JOUR 4460: Public Relations Communications, Spring, 2016

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

The Twitter hashtag for this course is #untj4460
The class client for this semester is the North Texas Municipal Water District.

Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113  Office phone: 940-565-2167
Cell phone: (text any time, include name & class, call if an emergency.)
Office hours: Mondays 4:30—6:00 p.m.; Tuesdays 11:00—12 noon; Wednesdays 5:00—6:00 p.m. and by appointment (including Skype). I may be on campus Thursday mornings for meetings 8—9 a.m. and can be available from 9—10 or so, but confirm before coming to campus.
E-mail: Samra.Bufkins@unt.edu
Twitter: @samjb
Skype: IamSamJB

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 strategic public relations campaign for an actual client.
• Complete a professional portfolio (hard copy and 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
• Presenting course readings to the class in an organized and understandable manner
• 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:
4. http://www.dailywritingtips.com/—sign up for the daily emails, read them and do the exercises. They have a 15-day free trial, then it’s $4.99 per month, or you can sign up for one year for $49. Consider it an investment. Pop Quizzes happen.
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)
- 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 multi-page assignments that are not stapled).**
- A wifi-enabled laptop to be brought to class.
- Additional apps as needed.

ATTENDANCE, PREPARATION AND PARTICIPATION POLICY
You are expected to attend and participate in each class meeting, participate fully in all group activities, 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 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. Phones are not allowed and I reserve the right to confiscate phones and hold them until the end of class. 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. Please don’t order any food to be delivered to the classroom unless you’re buying for the whole class.

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.

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.

Assignment Submission:
All assignments and blogs 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.

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 with 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 except blogs 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/](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 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 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](#).

**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. There is a tremendous amount of independent study for this course as well. Get a scheduling app and put every milestone and due date on it, set it to remind you, and you’ll be developing a professional habit that will help with your success.

**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/](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.
• If you’re not sure, ask. I don’t bite.

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.

Doug Campbell is the librarian assigned to the Mayborn School of Journalism. He asked me to share his contact information with you, and he periodically holds office hours in the GAB (often tweeting his location). Use him for any research help or copyright questions. There’s a reason he was honored this past year. His email is doug.campbell@unt.edu and his Twitter is @Ask_UNTDoug.

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.

Course Evaluation

| Individual Assignments (point values vary) | 150 points |
| Exam | 100 points |
| Chapter Presentation | 50 points |
| Blogs (15 total, 10 points each) | 150 points |
| Portfolio (must be online, hard copy supplement recommended) | 75 points |
| Campaign (group project) | 350 points |
| Class participation, pop quizzes, social media interaction | 125 points |
| Total Points possible | 1,000 points |

Grading System—Based on a percentage of 1,000 possible points
(You are being held to a higher standard because this is your capstone class.)

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)
GRADED ASSIGNMENTS (not necessarily in the order in which they are due):

Ongoing (daily/weekly)

Class participation (including social media interaction), pop quizzes, etc. (125 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. Do not write about sports, awards shows or fashion week unless you are writing about public relations related to those topics. Imbed all hyperlinks in anchor text 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 of you, completed profile and comments must be enabled. There is no anonymous or pseudonymous blogging (or social media) 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.

**Blogs must include, at the minimum:**
1. A catchy headline
2. Your name (byline) underneath the headline
3. One or more images with attribution and/or link to the original source
4. Two or more links, which must be embedded into anchor text
5. SEO tagging
6. Bibliographic information, cited in proper format, either at the end of the blog post or on the Turnitin submission.

- You will write 15 original blog posts with the first one due this Friday January 22 and the last due Friday May 6. There is an optional (extra credit) blog due on Friday March 18, during Spring Break).
- 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:** No later than 11:59 p.m. Monday January 25 upload a photo, a brief bio, your blog link, your Twitter handle, your LinkedIn link, your online portfolio link and your “About.me” splash page link to the appropriate discussion section in Blackboard. **10 points.**

2. **In-Class Writing Assessment Exercise.** Completed in class the first day we meet. **(20 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. **Infographic—** Create an Infographic illustrating some issue of importance to your client organization. It may illustrate your Op-Ed Piece. **(20 points)**

5. **Multimedia/Interactive Piece** – Will be described in detail when the time comes **(25 points)**

6. **Opinion piece:** Details TBA. **(20 points)**

7. **Tweetchats** You must participate in no fewer than four Twitter chats relevant to PR/Journalism and document your participation via Storify—see schedule for specific due dates. See Blackboard for details. **(40 points total)**

8. **Portfolio—75 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. You will build both online and hard copy portfolios (which is recommended by professionals). The portfolio will contain an updated 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.

**Chapter Presentations (50 points)**

You will be divided into small teams. Each team will be responsible for presenting the week’s assigned readings to the class. You will be given up to one hour (but not less than 45 minutes) to explore the most important concepts and present them to the class with a PowerPoint (not Prezi) that will be graded and uploaded to Blackboard. You may design an in-class exercise or quiz if you wish. Everyone in the group must participate in the preparation and presentation of the material. Video and other multimedia supplementation is encouraged, including podcasts. Outside material may also be used to supplement the presentation, (not replace it) but it must be made available on Blackboard. You will also review your group members, and those identified as weak or non-participants will see their grade reduced.
Exam (100 points total)
There is one exam near the end of the semester covering grammar and key concepts from readings and lectures.

Final Project Campaign—350 points
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. Intermediate reports to the client will be expected, and a possible field trip is planned.

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, (averaging $100 per group) for printing and binding a minimum of 3 color copies of the entire project.

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. Grade appeals on individual assignments must be made in writing within seven days of the returned work.

**IF YOU ARE STRUGGLING WITH COURSE CONTENT AT ANY TIME, MAKE AN APPOINTMENT TO SEE ME. IF YOU ARE HAVING ISSUES THAT AFFECT YOUR ABILITY TO COMPLETE YOUR COURSE WORK, CONTACT ME, THE JOURNALISM ADVISING OFFICE OR THE COUNSELING CENTER AS SOON AS POSSIBLE. TALKING TO SOMEBODY ABOUT A PROBLEM WHEN IT FIRST APPEARS IS PREFERABLE TO WAITING UNTIL THINGS IMPOLODE AND IT’S TOO LATE FOR US TO MAKE ACCOMMODATIONS. THERE ARE MANY RESOURCES AVAILABLE TO STUDENTS TO ASSIST YOU IN SUCCEEDING.**
**Journalism 4460 Schedule Spring 2016**

*This class outline is subject to change due to client scheduling, guest speaker opportunities and weather.*

**Color coding:**  
- **Red:** Individual assignment  
- **Turquoise:** Twitter and Tweetchats  
- **Purple:** Final Project milestones and deliverable dates  
- **Green:** Presented by Professor Bufkins.  

 Anything highlighted in yellow is a revision.  **Green highlighting is a “heads up.”**

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Read before this class:</th>
<th>Assignment Due</th>
</tr>
</thead>
</table>
| 1 1/19 | **In-class writing exercise.**  
Introduction to the class. | Items in the “Read this First” folder in Blackboard.  
Bring your laptop to class. | **Blog 1 due Friday 8/28 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. This is your first and last reminder. |
| 2 1/26 | **Social media review, Twitter, Tweetchats, Storify, etc.**  
**Introduction to Communications Audits and planning.** | Bring your computer or tablet to class.  
Twitter for Beginners PowerPoint uploaded to Blackboard, and supplementary materials.  
North Texas Municipal Water District Website, social media, and anything you can find in the news.  
LinkedIn readings and videos. | **Twitter Assignment Part 1 Due at beginning of class (hard copy only). Upload a bio, photo, your LinkedIn link, Twitter handle, About.me link, portfolio link and blog link to discussion section by 11:59 Monday 1/25. Bring your completed class contract to class.** |
| 3 2/2 | **Continuation of last week’s lecture and Introduction to strategic writing and SEO.** | Litwin Chapters 1, 5 and 17 as well as additional readings posted to Blackboard. (Seriously, read this, there may be a quiz.) | **Tweetchat #1 completed by 11:59 p.m. tonight.** |
| 4 2/9 | **Project client introduction** | | |
| 5 2/16 | **Strategic Communication Lecture Group 1**  
Bufkins: Planning | Litwin Chapters 2 & 3 plus readings in Blackboard.  
Chapters 7 and 15 and Supplemental readings as assigned | **Initial client communications audit due at beginning of class.** |
| 6 2/23 | **Research Lecture Group 2**  
Bufkins: Portfolios and LinkedIn | Chapter 4  
Readings in Blackboard. | **Bring your portfolio to class—it doesn’t matter if it’s organized or not.** |
<p>| 7 3/1 | <strong>Required group meetings in my office.</strong> | | <strong>Draft Communications plans and project workplans due.</strong> |
| 8 3/8 | <strong>Advanced Writing Lecture Group 3</strong> | Chapter 6 and supplemental readings. | <strong>Tweetchat #2 completed by 11:59 p.m. tonight.</strong> |
| 3/15 | <strong>Spring Break</strong> | | <strong>Optional blog due 3/18</strong> |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter/Readings</th>
<th>Assignment/Note</th>
</tr>
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<tbody>
<tr>
<td>9/22</td>
<td>Cross-Platforming—Lecture Group 4</td>
<td>Chapter 10 and supplemental readings.</td>
<td>Opinion piece due via Turnitin at 11:59 p.m. Monday 3/21. Bring hard copy to class. Bring hard copies of your revised plan to class for review. Group meetings by appointment (outside of class time.)</td>
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<tr>
<td></td>
<td>Bufkins: Google tools and Videolicious</td>
<td>Readings in Blackboard.</td>
<td></td>
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<tr>
<td>10/3</td>
<td>Media Relations—Lecture Group 5</td>
<td>Chapter 9 and supplemental readings Chapter 14 and readings in Blackboard.</td>
<td>Infographic due via Turnitin at 11:59 Monday 3/28. Bring hard copy to class. Tweetchat #3 due tonight 11:59 p.m</td>
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<tr>
<td></td>
<td>Crisis Communications: Lecture Group 6</td>
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<tr>
<td>12/4</td>
<td>Exam: First hour of class (yes, it’s timed). Bufkins: Publications, Advertising</td>
<td>Chapter 12, Chapter 11 and Chapter 13.</td>
<td>Tweetchat #4 due tonight 11:59 p.m</td>
</tr>
<tr>
<td>13/4</td>
<td>Final project home stretch—groups meet with me regarding final details, formatting, etc.</td>
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<tr>
<td>15/5</td>
<td>Final Project Presentations for the client.</td>
<td></td>
<td>Last blog due 11:59 p.m. Friday 5/6</td>
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<tr>
<td>16/Finals Week</td>
<td>Portfolio Review during final exam time. THIS IS MANDATORY. DON’T PLAN ON LEAVING TOWN EARLY</td>
<td>Section 1 Thursday May 12 10:30 a.m.—12:30 p.m. (Often runs long) Section 2 Tuesday May 10 1:30—3:30 p.m. (Often runs long)</td>
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**REMINDER:** IF THE UNIVERSITY IS CLOSED FOR ANY REASON ASSIGNMENTS ARE STILL DUE ON TIME VIA TURNITIN. EXPECT SOME KIND OF ONLINE MEETING DURING REGULAR CLASS TIME DURING ANY WEATHER CLOSURES.
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 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). Suspected incidences of cheating of any kind on work for group projects will result in sanctions being levied against all group members.

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 25 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 © 2016 by Samra Jones Bufkins, MJ, APR.

See the next pages for the required “fine print.”
MSOJ Syllabus Statements

Add the following wording verbatim (use own words in highlighted sections) to your syllabi:

JOURNALISM REQUIREMENTS & GUIDELINES

(Statement for JOUR 1210, 2000, 2300 and 2310 syllabi only)
For journalism majors, not minors: This is a foundational (formerly called pre-major) class. Once you have completed all foundational requirements you will have access to upper-level journalism courses after visiting the Office of Student Advising. If you have questions about what your foundational requirements are, please see an advisor.

(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.

FILL IN YOUR OWN INFORMATION HERE. Office Hours and Attendance Policy are mandatory sections but the wording here is suggested and should fit your requirements:

Office hours: Mondays 4:30—6:00 p.m.; Tuesdays 11:00—12 noon; Wednesdays 5:00—6:00 p.m. and by appointment (including Skype). I may be on campus Thursday mornings for meetings 8-9 a.m. and can be available from 9—10 or so, but confirm before coming to campus.
ATTENDANCE
One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

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 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
January 19, 2016 First Class Day

February 2, 2016 Beginning this date, a students may drop a course only with written consent of instructor.

February 26, 2016 Last day for student to receive automatic grade of W for nonattendance.
Last day for change in pass/no pass status.
February 27, 2016  
Beginning this date, instructors may drop students with a grade of WF for nonattendance.

March 14-20, 2016  
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.

April 5, 2016  
Last day to drop with either W or WF.  
Last day for a student to drop a course with consent of the instructor.

April 18, 2016  
Beginning this date a student who qualifies may request an Incomplete, with a grade of I.

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
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. Individual faculty should include penalties for academic dishonesty in their courses here.

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). Suspected incidences of cheating of any kind on work for group projects will result in sanctions being levied against all group members.

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](http://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" (noreply@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.