JOUR 4460: Public Relations Communications, Spring, 2015

Section 1, Tuesday 12:30—3:20 GAB 114
Section 2, Tuesday 3:30—6:20, GAB 114

The Twitter hashtag for this course is #untj4460

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Office hours : Mondays 5:00—6:00 p.m.; Tuesdays 11:00—12:00 noon; Wednesdays 5:00—6:00 p.m. and by appointment
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Teaching Assistant: Ashlea Sigman
Phone: xxx-xxx-xxxx
E-mail

Course Description and prerequisites:
This capstone course in public relations places heavy emphasis on writing and planning for selected PR channels, and students are held to a very high professional standard.
(Prerequisite(s): JOUR major status; JOUR 3420; or consent of the school).

In this course, you will:
- Learn the elements of strategic communications planning and apply them to assignments for actual clients.
- Write a measurable objective and evaluate its effectiveness in a strategic communications plan.
- Develop and utilize strategic planning skills in an ethical, client-focused manner.
- Apply professional writing and visual communications techniques to specific contexts in public relations.
- Learn to manage time independently and in teams to meet regular assigned deadlines.
- Engage with actual clients in analytical and creative problem solving communications.
- Create a professional public relations campaign for an actual client.
- Complete a professional portfolio (hard copy or online) suitable for job interviews and networking.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply tools and technologies appropriate for the communications profession.

Class Format
- Lecture, discussion and deadline-dependent assignments involving actual clients
- Intensive writing, planning and social media
- Weekly blogs, daily tweeting and regular Tweetchats completed without prompting from the instructor
- Reading assigned and supplemental material and sharing via social media
- Independent research into current events and industry trends via local and national media

DEADLINES: As demanded in a professional environment, deadlines and formats are strictly observed.
Required Texts:
5. Supplemental readings as assigned.

Recommended Text:

Additional Required Resources:
- UNT class Blackboard LEARN (LEARN.UNT.EDU)
- UNT email (Required by university & FERPA policy)
- Twitter account with unprotected tweets (see instructions in Blackboard)
- Personal blog and LinkedIn profile (see instructions in Blackboard)
- Your client from Journalism 3420 with a new signed letter of agreement
- Regular reading of The Dallas Morning News, The New York Times, and listening to NPR Morning Edition and All Things Considered. (Most of the radio content is available online after broadcast).
- A stapler (I will not accept any multi-page assignments that are not stapled.)

ATTENDANCE, PREPARATION AND PARTICIPATION POLICY
You are expected to attend and participate in each class meeting, complete all assignments on time in the proper format and participate in all online and social media activities as assigned. I frequently give quizzes covering the week’s readings, Daily Writing Tips, class discussions and current events (and the syllabus)—these usually occur in the first 10 minutes of class with no opportunity to make up a missed quiz. There may also be in-class writing exercises. This class meets once a week, so missing one class means you’ve missed an entire week of class.

- Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.
- You have one absence without penalty. Beginning with the second absence, 10 points will be deducted for each subsequent absence.
- After the third absence I reserve the right to drop you from the class if I do not see sufficient evidence that you are taking the class seriously and making an effort to complete all work.
- Absence from class due to internship conflicts may be excused only if I am contacted well in advance, in writing and by telephone, by your internship supervisor, and only then for extraordinary circumstances.
- If you need to leave the classroom for any reason during an exam you will not be re-admitted to the classroom, and your exam will be graded based on work completed.
- Failure to meet with your project group during class periods set aside for that purpose will result in an absence for the day.

Classroom Protocols:
Laptops and smartphones are allowed in the classroom if they are being used for the purposes of taking notes, live tweeting of lectures or researching discussion materials. Bring your laptop to class for in-class writing assignments. I retain my nonnegotiable right to evaluate everyone’s in-class performance and ask anyone to leave if they are disruptive or their inattention is disruptive. This includes sleeping in class, playing on Facebook, working on assignments for other classes, surfing the Internet, doing crossword puzzles and sudoku, texting each other, muttering and talking in class, talking back, and disrespectful and/or inappropriate comments to the instructor or classmates. Food and drinks are acceptable as long as you clean up your area and don’t stink up the classroom.
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.

- 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 rarely use the messaging function in Blackboard—please contact me via email.

ASSIGNMENT SUBMISSIONS

- Late assignments are not accepted, and emailed assignments are not accepted.
- Submit assignments via Turnitin through Blackboard and bring hard copy to class.
- **Assignments must be submitted as a Word document or .pdf via Turnitin at the time on the syllabus. Turnitin will lock you out if you are late. Don’t assume the clock on your computer is correct—complete your work early enough so you aren’t caught in a system logjam near deadline time.**
- Assignments not submitted on time via Turnitin will receive a grade of ZERO. No exceptions. Know what time it is and don’t wait until the last minute.
- “I had problems with Turnitin” and “Turnitin will not accept my work” is not a valid excuse unless you submit a trouble ticket and provide me with a copy. Make a screen shot of the error message that prevented you from uploading on time. Always check for submission confirmation before logging out. Always keep your submission confirmations until the end of the semester.
- I cannot help you with Blackboard or Turnitin technical problems. If you have an issue, call the Helpe 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.
- Waiting until the last minute to submit work invites disasters. Be professional and complete your work early. You’ll sleep better, too. You can submit drafts early to Turnitin to check originality.
- 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/](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, 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 during regular class time. Watch Twitter and email for instructions, and consider setting up a Google + account.

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 until the end of the semester, as you will re-submit clean copies as part of your portfolio.
ASSIGNMENTS & ASSESSMENTS

Evaluation Criteria
I expect students in this class to perform as if they are employees of my public relations agency or department. As such, I hold you to very high professional standards because you are upper-level students with several previous writing classes. Most of you should have internship experience by now, too. This is not a beginning PR class, it is an advanced writing and planning class. You should already know how to write if you’re in this class.

A word about Spell Check. Spell Check is a great tool, and I couldn’t live without it, but IT IS NOT A PROOFREADING PROGRAM. If you’ve misspelled a word in such a way that it simply becomes another correctly spelled word, it’s wrong, it will affect the meaning of your document, and it will affect your grade. YOU MUST GET INTO THE HABIT OF MANUALLY PROOFREADING YOUR WORK.

Expectations:
Assignments will be graded according to content/key messages, style and grammar, design and format, and how well you execute the assignment based on my instructions.

• **Content and message appeals:** Your writing will be evaluated for factual accuracy, organization of thought, strength of message, inclusion of the human element, persuasiveness, originality, and other content issues relevant to each assignment.

• **Format and citations:** Proper format is nearly as important as content and GSP. Adhere to the assigned format. This is important for your professional work, as well, as there are very good reasons for specific formatting requirements.

• **Grammar, style and punctuation:** The Associated Press Stylebook and Daily Writing Tips as well as The Purdue Online Writing Lab (http://owl.english.purdue.edu/owl/) will be your writing guides. Your writing will be graded carefully for mechanical content and construction.
  • General sloppiness or lack of professionalism will result in a lowered grade.
  • I will not accept multiple-page assignments that are not stapled.

• **Originality:** Your work must reflect your original ideas and existing facts. No form of academic dishonesty is tolerated. No matter how well you have done before, one incident of academic dishonesty will have grave consequences on your college career. Clients have a habit of telling students to “get it from the website.” This is a writing class, not a copy and paste class. Lifting huge chunks, even with attribution, from client websites and other sources is also considered academic dishonesty.

• **Always research more than you think you need and use multiple sources** to discover your own ideas and story angle. Do not rely exclusively on Google—try Google Scholar, Dogpile, and that wonderful resource known as the library. Cite all sources completely (on a separate sheet attached to your assignment. Assignments without the citation sheet will be reduced a letter grade.

A NOTE ON RESEARCH SOURCES: Wikipedia, Answers.com, Ask Yahoo!, Quora, About.com and all similar, unverified, user-generated sites are generally not acceptable research sources, although they are often good places to start looking for ideas. Don’t be lazy and quote the first one or two things that pop up on Google. Use the library resources available to you—you paid for them—and your research will be more meaningful to you and your clients and will most likely result in a better grade. Do not depend solely on Internet research—the Willis Library has lots of dead tree media and nice librarians who will help you find stuff.

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. Links in blog posts must be embedded in anchor text.
GRADED ASSIGNMENTS (not necessarily in the order in which they are due):

Ongoing (daily/weekly)

Class participation (including social media interaction), pop quizzes, etc. (100 points total)
Be sure you’ve read the assigned chapters and any supplemental readings I post in Blackboard before coming to class, as well as the Daily Writing Tips. Public Relations practitioners are expected to know what’s going on in the world, especially the business world. Get in the habit of reading the Dallas Morning News and New York Times and try listening to NPR Morning Edition. Read the NT Daily in print and online (follow @NTDaily on Twitter and “Like” the Facebook page.) Anything in the news is fair game. Follow the same breaking news sites I follow on Twitter. I may also spring a writing assignment on you with little or no notice, to be done in class on tight deadline. This is to prepare you for those kinds of days in your job in PR.

Twitter
Complete a Twitter profile and the assignment in the handout posted to Blackboard by the second class meeting. Post this link in the discussion section, and follow your classmates. Tweet at least one course-related tweet per day using the class hashtag #untj4460. This is a major portion of your class participation grade.

Blog (150 points total)
Write a short, (approximately 300-500 words) engaging weekly blog about the concepts you’re learning in this class or a critical analysis of something you’ve read about PR/media/communications from other sources. Please, no celebrity fluff or personal ranting—stick to some serious, legitimate PR/communications/media issues. Provide hyperlinks and SEO tags and include at least one graphic or photo—be sure to include the source.

Your blog site must have your own name prominently displayed and be searchable, a photo, completed profile and comments must be enabled. There is no anonymous or pseudonymous blogging allowed in this class. Sign your name to comments you make on other blogs as well. You are encouraged to read and comment on your classmates’ blogs—that will factor into your class participation grade.

- You will write 15 original blog posts with the first one due this Friday, Jan. 23 and the last due Friday May 8.
- Upload your blog post via Turnitin (through Blackboard) first as a Microsoft Word document containing the link to your blog, your name, a headline, and which blog it is (Blog #1).
- Submit your blog via Turnitin BEFORE you post it live online—this should keep Turnitin from showing it as copied from the Internet.
- Tweet about your update, (include the link and class hashtag) read your classmates’ blogs and comment on them.
- IMPORTANT NOTE: You will receive a graded copy of your blog, most likely online. Go back into your blog and make any noted corrections to grammar, spelling and punctuation as soon as possible. This is because your blogs are live and employers are searching for your work online. We will check periodically to see that this is done, and you may get points docked if you don’t make online corrections.
- EVEN MORE IMPORTANT NOTE: Every semester students earn B’s and C’s in this class because they do not turn in enough blog assignments. These are often people who did A work on their major assignments and exams, and either “couldn’t remember” or “didn’t feel like writing” a blog that week. Just because it’s due on Friday night doesn’t mean you can’t submit it early. The little things add up, in life, and in class. Don’t blow this off and wreck your grade. Professionals manage their time and meet regular deadlines without being reminded, and those deadlines are rarely at their convenience. Blogging for this class is as much a time management exercise as it is a writing assignment. Schedule a regular time to do your blog, and stick to it.
Individual Assignments

1. **Getting to Know You**: Before the second class meeting upload a photo, a brief bio, your blog link, your Twitter handle and your LinkedIn link to the appropriate discussion section in Blackboard. **5 points**.

2. **In-Class Assessment Exercise**: Completed in class the first day we meet. (**30 points total**)

3. **LinkedIn**: Create a personal profile on LinkedIn that casts you as a new PR professional, including a complete work history, career objectives, and suitable photo (see handout in Blackboard for specific requirements and due dates). Post this link in Blackboard along with your social media contact information. **(15 points)**

4. **Communications Plan** – Develop a basic but comprehensive communications plan (traditional and social media as appropriate) for your client, incorporating at least three measurable objectives, a minimum of two strategies for each objective and at least two tactics for each strategy. Client contact is required. **(30 points)**

5. **Interactive News Release** – As assigned and described using the format discussed in class, search engine optimized. **(20 points)**

6. **Social Media Editorial Calendar** – Create a detailed social media editorial calendar (including sample content) for your nonprofit organization. The calendar should dovetail with your communications plan. **(25 points)**

7. **Infographic** – Create an Infographic illustrating some issue of importance to your client organization. It may illustrate your Op-Ed Piece. **(25 points)**

8. **Op-Ed Piece** – Write an opinion piece suitable for publication that contains a persuasive message of importance to your client. **(30 points)**

9. **Tweetchats** You must participate in no fewer than four Twitter chats relevant to PR/Journalism and provide screen shots of your posts—see schedule for specific due dates. See Blackboard for details. **(20 points total)**

10. **Portfolio** – 50 points Continuing the work you started in Jour 3420, you will complete your portfolio and present it to the class during the final exam period. It is up to you whether you want a digital portfolio, a traditional bound portfolio, or a combination of both (which is recommended by professionals). The portfolio will contain a resume, all the finished products from your 3420 portfolio plus all the finished work from this class organized in a format suitable for presenting in a job interview. You should also include work done for internships, student associations and volunteer activities. Pieces should be error-free and should include a short summary of how it was developed, its intended audience, and your role in creating it. Complete portfolios may also include correspondence, PR planning, and other documents designed to illustrate to future practitioners your mastery of the material. Awards, letters of recommendation, clips of published works and screen shots of your blogs are also appropriate. Portfolios should be presented in a professional folder or binder with tabbed dividers and sheet protectors.

Exams (200 points total)
Exams are comprehensive and cover principles covered in class lectures, readings, GSP and AP Style.
Final Project Campaign—300 points (That’s nearly 1/3 of your grade)
During the last weeks of the semester you will work in small groups to create a PR campaign for an actual client. Each team will produce a unique campaign and effectively designed collateral materials for the same client; therefore, each team will work independently of other teams. This is a fast-track project with very specific requirements based on what might be required in the real world. It will require groups to meet independently with the client, and spend significant time outside of class working on the many elements of this campaign. This is also an opportunity for you to develop material for your portfolio. Team members will complete a peer evaluation questionnaire that will be considered when grading the final project.

This project is extensive (the average submission is 50 pages long, full color, bound) and will require a large amount of teamwork and time management on your part. You cannot complete this project in a marathon session the weekend before it is due. Be prepared to incur some expenses, too, for printing and binding a minimum of 3 color copies of the entire project.

Course Evaluation

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Assignments (point values vary)</td>
<td>200</td>
</tr>
<tr>
<td>Exams (2 total, 100 points each)</td>
<td>200</td>
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<tr>
<td>Blogs (15 total, 10 points each)</td>
<td>150</td>
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<tr>
<td>Portfolio</td>
<td>50</td>
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<tr>
<td>Campaign (group project)</td>
<td>300</td>
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<tr>
<td>Class participation, pop quizzes, social media interaction</td>
<td>100</td>
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</table>

Total Points possible 1,000 points

Grading System—Based on a percentage of 1,000 possible points

92% and above = A (920 points and higher)
82% -- 81.9% = B (820--919 points)
72% -- 79.9% = C (720--819 points)
62% -- 71.9% = D (620--719 points)

Blackboard Gradebook: Grades posted in the Blackboard gradebook reflect points accrued for each project graded online. All individual project grades may not all be recorded in the Blackboard gradebook. Weighting of assignments, quizzes, attendance, and class participation are not included. Total points accrued in Blackboard may not be a true 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.
### Journalism 4460 Schedule Spring 2015

*This class outline is subject to change.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Read before this class:</th>
<th>Assignment Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/20 In-class writing exercise. Introduction to the class.</td>
<td>Items in the “Read this First” folder in Blackboard.</td>
<td>Blog 1 due Friday 1/23 at 11:59 pm. Blogs are due every Friday at 11:59 pm. Submit via Turnitin, upload to your blog and tweet the link with #untj4460.</td>
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<tr>
<td>2</td>
<td>1/27 Social media review, Twitter, Tweetchats, Storify, etc. Introduction to research and planning.</td>
<td>Bring your computer or tablet to class. Twitter for Beginners PowerPoint uploaded to Blackboard. Read: Litwin Chapters 1-3.</td>
<td>Twitter Assignment Part 1 Due at beginning of class (hard copy only). Upload a bio, photo, your LinkedIn link, Twitter handle and blog link to discussion section by the start of class. Bring your completed client agreement and class contract to class.</td>
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<td>3</td>
<td>2/3 Communications Planning</td>
<td>Litwin Chapter 6 through page 176, Chapter 7 up to the budgeting section, Chapter 15 up to page 474; APR Study Guide pages 37—50 and look over case studies &amp; PR plan examples in the back.</td>
<td>Tweetchat #1 completed by 11:59 p.m. tonight.</td>
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<tr>
<td>4</td>
<td>2/10 Introduction to strategic writing, SEO and Interactive News Releases</td>
<td>Litwin Chapter 5. as well as additional readings posted to Blackboard.</td>
<td>Communication plan for your client due 11:59 pm. Monday 2/9 via Turnitin. Bring hard copy to class.</td>
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<tr>
<td>5</td>
<td>2/17 Social Media Planning, applications and Infographics.</td>
<td>Be sure you’ve finished Litwin Chapter 5 and read Chapter 9 and 10. Handouts will be uploaded to BB..</td>
<td>Interactive news release due via Turnitin 11:59 Monday 2/16. Bring hard copy to class.</td>
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<tr>
<td>7</td>
<td>3/3 Exam covering all material to date. Group assignments. Prep for final project.</td>
<td></td>
<td>Exam—First half of class period. Tweetchat #2 due tonight 11:59 p.m.</td>
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<tr>
<td>8</td>
<td>3/10 Final Project Client Presentation</td>
<td>Litwin Chapter 8, Re-read Chapter 6</td>
<td>Op-Ed Piece and Infographic due via Turnitin 11:59 p.m. 3/9.</td>
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<td>3/17</td>
<td>Spring Break</td>
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<td>Optional blog due 3/20</td>
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<td>Date</td>
<td>Event</td>
<td>Due Date/Time</td>
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<td>3/24</td>
<td>Group meetings in my office.</td>
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<td>3/31</td>
<td>Lecture: Public Relations Advertising. Group meeting time during class.</td>
<td>Tweetchat #3 due tonight 11:59 p.m.</td>
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<tr>
<td>4/7</td>
<td>Lecture: Public Relations Advertising. Group meeting time during class.</td>
<td>Litwin, Chapter 11.</td>
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<td>4/14</td>
<td>Exam #2—Primarily GSP and AP Style.</td>
<td>Exam #2</td>
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<td>4/21</td>
<td>Final project home stretch—groups meet with me regarding final details, formatting, etc.</td>
<td>Tweetchat #4 due tonight 11:59 p.m.</td>
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<td>5/5</td>
<td>Final Project Presentations for the client.</td>
<td>Last blog due 11:59 p.m. Friday 5/8</td>
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<td>5/5</td>
<td>Meet during final exam time. Section 1: Thursday May 14, Section 2: Tuesday May 12, 3:30 p.m.</td>
<td>Portfolio Review</td>
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<td></td>
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<td>Bring your completed portfolio to class for evaluation.</td>
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**Academic Integrity (Cheating)**

**ACADEMIC HONESTY:**

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](http://www.unt.edu/csrr).

**My policy on Academic Honesty:** 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).
Final Note
I come across as a tough old broad but it’s because I’m trying to prepare you for the intensely competitive career you’ve chosen. I’m here to help you, and I care deeply about all my students. I have 23 years of professional PR experience and many professional contacts in the industry. Come see me any time, about anything, and if I can help, I will. If you can’t meet me in my office, I will meet with you at a mutually convenient time and location. My ultimate goal is to see you succeed in class, in life, and to inspire you to greatness.

Syllabus © 2015 by Samra Jones Bufkins, MJ, APR.

The Fine Print (Stuff we’re supposed to put on every syllabus)
MSOJ Syllabus Statements

Add the following wording verbatim to your syllabi:

JOURNALISM REQUIREMENTS & GUIDELINES
(Statements for all JOUR courses)

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

2. 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.

3. 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.
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://financial.aid.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 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 2015 DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>January 20</td>
<td>Classes Begin</td>
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<tr>
<td>February 2</td>
<td>Census. Beginning this date a student who wishes to drop a course must first receive written</td>
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<tr>
<td></td>
<td>consent of the instructor.</td>
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<tr>
<td>March 2</td>
<td>WF may be recorded. Last day for student to receive automatic grade of W for nonattendance.</td>
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<tr>
<td>March 3</td>
<td>Beginning this date instructors may drop students with a grade of WF for nonattendance.</td>
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<tr>
<td>April 7</td>
<td>Last day for a student to drop a course with consent of the instructor. Beginning this date, a student who qualifies may request an Incomplete, with a grade of</td>
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<tr>
<td>April 20</td>
<td>I. Last day to Withdraw (drop all classes).</td>
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<tr>
<td>April 24</td>
<td>Last day for an instructor to drop a student with a grade of WF for nonattendance.</td>
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<tr>
<td>May 8</td>
<td>Reading Day (no classes).</td>
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<tr>
<td>May 9 -</td>
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<tr>
<td>May 15</td>
<td>Final Exams.</td>
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<tr>
<td>May 15</td>
<td>Last Class Day.</td>
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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.

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 EVALUATION OF TEACHING EFFECTIVENESS (SETE)
The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at 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 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 Director of Advising 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.