JOUR 4460: Public Relations Communications, Spring 2017

Section 1, Tuesday 12:30—3:20 pm GAB 204 (final exam Thursday, May 11, 10:30—12:30)
Section 2, Tuesday 3:30—6:20 pm GAB 204 (final exam Tuesday May 9, 1:30—3:30)

The Twitter hashtag for this course is #untj4460
The Facebook group for this class can be found at https://www.facebook.com/groups/Jour4460/

Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113   Office phone: 940-565-2167
Cell phone (preferred, but doesn’t work in office): 214-708-5653 (text any time, include name & class.)
Office hours: Mondays and Wednesdays 4:30—6 pm; Tuesdays 11 am –12 noon; other times by appointment.
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
- Build on the concepts and skills learned in all previous required PR courses, especially PR Writing (Jour 3420)
- Learn to manage time independently and in teams to meet regular assigned deadlines
- Engage with actual clients in analytical and creative problem solving communications
- Apply the elements of strategic communications planning to assignments for actual clients
- Write correctly and clearly in forms and styles appropriate for the communications profession, audiences and purposes they serve
- Apply tools and technologies appropriate for the communications profession
- Plan and write regular blog posts analyzing concepts and issues in the public relations profession and/or contemporary media
- Develop and utilize strategic planning skills in an ethical, client-focused manner
- Apply professional writing and multimedia communications techniques to specific contexts in public relations
- Create a professional strategic public relations campaign and collateral materials 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
Course Format

- Lecture, discussion, in-class activities, independent study and deadline-dependent assignments
- 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 material 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. Any issues regarding deadlines must be discussed with the instructor in advance.

Required Texts:
4. [http://www.dailywritingtips.com/](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 Supplemental Text:

Additional Required Resources:
- UNT class Blackboard LEARN (LEARN.UNT.EDU)
- UNT email (Required by university & FERPA policy—emails sent from a private email account will not be answered or acknowledged.)
- Twitter account with unprotected tweets (see instructions in Blackboard)
- Online portfolio, personal blog and LinkedIn profile (see instructions in Blackboard)
- **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.
Rules of Engagement

Classroom

- Bring your laptop to class.
- If you do not have a laptop you can check one out of the library.
- Laptops are to be used to take notes, live tweet lectures, research discussion materials and complete in-class exercises.
- **Phones are not allowed once class starts 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
  - wearing earbuds,
  - working on assignments for other classes,
  - sleeping,
  - playing on Facebook,
  - shopping online,
  - participating in tweetchats for this or any other course,
  - playing games online,
  - surfing the internet,
  - doing crossword puzzles and sudoku,
  - texting each other,
  - muttering and talking in class,
  - talking back,
  - 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.**

Communication between students and instructor

- Communicating with students using the UNT student email account is part of the university’s contract with students.
- Emails related to the course sent from personal email accounts will not be answered or acknowledged.
- Twitter (course hashtag #untj4460) is used for announcements and discussion outside of class.
- The class Facebook group is also used for discussion outside of class but is secondary to Twitter.
- Email, text and Twitter communication will be professional and utilize correct grammar, spelling and punctuation, as required in all business communication.
- I will not discuss grades via social media 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 (through Blackboard) 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.
- SAVE YOUR TURNITIN RECEIPTS.
  - NO MATTER WHAT YOU “THINK” YOU DID, IF IT’S NOT IN MY VIEW OF TURNITIN AND YOU DON’T HAVE THE CONFIRMATION RECEIPT, IT’S A GRADE OF ZERO.
- 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.
- Set reminders on your mobile device calendar—just like professionals do.
- Consider using a project management/time management app to keep all your assignments straight.
- 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 UNTIL GRADES ARE POSTED.

Technical Issues

- I am not the help desk and cannot help you with technical problems in Blackboard, Turnitin or your computer.
- If you have a documentable problem with Turnitin or Blackboard that affects your ability to submit work on time, you must do the following to receive credit for late submissions:
  1. IMMEDIATELY create a screen shot of the error message.
  2. Report the problem to the Help Desk by phone (940-565-2324) and email (helpdesk@unt.edu).
  3. Forward the trouble ticket number and the screen shot to me via email.
  4. 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.
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.
- Failing to prepare a hard copy or attach a reference list will cost you a letter grade for that assignment.
- All sources must be cited within the text and/or at the end of the assignment. Sources must be cited in their entirety, whether a website, blog, book, magazine or journal article, or any other scholarly source, including the date of publication, or an interview. Citation of online sources must follow the format from the Purdue Online Writing Lab, http://owl.english.purdue.edu/owl/resource/560/10/ and must be complete.
- Raw links like the one above will not be accepted as citations or bibliography entries.
  - Any omission of these citations will result in a lowered grade and possible investigation for plagiarism. When in doubt, cite. Don’t press your luck.

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

If you have work, academic or personal problems that affect your ability to complete assignments or participate in group projects, CONTACT ME IMMEDIATELY. While I generally have low tolerance for petty drama, I recognize that life throws us a curveball now and then, and am willing to work with you, as long as you do not abuse the privilege. All discussions of this sort are confidential. Do not hesitate to take advantage of the many campus resources designed to help you succeed in your college career, especially the Counseling and Testing Center, the Student Money Management Center, Student Legal Services, Substance Abuse Resource Center, the SOS office, the Food Pantry, and the UNT Survivor Advocate (for cases of sexual assault, relationship violence or stalking). Students should familiarize themselves with the university’s policy on sexual harassment and sexual violence as well as the Campus Carry policy. Other services, including absence verification in the event of illness or death in the family, should be handled through the Dean of Students office. We are here to help you, and if you experience difficulties, you do not need to deal with them alone.
Evaluation Criteria

General Considerations

- 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 that was designed to be your last course before graduation.
- You should already know the basics of PR writing if you’re in this class.
- There is a tremendous amount of independent study for this course—take the initiative.
- 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.

Expectations:
Assignments are usually described in detail (including desired format) at the end of every lecture PowerPoint. In rare cases the description will be on a separate document. Additional notes appear on the Turnitin box itself.

- **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, professionalism and other content issues relevant to each individual 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. Neatness and organization are considered.
- **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.
- **Originality:** Your work must reflect your original ideas and documented facts. No form of academic dishonesty is tolerated. **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 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.
- I reserve the right to stop reading and grading anything that’s unreadable.
- **If you’re unsure about anything related to an assignment, ask me, not another student (they may be wrong). I don’t bite. I like having students come to my office or Skype to talk—about anything and everything. I can’t help if you don’t talk to me, but I’m not clairvoyant. If I don’t hear from you, I’ll assume you get it and don’t need help.**
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. Autocorrect or Autofill is also not reliable. 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 (preferably on paper).** Consider installing Grammarly as a browser extension and set it to cue you when you make grammatical errors. Ask someone else to read your drafts to make sure they communicate what you want to say.

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. Be creative—try new things. Surprise me. 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 other awesome resources.

Doug Campbell is the librarian assigned to the Mayborn School of Journalism. 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 nationally. 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/](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**

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Assignments (point values vary)</td>
<td>200 points</td>
</tr>
<tr>
<td>Blogs (15 total, 10 points each)</td>
<td>150 points</td>
</tr>
<tr>
<td>Chapter Presentation</td>
<td>25 points</td>
</tr>
<tr>
<td>Exam (covers concepts, AP Style and GSP/usage)</td>
<td>100 points</td>
</tr>
<tr>
<td>Portfolio (must be online, hard copy supplement recommended)</td>
<td>100 points</td>
</tr>
<tr>
<td>Class participation, Twitter, pop quizzes, social media interaction</td>
<td>100 points</td>
</tr>
<tr>
<td>Campaign (group project)</td>
<td>325 points</td>
</tr>
<tr>
<td><strong>Total Points possible</strong></td>
<td><strong>1,000 points</strong></td>
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</tbody>
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**Extra Credit (cannot be used to make up a missed assignment)**

- **Bonus blog during spring break** (10 points)
- **Interview with a PR professional—pending my approval** (*20 points)
- **Attendance at PRSA Dallas Pro-Am Day** (*20 points)
- **Publication of class assignment for your individual client** (*20 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

Ongoing (daily/weekly) You must set your own schedule for accomplishing these tasks—you will not be reminded of each due date.

Blog (150 points total)
You will write 15 original blog posts with the first one due this Thursday, January 19, and the last due Thursday, May 4. There is an optional (extra credit) blog due on Thursday, March 16 (Spring Break). 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. NO BLOGS ABOUT CELEBRITIES ALLOWED UNLESS PRE-APPROVED BY ME. Write about serious, legitimate PR/communications/media issues, demonstrate your critical analysis skills, and back up your opinions with facts. Do not write about sports, awards shows or fashion week, for example, unless you are writing about public relations related to those topics. Embed all hyperlinks in anchor text, include SEO tags and at least one graphic or photo—be sure to include the source. Employers who Google your name will be impressed by well-written blog posts.

I have no preference about which blog platform you use, but your blog site must have your own name prominently displayed and be searchable. It must include a photo of you, completed profile and comments must be enabled (consider including your blog as part of your portfolio website). Sign your name to comments you make on other blogs as well. You are encouraged to read and comment on your classmates’ blogs.

- Blogs must include, at the minimum (see complete rubric in Blackboard/Turnitin):
  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.

- Upload your blog post via Turnitin (through Blackboard) as a Microsoft Word document before you post it online. The document must contain the main link to your blog, your name, a headline, and which blog it is (Blog #1).
• Tweet the link to your post using the class hashtag.
• Read your classmates’ blogs and comment on them.
• Respond to any comments you receive from people who read your blog.
• IMPORTANT NOTE: You will receive a graded copy of your blog, most likely through Blackboard. Go back into your online blog and make any noted corrections to grammar, spelling and punctuation as soon as possible. I will check periodically to see that this is done, and you may get points returned if you 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 Thursday 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.

Class participation (including social media interaction), pop quizzes, etc. (100 points)
Be sure you've read the assigned chapters, any supplemental readings and reviewed any videos 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 and “Like” the Facebook page. Anything in the news is fair game. 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. Tweet at least one course-related tweet per day using the class hashtag #untj4460. This is a major portion of your class participation grade.

Individual assignments with specific due dates:
1. Getting to Know You: No later than 11:59 p.m. Monday, September 2, upload a photo, a brief bio, your blog link, your Twitter handle, your LinkedIn link and your online portfolio link to the appropriate discussion section in Blackboard. 5 points.

2. Initial Twitter Assignment: Note: if you are in the social media course this semester or have taken it in the past, pay careful attention to the instructions uploaded to Blackboard. 5 points

3. In-Class Writing Assessment Exercise. Completed in class the first day we meet. (20 points total)

4. 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. (10 points)
5. **Tweetchats** You must participate in no fewer than four Twitter chats relevant to PR/Journalism and summarize them using Storify—see schedule for specific due dates. See Blackboard for details. **(40 points total)**

**Portfolio**

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 in the DFW area). 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, volunteer activities and other relevant courses. Anything you created that was published in a campus publication or other publication should be included as well. Pieces must be error-free and should include a short summary of why 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 links and/or screen shots of your blogs are also appropriate. **Do not wait until the last week of the semester to work on this—you should be adding to it weekly.** **100 points**

**Exams**

One exam covers key concepts from readings and lectures and another covers AP Style and GSP. **100 points total**

*These individual assignments are for the client you worked with during Jour 3420:*

1. **Communications audit** for your client **(15 points)**

2. **Communications plan** for your client **(20 points)**

3. **Multimedia/Interactive Piece** – Video, App, Podcast, etc. **(20 points)**

4. **Op-Ed piece.** (20 points)

5. **Infographic** (10 points)

6. **Online newsletter and publications content calendar** (utilizes chunking exercise from 3420) **(20 points)**

7. **Spokesperson statement and organizational talking points** – Create an inventory of items you would include in your client’s online newsroom, and include examples as well as a site map. **(15 points)**
**Group Projects**

**Chapter Presentations (25 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 one hour to explore and present the most important concepts 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.

**Final Project Campaign—325 points (almost 1/3 of your grade)**

Working in small groups you will create a major, comprehensive PR campaign for an actual client, including effectively designed collateral materials, timelines and a budget. This is a fast-track project with very specific requirements tailored to the client. Groups must meet independently with the client, and spend significant time outside of class working on the campaign. Team members will complete regular peer evaluation questionnaires that will be considered when grading the final project. Intermediate reports to the client will be expected, and a field trip is planned for a Friday.

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, and you cannot succeed by meeting exclusively online via Google Hangouts, Facetime, etc.** You will evaluate your peers’ performance weekly and meet with me regularly. Slackers may be “fired” from their groups after consultation with me, in which case they must complete the project on their own. (Solo projects will not be allowed to present to the client, so don’t get yourself fired just because you don’t like group work.) 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. **NOW IS THE TIME TO PLAN YOUR BUDGET AND SCHEDULE.**

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**Individual assignment grade appeals**

Grades posted in the Blackboard gradebook reflect points accrued for each project submitted and graded online. Total points accrued in Blackboard may not be a true reflection of your potential or actual grade in this course. Weighting of assignments, some quizzes, extra credit, re-dos, attendance, and class participation are not usually included until the end of the semester. Because of the large number of students 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. You are responsible for keeping all Turnitin receipts. **If you are unhappy or have a question about the grading of an individual assignment, blog post or test, you must notify me in writing (email is fine) within 72 hours after the graded work is returned.** Under no circumstances will I consider changing the grade on any individual assignment more than two weeks after posting or after final grades are posted at the end of the semester.
### Academic Integrity/Honesty (Cheating)

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

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**My Policy on Academic Integrity**

*Any confirmed incidence of academic dishonesty will result in a “ZERO” for the assignment and possibly an automatic “F” in the class, depending on the assignment and the severity of the cheating. 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 university’s academic integrity policy. Using verbiage directly from client materials, such as a website, even if directed to do so by the client, must be approved in advance by the instructor. Completing work for another student will result in sanctions against all students involved. Knowledge of cheating of any kind—on an assignment or an exam—will also result in sanctions. 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, because group members are responsible for checking all elements of the final deliverable.*
Journalism 4460 Schedule Spring 2017

*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: Small group assignments (chapter reviews)**  **Orange: Exam**  **Black: lecture & in-class exercise.**  
 Anything highlighted in pink 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>
<tbody>
<tr>
<td>1</td>
<td>1/17</td>
<td>In-class writing exercise. Introduction to the class.</td>
<td>Items in the “Read this First” folder in Blackboard. Bring your laptop to class.</td>
</tr>
<tr>
<td>2</td>
<td>1/24</td>
<td>Social media review, Twitter, Tweetchats, Storify, etc. (Hands-on workshop available on request after class.) Introduction to opinion/persuasion Introduction to communications audits.</td>
<td>Bring your computer or tablet to class. Persuasion Readings in Blackboard Lynda.com videos assigned in Blackboard. Twitter for Beginners PowerPoint uploaded to Blackboard. Communications Audit PPT in Blackboard, and supplemental articles.</td>
</tr>
<tr>
<td>3</td>
<td>1/31</td>
<td>Chapter Group 1 Formative Research Step 1—Analyzing the situation Step 2—Analyzing the organization Step 3—Analyzing the publics Communications Planning</td>
<td>Read in book: All of Phase 1 (pp 19—92) LinkedIn readings and videos. Audience analysis exercise. Op-Ed piece (BB and hard copy) and Infographic (related to Op-Ed piece) due at beginning of class.</td>
</tr>
<tr>
<td>4</td>
<td>2/7</td>
<td>Chapter Group 2 Strategy Step 4—Establishing Goals and Objectives Step 5—Formulating Action and Response Strategies Multimedia/Interactive strategies</td>
<td>Read in book: Phase Two steps 4 &amp; 5 (pp 93—171). (Come see me before you panic.) Multimedia and Interactive videos and readings in Blackboard. Find 5 examples of multimedia and interactive PR use and bring to class prepared to discuss. Post links in Discussion section. Client communications audit due at beginning of class (BB and hard copy—put brochures, etc. in a folder or envelope). Tweetchat #1 completed by 11:59 p.m. Friday Feb. 10</td>
</tr>
<tr>
<td>5</td>
<td>2/14</td>
<td>Chapter Group 3 Strategy, continued Step 6—Developing the message strategy Online Newsletters (and chunking)</td>
<td>Read in book: Phase Two Step 6, and supplemental readings in Blackboard. Communications Plan (building on your audit) due at beginning of class in Blackboard, and hard copy.</td>
</tr>
<tr>
<td>Date</td>
<td>Chapter Group</td>
<td>Notes</td>
<td></td>
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| 2/21  | Chapter Group 4  
Phase Three Step 7: Selecting Communication Tactics as well as Sample Campaigns in the Appendix.  
Press conferences, media statements, talking points. | Read in book: Phase Three Step 7, (pp227—303) and Sample Campaigns in Appendix.  
Supplemental readings and videos in Blackboard.  
Multimedia/Interactive piece due at beginning of class—upload link in a Word document in Turnitin and post in Discussion section.  
Tweetchat #2 completed by 11:59 p.m. Friday feb. 24. |
| 2/21  | Chapter Group 5.  
Phase Three—Step 8 Implementation and Phase Four—Step 9—Evaluation.  
Wrap-up and quick review for Exam 1 | Read in book: Phase Three Step 8 and Phase Four Step 9.  
Online Newsletter (with content) and comprehensive content calendar (12 month minimum) due before class, hard copy (if possible) before class. |
| 3/7   | Exam 1—First hour of class (and yes, it’s timed).  
Pre-client prep, audit and planning review. Assignment of groups for final project. Development of Workplans | Blackboard readings and videos.  
Media statement and talking points.  
Tweetchat #3 due by 11:59 p.m. Friday March 10. |
| 3/14  | Spring Break, no class | Optional blog due 3/16 |
| 3/21  | Final Project Client Introduction and group assignments | Final project groups may or may not include all or part of your chapter presentation groups.  
Communications audit and rough draft of plan (Audience & Objectives) due online before class—bring hard copy to class.  
Group workplan (hard copy) due at beginning of class. |
| 3/28  | Groups meet briefly with me about workplans and revisions to plan.  
Timelines and budgeting | Objectives and strategies should be falling into place—you should be developing tactics and graphics.  
Revisions to plan due. Progress report time. Tweetchat #4 due 11:59 p.m. Friday April 7. |
| 4/4   | Group meetings in my office  
Exam 2 (GSP and AP Style) | Objectives and strategies should be falling into place—you should be developing tactics and graphics.  
Revisions to plan due. Progress report time. Tweetchat #4 due 11:59 p.m. Friday April 7. |
| 4/11  | Analytics and measurement.  
Group meetings as time permits. | Readings in Blackboard.  
Show me your stuff—all objectives, strategies and tactics with preliminary design. |
| 4/18  | Final project home stretch—groups meet with me regarding final details, formatting, etc. | Work, work, work, work, work…..  
Bring drafts of everything. I mean everything. |
| 4/25  | Presentations and Speeches.  
Prep for client presentation and portfolio review. | Final Project due via Turnitin 2 hours before class. Bring hard copies to class per assignment instructions. |
| 5/2   | Final Project Presentations for the client. | Group presentations for the client—JOB INTERVIEW ATTIRE.  
Last blog due 11:59 p.m. Thursday May 4 |
| 5/9/11 | Portfolio Review during final exam time. THIS IS MANDATORY. DON’T PLAN ON LEAVING TOWN EARLY | Final exam times are different for each section. |

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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.

CAMPUS CARRY

Starting in August 2016, students, faculty and staff members who have a concealed carry license may carry a handgun on UNT property, including classrooms. This law was passed by the Texas Legislature and signed into law by Gov. Greg Abbott. UNT President Neal Smatresk is charged with setting the policy for the university and has decided, based on advice from a task force that gathered input from the university community, that classrooms are permissible places for concealed carry. The campus carry policy and further information are listed here: https://campuscarry.unt.edu/

Campus policy stipulates that the person carrying a handgun must hold a License to Carry issued by the state of Texas. The weapon also must be concealed in its entirety at all times on campus. (“Open carry” does not apply on Texas college campuses). If you see a gun in this classroom, or anywhere on campus, the person carrying it is violating the law. In a classroom you should report this violation to the instructor, who will contact police. You also may call the police yourself, and should if you see a weapon anywhere else on campus.

Know that CHL holders are not obligated to reveal their license status to anyone other than a police officer. They are not allowed to show their weapon to anyone other than a police officer for any reason. Use common sense and stay safe, but notify the authorities as quickly as possible if you witness a violation.

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 more than 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, or by phone or Skype. My ultimate goal is to see you succeed in class, in life, and to inspire you to greatness.
The Fine Print (Stuff we are required to add to every syllabus, and which you should probably read.)

MSOJ Syllabus Statements

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

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 one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

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.

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-progression-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 DATES FOR SPRING 2017**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>January 16, 2017</td>
<td>MLK Day (university closed)</td>
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<tr>
<td>January 13–20, 2017</td>
<td>Student-requested schedule changes may be made during add/drop.</td>
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<tr>
<td>January 17, 2017</td>
<td>First class day</td>
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<tr>
<td>January 20, 2017</td>
<td>Last day for change of schedule other than a drop. (Last day to add a class.)</td>
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<tr>
<td>January 31 – April 4, 2017</td>
<td>Student may drop a course with written consent of instructor.</td>
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<tr>
<td>February 24, 2017</td>
<td>Last day for change in pass/no pass status.</td>
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<tr>
<td>February 24, 2017</td>
<td>Last day to drop a course or withdraw from the university with a grade of W for courses a student is not passing. After this date a grade of WF may be recorded.</td>
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<tr>
<td>February 25 – April 21, 2017</td>
<td>Instructors may drop students with a grade of WF for nonattendance.</td>
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<tr>
<td>March 13-19, 2017</td>
<td>Spring break (no classes)</td>
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<tr>
<td>April 17, 2017</td>
<td>Beginning this date a student who qualifies may request a grade of I, incomplete. (See “Grading system” in the Academics section of this catalog.)</td>
</tr>
<tr>
<td>April 21, 2017</td>
<td>Last day to withdraw from the semester. Process must be completed by 5 p.m. in the Dean of Students Office.</td>
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<tr>
<td>May 3–4, 2017</td>
<td>Pre-finals days</td>
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<tr>
<td>May 4, 2017</td>
<td>Last class day</td>
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<tr>
<td>May 5, 2017</td>
<td>Reading day (no classes)</td>
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<td>May 6–12, 2017</td>
<td>Final examinations</td>
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<tr>
<td>May 12, 2017</td>
<td>End of term</td>
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<tr>
<td>May 12–13, 2017</td>
<td>Graduation ceremonies</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:

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<table>
<thead>
<tr>
<th>Individual Faculty Member/Advisor</th>
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</thead>
<tbody>
<tr>
<td>Director, Mayborn School of Journalism</td>
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<tr>
<td>Dean, Mayborn School of Journalism</td>
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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 ACADEMIC DISHONESTY PENALTIES ARE OUTLINED IN THE BODY OF THE SYLLABUS.

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.

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).

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 so, 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.

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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 Apr. 17 – May 4 to provide you with an opportunity to evaluate how this course is taught. For the fall 2016 semester you will receive an email from “UNT SPOT Course Evaluations via IASystem Notification” (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at [www.spot.unt.edu](http://www.spot.unt.edu) or email spot@unt.edu.

**Acceptable Student Behavior:**
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 Dean of Students 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 classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu).

**SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT**
UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: [http://deanofstudents.unt.edu/resources](http://deanofstudents.unt.edu/resources). Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.