDAY, JAN. 12

Hand out sign-up sheet for one-on-one discussions with instructors

READINGS TO BE DISCUSSED

“Media and Philanthropy,” ASNE’s *American Editor*, Eugene R. Tempel and Trevor R. Brown
“Philanthropy and the Media: A Summary of the 2005 Philanthropy Summit.”
“The Return of Public Relations to the Public Administration Curriculum,” Mordecai Lee, JPAE.

SPEAKER

Brad Hamm, dean, IU School of Journalism

THURSDAY, JAN. 14

Practicum: Writing stories about the nonprofit sector

Instructors: The “tainted money” problem

WEEK 2: Jan. 19 & 21

FOCUS: Nature and Scope of Nonprofit Sector

Overview of the size and scope of the nonprofit sector in the United States and in Indiana. Examination of the various major subsectors of the nonprofit sector and how they differ. Discussion of how media cover nonprofits and how nonprofits convey their challenges to the public.

TUESDAY, JAN. 19

READINGS TO BE DISCUSSED

Lester M. Salamon, ed. *The State of Nonprofit America*, Chapter 1: “The Resilient Sector,” pp. 3-53. E-book in library.

Giving USA, Chapters 1-3, “Introduction,” “Key Findings,” and “The Numbers,” pp. 1-42. Distributed.

Amy Blackwood et.al., *The Nonprofit Sector in Brief*. Online at:
http://www.urban.org/UploadedPDF/411664_facts_and_figures.pdf

Selections from the Indiana Nonprofit Sector Project (Kirsten A. Gronbjerg). Online at OnCourse.

Marion Fremont-Smith and Andras Kosaras, “Wrongdoing by Officers and Directors of Charities: A Survey of Press Reports 1995-2002,” *Hauser Center for Nonprofit Organizations Working Paper No. 20*, John F. Kennedy School of Government, 2003. Online at: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=451240#PaperDownload

Matthew Hale, et. al., “The Nonprofit Sector and the Press: Coverage of Philanthropy and Nonprofits in Nine Major Newspapers,” Research Paper 22, The Center on Philanthropy & Public Policy, University of Southern California, February 2005. Online at OnCourse.

THURSDAY, JAN. 21

SPEAKER: Form 990 and other sources of data

Dr. Kirsten Grønbjerg, Efroymsen Chair in Philanthropy at the Center on Philanthropy and Professor of Public Affairs at SPEA.

WEEK 3: Jan. 26 & 28

FOCUS: Role of Nonprofits in American Society

Discussion of roles nonprofits play in American society and contributions they make. Comparison with roles of government and business. Challenges nonprofits present for American society and government. How media report on roles of nonprofits. How nonprofits communicate their functions in American society.

TUESDAY, JAN. 26

READINGS TO BE DISCUSSED

Alexis deTocqueville, “On the Use Which the Americans Make of Associations in Civil Life,” *Democracy in America*, Volume II, Part 2, Chapters 5 - 9.

Publius (Madison), "The Utility of the Union as a Safeguard against Domestic Faction and Insurrection," *Federalist Papers*, IX, X, and LI.

Stephen Rathgeb Smith and Kirsten A. Gronbjerg, "Scope and Theory of Government-Nonprofit Relations," in Walter W. Powell and Richard S. Steinberg, *The Nonprofit Sector: A Research Handbook*, 2nd Edition, Yale University Press. Online at OnCourse.

Dennis R. Young, "Complementary, Supplementary, or Adversarial? Nonprofit-Government Relations," in Boris and Steuerle, eds., *Nonprofits and Government: Collaboration and Conflict*, pp. 37-79. Online at OnCourse.

Lester M. Salamon, ed. *The State of Nonprofit America*, Chapter 9: "Civic Participation and Advocacy," pp. 299-330. E-book in library.

Recommended:

Robert H. Bremner, *American Philanthropy*, 2d edition, 1988.

THURSDAY, JAN. 28

SPEAKER: How nonprofit leaders see the field

Barry Lessow, Executive Director, United Way of Monroe County (Invited)

WEEK 4: Feb. 2 & 4

FOCUS: Giving and Fund-raising

Overview of why Americans give time and money to help others. Discussion of the key factors affecting giving and how patterns of giving differ among different groups in American society. Do Americans give too much or for the wrong reasons? Or should they give more? How the media report on giving and how nonprofits use the media to market themselves.

TUESDAY, FEB. 2

SPEAKER: Research on giving and fund-raising

Dr. Patrick M. Rooney, Executive Director, The Center on Philanthropy at Indiana University.

Selections from Center on Philanthropy Research on giving. Online at OnCourse.

THURSDAY, FEB. 4

READINGS TO BE DISCUSSED

Julie Salamon, *Rambam's Ladder: A Meditation on Generosity and Why it is Necessary to Give*.

Arthur C. Brooks, *Who Really Cares*, Introduction and Chapter 1. Online at OnCourse.

Peter Singer, "What Should a Millionaire Give – and What Should You?"
www.nytimes.com/2006/12/17/magazine/17charity.t.html.

Clipping packet: *USA Today*, *Wall Street Journal*, and *New York Times* philanthropy issues.

WEEK 5: Feb. 9 & 11

FOCUS: Cui Bono? Who Really Benefits?

Discussion of who actually benefits from the work of nonprofits. Differences among types of nonprofits in the benefits they provide. Impact of public policies on whom nonprofits benefit. Investigative reporting on nonprofits. Efforts of nonprofits to show what they do.

TUESDAY, FEB. 9

READINGS TO BE DISCUSSED

Steve Weinberg, *Taking on the Trust: The Epic Battle of Ida Tarbell and John D. Rockefeller*.

Rob Reich, "A Failure of Philanthropy," *Stanford Social Innovation Review*, Winter 2005. http://www.ssireview.org/pdf/2005WI_Feature_Reich.pdf.

A guide to sources of information on the nonprofit sector. Online at OnCourse.

National Committee on Responsive Philanthropy, *Criteria for Philanthropy at Its Best*, Chapter 1 "Values". http://www.ncrp.org/files/publications/paib-fulldoc_lowres.pdf

Philip Swagell, *Broad Benefits: Health-Related Giving by Private and Community Foundations*, The Philanthropic Collaborative.
<http://www.philanthropycollaborative.org/BroadBenefits061109.pdf>

Lester M. Salamon, ed. *The State of Nonprofit America*, Chapter 2: "Health," pp. 65 - 106. E-book in library.

Clarian Health, *2008 Community Benefits Statewide Report*.
<http://www.clarian.org/pdf/about/2008-community-benefits-report.pdf>.

Clipping packet: Illinois hospitals controversies.

THURSDAY, FEB. 11

SPEAKER: Investigative Reporting

Chris Quinn, *Atlanta Journal Constitution* (Invited)

WEEK 6: Feb. 16 & 18

FOCUS: Who Controls?

Governance of the nonprofit sector. Laws and rules it is required to follow. Role of boards, members, and self-regulatory bodies. Rationale for public oversight. Media scrutiny of nonprofit decision-making. Nonprofit efforts to set standards of ethics.

TUESDAY, FEB. 16

READINGS TO BE DISCUSSED

Evelyn Brody and John Tyler, *How Public is Private Philanthropy: Separating Reality from Myth*. The Philanthropy Roundtable.

http://www.philanthropyroundtable.org/files/Public_Private%20Monograph_high%20res_Final.pdf

Pablo Eisenberg, "Why Nonprofits Need Newspapers," *Carnegie Reporter*, Fall 2009.

http://www.carnegie.org/reporter/pdf/19/19_10_Backpage.pdf

Independent Sector, *Principles for Good Governance and Ethical Practice: A Guide for Charities and Foundations*.

http://www.nonprofitpanel.org/Report/principles/Principles_Guide.pdf

Guidestar, *The State of Nonprofit Transparency: 2008*. Online at OnCourse.

Francie Ostrower, *Nonprofit Governance in the United States: Findings on Performance and Accountability from the First National Representative Study*. Urban Institute.

http://www.urban.org/UploadedPDF/411479_Nonprofit_Governance.pdf.

Rob Reich et.al., *Anything Goes: Approval of Nonprofit Status by the IRS*.

<http://www.stanford.edu/group/reichresearch/cgi-bin/site/wp-content/uploads/2009/11/Anything-Goes-PACS-11-09.pdf>

Mini-courses prepared by the IRS Exempt Organizations division. Online at OnCourse.

Selections from testimony and recommendations on nonprofit accountability (Senator Grassley's hearings). Online at OnCourse.

Clipping packet on United Way salary controversies. Online at OnCourse.

Clipping packet on fund-raising controversies. Online at OnCourse.

Harvard Law School documents on Terra Museum case.

http://www.law.harvard.edu/faculty/martin/art_law/terra_museum_case.htm

Lester M. Salamon, ed. *The State of Nonprofit America*, Chapter 2: "Accountability and Public Trust" pp. 471-98. E-book in library.

THURSDAY, FEB. 18

SPEAKER: Nonprofit scandals and governance

Suzanne Garment, visiting fellow, The Center on Philanthropy, and formerly, editorial page writer, *The Wall Street Journal* and author, *Scandal: The Crisis of Mistrust in American Politics*. (Invited)

WEEK 7: Feb. 23 & 25

FOCUS: Foundations

Nature and scope of foundation philanthropy. Rationales. Activities and impact. Critical issues facing foundations. Openness of foundations to media. Foundation efforts to publicize successes and failures

TUESDAY, FEB. 23

READINGS TO BE DISCUSSED

Joel Fleishman, *The Foundation: A Great American Secret – How Private Wealth is Changing the World*

Andrew Carnegie, “The Gospel of Wealth,”

<http://indiamond6.ulib.iupui.edu/cdm4/document.php?CISOROOT=/PRO&CISOPTR=32503&REC=16>

John D. Rockefeller, “The Difficult Art of Giving,” *Random Reminiscences of Men and Events*, chapter VI. http://www.gutenberg.org/files/17090/17090-h/17090-h.htm#CHAPTER_VI

John R. Thelin and Richard W. Trollinger, *Time is of the Essence: Foundations and the Policies of Limited Life and Endowment Spend-Down*. Aspen Institute. <http://www.aspeninstitute.org/sites/default/files/content/docs/pubs/Time%20is%20of%20the%20Essence%20FINAL.pdf>

Prudence Brown and Leila Fiester, *Hard Lessons about Philanthropy and Community Change from the Neighborhood Improvement Initiative*, Hewlett Foundation. Online at OnCourse.

Helmut K. Anheier and Diana Leat, *Creative Philanthropy*, Chapter 5, “The Wallace Foundation,” pp. 77-94. Online at OnCourse.

Jennifer Auer, *Beyond the Jitters: When Foundations and the News Media Connect*, The Urban Institute. http://www.urban.org/UploadedPDF/beyond_the_jitters.pdf

Lester M. Salamon, ed. *The State of Nonprofit America*, Chapter 11: “Foundations and Corporate Philanthropy” pp. 355-86. E-book in library.

THURSDAY, FEB. 18

SPEAKER: How foundations/high net-worth donors see themselves

David Hiller, President, McCormick Foundation (Invited)

WEEK 8: Mar. 2 & 4

FOCUS: The New Philanthropy

“Philanthrocapitalism” and social entrepreneurship. What they are and why they may – or may not – be important. What they have accomplished. Why they have attracted so much attention. Questions the media should be asking. Answers social entrepreneurs need to have.

TUESDAY, MAR. 2

READINGS TO BE DISCUSSED

Matthew Bishop and Michael Green, *Philanthrocapitalism: How the Rich can save the World*.

Michael Edwards, *Just Another Emperor? The Myths and Realities of Philanthrocapitalism*. Online at OnCourse.

Bill Gates, “A New Approach to Capitalism in the 21st Century,” Remarks to the World Economic Forum, January 24, 2008. <http://www.youtube.com/watch?v=QI-Mtlx31e8>

Muhammad Yunus, Speech Accepting 2006 Nobel Peace Prize.
<http://nobelprize.org/mediaplayer/index.php?id=88>

Connie Bruck, “Millions for Millions,” *The New Yorker*. Online at OnCourse.

Aneel Karnani, “Microfinance Misses its Mark,” *Stanford Social Innovation Review*, Summer 2007. Online at OnCourse.

Clipping packet on LA Times coverage of Gates Foundation investment policies.

Clipping packet on Clinton Global Initiative.

THURSDAY, MAR. 4

SPEAKER: Evaluation and the new philanthropists

Matthew Bishop, *The Economist* (Invited)

WEEK 9: Mar. 9 & 11

FOCUS: Nonprofit Commercialism

Use of for-profit methods by the nonprofit sector. Methods and scope of commercialism. Legality. Impact on what nonprofits do. How the media has reported on commercialism. How nonprofit managers have responded to criticisms.

TUESDAY, MAR. 9

SPEAKER: Developing Story Ideas

Jaime Aron, Associated Press (sports commercialization) (Invited)

THURSDAY, MAR. 11

READINGS TO BE DISCUSSED

Derek Bok, *Universities in the Marketplace: The Commercialization of Higher Education*.

J. Gregory Dees, "Enterprising Nonprofits," *Harvard Business Review*, January-February 1998, pp. 55 – 67. Online at OnCourse.

William Foster and Jeffrey Braddach, "Should Nonprofits Seek Profits?" *Harvard Business Review*, February 2005. Online at OnCourse.

William P. Ryan, "The New Landscape for Nonprofits," *Harvard Business Review*, January-February 1999, pp. 127- 36.

Michael J. Lewis, "Art for Sale," *Commentary*, March 2006. Online at OnCourse.

Nicholas D. Kristof, "The Sin of Doing Good Deeds," *The New York Times*, December 25, 2008. <http://www.nytimes.com/2008/12/25/opinion/25kristof.html>

Lester M. Salamon, ed. *The State of Nonprofit America*, Chapter 13: "Commercialization, Social Ventures, and For-Profit Competition" pp. 423-446. E-book in library.

Clipping packet on Nature Conservancy

SPRING BREAK: March 15-19

WEEK 10: Mar. 23 & 25

FOCUS: Corporate Social Responsibility

Business efforts to attain social goals. Forms they take. Scope and trends. Are they really philanthropic? Value for nonprofits and for businesses. Public relations value and risks. Media coverage of corporate-nonprofit partnerships.

TUESDAY, MAR. 23

READINGS TO BE DISCUSSED

David Vogel, *The Market for Virtue: The Potential and Limits of Corporate Social Responsibility*

Michael E. Porter and Mark R. Kramer, "The Link Between Competitive Advantage and Corporate Social Responsibility," *Harvard Business Review*, December 2006. Online at OnCourse.

Henry Blodget, "The Conscientious Investor," *The Atlantic Monthly*, October 2007. Online at OnCourse.

Business Civic Leadership Center of the U.S. Chamber of Commerce. *Report on the State of Corporate Community Investment*. December 2008. Online on OnCourse.

Committee to Encourage Corporate Philanthropy, *Giving in Numbers 2009 Edition*, Online at http://corporatephilanthropy.org/pdfs/giving_in_numbers/GivinginNumbers2009.pdf (registration required)

SustainAbility, *Good News & Bad: The Media, Corporate Social Responsibility and Sustainable Development*.
<http://www.grainesdechangement.com/docs/medias/Good-News-and-Bad.pdf>

Survey on corporate responsibility, *The Economist*. Online on OnCourse (with audio).

THURSDAY, MAR. 25

SPEAKER: How corporate philanthropists see themselves

Jim Vella, President, Ford Motor Company Fund (Invited)

WEEK 11: Mar. 30 & Apr. 1

FOCUS: The Good Samaritan?

The role nonprofits play in providing humanitarian assistance. The challenges they face in doing so. The problems they have had in high-profile relief efforts. Media coverage of disaster relief. Nonprofit communications mistakes.

TUESDAY, MAR. 30

READINGS TO BE DISCUSSED

Robert Wuthnow, *Acts of Compassion*. Chapter Six: "Along the Road," pp. 157 – 187.

David Rieff, "Humanitarianism in Crisis," *Foreign Affairs*, 2002. Online at OnCourse.

Elizabeth T. Boris and C. Eugene Steuerle, eds., *After Katrina: Public Expectation and Charities' Response*. Online at OnCourse.

Loren Renz and Leslie Marino, *Giving in the Aftermath of September 11*. The Foundation Center.

http://www.foundationcenter.org/gainknowledge/research/pdf/9_11updt04.pdf

Paul C. Light, *How Americans View Charities: A Report on Charitable Confidence, 2008*. Issues in Governance Studies, No. 19, The Brookings Institute, 2008. Online at OnCourse.

Michael Melcher with Alex Mandl, *The Philanthropic Response to 9/11: A Practical Analysis with Recommendations*.

http://www.simpsonthacher.com/content/Practices/Practices57_0.pdf.

Charles MacCormack. *The Politics of Humanitarian Relief after 9/11*.

<http://www.middlebury.edu/NR/rdonlyres/92EF6FA4-3616-4AE3-B6CB-816024EDB18A/0/McCormackPaper.pdf>

Paula diPerna, *Media, Charity and Philanthropy in the Aftermath of September 11, 2001*, A Century Foundation Report. Online at OnCourse.

Lester M. Salamon, ed. *The State of Nonprofit America*, Chapter 7: "International Assistance" pp. 240 - 274. E-book in library.

Clipping packet on criticisms of Red Cross relief efforts

THURSDAY, APR. 1

SPEAKER: Covering disasters

James Morris, President, Indianapolis Pacers, former head, UN World Food Programme

(Invited)

WEEK 12: Apr. 6 & 8

FOCUS: Making Citizens

Role the nonprofit sector plays in involving Americans in civic activities. Trends in volunteering and civic engagement. Media coverage of volunteering, other civic activities. Grassroots civic involvement. Community organizing.

TUESDAY, APR. 6

READINGS TO BE DISCUSSED

Carmen Sirianni, *Investing in Democracy; Engaging Citizens in Collaborative Governance*.

Robert Putnam, "Bowling Alone: America's Declining Social Capital," *Journal of Democracy*. Online on OnCourse.

Nicholas Lemann, "Kicking in Groups," *The Atlantic Monthly*. Online on OnCourse.

Sara Mosle, "The Vanity of Volunteerism," *The New York Times Magazine*, July 2, 2000, pp. 22 ff. Online on OnCourse.

CNCS, *Volunteering in America*. <http://www.volunteeringinamerica.gov/>

John M. Bridgeland, Stephen Goldsmith and Leslie Lenkowsky, "Service and the Bush Administration's Civic Agenda," in E. J. Dionne, Kayla Meltzer Drogosz, and Robert E. Litan, *United We Serve: National Service and the Future of Citizenship*, The Brookings Institution, 2003, pp. 52-59. E-book in library.

Robert D. Putnam, "Bowling Together," in Dionne, Drogosz and Litan, *United We Serve*, pp. 13-19. E-book in library.

Theda Skocpol, "Will September 11 Revitalize Civic Democracy," in Dionne, Drogosz and Litan, *United We Serve*, pp. 20-32. E-book in library.

National Conference on Citizenship, *Civic Health Index: 2009*.
<http://www.ncoc.net/index.php?tray=series&tid=top5&cid=2gp54>

Pippa Norris, "Tuned Out Voters? Media Impact on Campaign Learning," *Ethical Perspectives*. Online on OnCourse.

Lester M. Salamon, ed. *The State of Nonprofit America*, Chapter 7: "Religious Congregations;" pp. 275 – 298; Chapter 12: "Individual Giving and Volunteering," pp. 387 - 420. E-book in library.

THURSDAY, APR. 8

SPEAKER Community organizing in practice.

Juan Rangel, CEO, United Neighborhood Organization (Chicago) (Invited)

WEEK 13: Apr. 13 & 15

FOCUS: Nonprofit Journalism

Philanthropic support of journalism. Opportunities and problems it creates. New media. Nonprofit media.

TUESDAY, APR. 13

READINGS TO BE DISCUSSED

Leonard Downie, Jr. and Michael Schudson. *The Reconstruction of American Journalism*.

http://www.cjr.org/reconstruction/the_reconstruction_of_american.php?page=all

Maralee Schwartz, *Getting It for Free: When Foundations Provide the News on Health*.
http://www.hks.harvard.edu/presspol/publications/papers/discussion_papers/d52_schwartz.pdf

David Westphal, *Philanthropic Foundations: Growing Funders of the News*.
[http://communicationleadershipblog.uscannenberg.org/Westphal-Philanthropic Support for News report.pdf](http://communicationleadershipblog.uscannenberg.org/Westphal-Philanthropic_Support_for_News_report.pdf)

Thomas E. Patterson, *Young People and News*.
http://www.hks.harvard.edu/presspol/research/carnegie-knight/young_people_and_news_2007.pdf

Keith Hampton, et. al., *Social Isolation and New Technology: How the Internet and Mobile Phones Impact Americans' Social Networks*.
http://www.pewinternet.org/~media/Files/Reports/2009/PIP_Tech_and_Social_Isolation.pdf

Monte Lutz, *The Social Pulpit: Barack Obama's Social Media Toolkit*.
<http://www.edelman.com/image/insights/content/Social%20Pulpit%20-%20Barack%20Obamas%20Social%20Media%20Toolkit%201.09.pdf>

John Seigenthaler, *Seigenthaler and Wikipedia: A Case Study of the 'Wiki' Concept*.
<http://www.journalism.org/node/1672>

Clipping packet on nonprofit journalism.

THURSDAY, APR. 15

SPEAKER: Technology in the Media and Nonprofits

Stacy Palmer, editor, *The Chronicle of Philanthropy* (Invited)

WEEK 14: Apr. 20 & 22

FOCUS: Review

TUESDAY, APRIL 20

STUDENTS REPORT on nonprofits

THURSDAY, APRIL 22

STUDENTS REPORT continued

WEEK 15: Apr. 27 & 29

FOCUS: Review

TUESDAY, APRIL 27

STUDENTS REPORT concluded

THURSDAY, APRIL 29

Summing Up and Evaluation

Written project reports due.

WEEK 16: May 4 and 6 (finals)

TUESDAY, MAY 4

FOCUS: Final exam due