



## JOUR 3270- Media Entrepreneurship • Fall 2019

<b>Professor</b>	Neil Foote
<b>Classroom</b>	ENV 115
<b>Class times</b>	3:30 p.m.- 6:20 p.m. / Monday
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<b>Office hours</b>	252 Sycamore. Mondays 1 p.m. – 2 p.m. / Thursdays Noon to 1 p.m. Or by appointment – in person or virtually

**Description:** Everyday we're reading about the major changes that are affecting daily journalism. There's a need for a spirit of entrepreneurship and innovation in all forms of media. This course is about tapping into your creativity and curiosity. It is a highly interactive, participatory, team-driven course. Some of you are already practicing entrepreneurs, managing blogs, YouTube channels or freelancing. For those of you who are thinking about becoming entrepreneurs, this course will give you the tools and framework to succeed. Overall, you all will leave this class with a mentality that whatever you do, you need to have an entrepreneurial mindset. Creating new solutions to engage audiences integrating content and technology are required for media companies and professionals succeed. Taking an idea from concept to reality is one of the most difficult steps for anyone to take, but it is one that media professionals must have the skills to survive and succeed. This class will provide an overview of the current and future state of media; what it takes to become an entrepreneur; how to start a business; find customers and in the end, pitch your business idea.

### Course objectives

At the end of this course, students will:

- Discuss the different type of skill sets to become an entrepreneur
- Define the steps in launching a new business
- Understand how to conduct a SWOT analysis
- Use Excel to format data and cells
- Understand how to use design thinking to create a business
- Develop methods for businesses to generate revenue
- Understand what is required to create a budget

- Understand the elements of a business plan
- Create a business plan
- Develop presentation skills to pitch your business

**Attendance.** Class attendance is required. If you miss class it's your responsibility to check the class schedule and Canvas announcements for upcoming assignment deadlines.

**Computers are required for each class meeting.** Class meets in a journalism computer lab.

### Required texts:

Ferrier, Michelle and Mays, Elizabeth. Media Innovation and Entrepreneurship (Free Download - <https://press.rebus.community/media-innovation-and-entrepreneurship/>)

### Useful / Relevant Readings/Websites

- The Expanding News Desert, by Penelope Muse Abernathy: <https://www.usnewsdeserts.com/>
- A Landscape Study of Local News Models Across America, by Heidi Legg, Director of Special Projects at the Shorenstein Center: <https://shorensteincenter.org/landscape-local-news-models/>

### Additional Resources:

- [How I Built This Podcast](#), NPR – interviews with entrepreneurs
- [Fast Company](#)
- [Entrepreneur](#)
- Tow- Knight Center for Entrepreneurial Journalism <https://www.journalism.cuny.edu/centers/tow-knight-center-entrepreneurial-journalism/>
- UNT Library Resources:
  - Entrepreneurship: Starting a Business: <https://guides.library.unt.edu/smallbusiness>
    - Excellent links to conduct industry and market research
  - U.S. Small Business Administration (SBA): <https://www.usa.gov/business?source=busa>
  - Texas Secretary of State: <http://www.sos.state.tx.us/corp/related.shtml>

### Software & Apps

LinkedIn Learning (formerly Lynda.com) – Accessible for FREE via your UNT EUID

Wordpress.org (for self-hosted install)

Web hosting (consider: A Small Orange, Reclaim Hosting)

**Deadlines.** Writing on deadlines is a key component of advertising, journalism and public relations. Assignments must be readable and formatted as required for the specified medium.

**Reading assignments.** Readings should be completed prior to class meeting. Articles and/or review of certain websites will be assigned. Weekly readings may include last minute articles and tweets as they relate to the class.

**Writing requirements.** The Associated Press Stylebook is the grammar, punctuation, spelling and usage guide for this class. Work products must “look” finished, be ready for actual use (without mistakes or errors) and demonstrate critical thinking and knowledge of best practices.

**Journal posts.** You will be required to post weekly blog assignments on Canvas. You will be provided a prompt to which you will write a minimum 400-word response. Read the prompt carefully. You are expected to draw from course readings, lectures and guest lecturers to make clear, concise, well-written and attributed responses to the prompts. You may add links, pictures videos or other elements to punctuate your points. You will be graded on the following criteria:

- Quality of writing (50%)
- References to course-related readings or other research (40%)
- Proper use of grammar spelling and punctuation (10%)

**How your course grade will be determined.**

	Subject	Due Date	Points
Journal #1	Media business analysis	Sept. 16	25
Assignment	Design Thinking	Sept. 23	100
Assignment	Elevator Pitch	Oct. 7	100
Journal #2	Financing Your Business	Oct. 14	25
Assignment	Marketing Plan	Oct. 21	200
Journal #3	Your Personal Brand	Nov. 4	25
Journal #4	Entrepreneur Profile	Nov. 18	125
Assignment	Final Business Pitch	Dec. 2	100
Assignment	Final Business Plan	Dec. 9	200
	ATTENDANCE		100
<b>TOTAL POINTS</b>			<b>1000</b>

**Grading scale**

Grade	%
A	90 - 100
B	80 - 89.9
C	70 - 79.9
D	60 - 69.9
F	< 60

**Late Assignments**

All late assignments will receive a 10% reduction in the grade for each day it is late.

**Extra Credit**

There will be specific assignments where you will be informed of “extra credit” assignments. You cannot make up points for assignments you did not submit.

**Class schedule**

This schedule is subject to change. You are responsible for all assignments and deadlines — even if they differ from this schedule.

**Week 1      August 26 - The Current & Future Marketplace for Media / Entrepreneurial Mindset & Starting A Business**

- Discussion of current issues/trends. Course overview. Who are you? Syllabus review. Entrepreneurial mindset. Are you an entrepreneur?
- **IN-CLASS EXERCISE:** Analyzing the state of the media reports

## **WEEK 2 – September 2 – Labor Day – No Class**

## **WEEK 3 - September 9 - Ideation, Innovation and Design Thinking**

What makes a good idea? What is disruptive? How do we find out customers want? Introduction to design thinking.

### **WATCH**

**Start with why -- how great leaders inspire action | Simon Sinek**

[https://www.youtube.com/watch?v=u4ZoJKF\\_VuA](https://www.youtube.com/watch?v=u4ZoJKF_VuA)

### **READ:**

- “Ideation,” by Michelle Ferrier, (Ferrier & Mays)
- “Customer Discovery,” by Ingrid Sturgis (Ferrier & Mays)
- CHAPTER: Pitching Ideas – read both articles, (Ferrier & Mays)
- “75 Ideas for Businesses You Can Launch for Cheap or Free,” by Murray Newlands, Entrepreneur Magazine, <https://www.entrepreneur.com/article/292277>

**IN-CLASS:** Ideation exercise

### **DUE: September 16 - Journal #1**

- Analyzing a web business: Based on the media business you chose, please complete the form available.

## **Week 4 September 16 - The Lean Canvas – Defining your market.**

### **READ:**

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- “What is a ‘Lean Canvas’?”, by Ash Maurya. <http://ask.leanstack.com/business-model-design-fundamentals/concepts-and-definitions/what-is-a-lean-canvas>
- “Looking for an Alternative to the Business Model Canvas,” <https://leanstack.com/business-model-canvas-alternative>

**DUE: For next week, using the design thinking method, you will conduct interviews with at least 20 people to learn more about their consumption patterns as they related to your business idea.**

## **Week 5 September 23 – Design Thinking: Part II**

Based on your interviews, we'll spend the class dissecting your findings. The results will have you develop your initial pitch.

### **DUE by the end of class:**

- You will use the Design Thinking template to summarize your findings, tell a story and identify key components of your proposed business. Post on Canvas.

**Week 6 VIRTUAL CLASS September 30 –  
Business Models for Content & Technology – Nonprofit, Freelancing,  
Consulting E-commerce and more**

**READ:**

- CHAPTER: “Business Models for Content and Technology Ventures.” Read all articles. (Ferrier & Mays)
- “Nonprofit Business Model,” by Jake Batsell. (Ferrier & Mays)
- CHAPTER: “Freelancing as Entrepreneurship & Consulting as Business Model.” Read all articles.

**DUE October 7: Elevator Pitch Due**

**Elevator Pitches**

- Creating an Elevator Pitch: <https://techcrunch.com/2012/04/21/one-sentence-pitch-founder-institute/>
- 2 Ways To Create A 1-Line Elevator Pitch (That'll Make People Want To Keep Talking To You): <https://www.forbes.com/sites/dailymuse/2017/07/03/2-ways-to-create-a-1-line-elevator-pitch-thatll-make-people-want-to-keep-talking-to-you/#5311d05858bf>

Your team will be required to make a 5-minute pitch along with a PowerPoint to your peers who will evaluate your pitch.

- You will be evaluated based on the following criteria clearly present the following:
  - What your business is?
  - What problem does it solve?
  - Who is the target market?
  - Who are the key players and their roles?
  - What are the sources of revenue?
  - What are the major expenses?
  - How will you market it?
  - Overall organization of content

**Week 7 October 7 - Public Relations & Marketing**

Discuss PR and marketing strategies for your business.

**DUE TODAY:** Be prepared to make your Elevator Pitch.

**READ:**

- CHAPTER: “Marketing Your Venture to Your Audiences.” Read all articles. (Ferrier & Mays)
- “How Small Business Owners Can Use PR To Increase Visibility,” by Krystal Covington, director of public relations and customer service, Natural Grocers, <https://www.forbes.com/sites/forbescommunicationscouncil/2017/03/13/how-small-business-owners-can-use-pr-to-increase-visibility/#397a13186f43>
- “The Advanced Guide to StartUp PR,” Kissmetrics, <https://blog.kissmetrics.com/advanced-guide-to-startup-pr/>

## Week 8 VIRTUAL CLASS - October 14 – Advertising, Promotion & Sales

### READ:

#### Creating a marketing plan

<https://www.entrepreneur.com/slideshow/299487>

#### 9 Low-Budget Marketing Strategies Every Startup Can Afford

<https://www.entrepreneur.com/article/297515>

#### The Ultimate Startup Marketing Strategy For Incredible Growth

<https://www.ventureharbour.com/ultimate-startup-marketing-strategy/>

#### Market Research & Competitive Analysis - U.S. S.B.A. - links to useful resources

<https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis>

## Week 9 October 21 Financing Your Business

### READ:

- Chapter “Startup Funding” – All articles. (Ferrier & Mays)

#### **DUE: Oct. 21 - Marketing Plan**

- Write 1000 – 1,500 word providing a detailed analysis of your market. Include charts, graphs and other visuals. Provide data based on research. Include details from your customer interviews

## Week 10 VIRTUAL CLASS – Oct. 28 Budgeting 101 for Journalists: Making the Numbers Work

### READ:

#### Budgeting

<https://www.entrepreneur.com/encyclopedia/budgeting>

#### How to Create a Business Budget in 6 Simple Steps

<https://www.fundera.com/blog/how-to-create-a-business-budget>

[How to Write the Financial Section](#) of a Business Plan, by Elizabeth Wasserman, for INC.com

[Stick to It: The Importance of a Budget for Startups](#)  
[Calculate your startup costs](#), Small Administration Administration

**DUE: by 11:59 p.m. Oct. 28** – Write a 300 – 500 word essay describing how you will finance your business. Please refer to the chapter and the PowerPoint to explain what method(s) you will use and why.

## Week 11 November 4

### Me Inc. – Creating Your Brand, Searching for a Job, Career Strategies & Your Personal Elevator Pitch

#### READ:

Elevator Pitches and Examples:

<https://www.thebalance.com/elevator-speech-examples-and-writing-tips-2061976>

How to Build Your Personal Brand in 10 Simple Steps:

<https://theundercoverrecruiter.com/build-personal-brand/>

5 Ways to Build A Personal Brand

<https://www.forbes.com/sites/shelcyvjoseph/2018/04/30/5-ways-to-build-a-powerful-personal-brand/#622b4de7549e>

## Week 12 \*\*\*\*VIRTUAL CLASS\*\*\* November 11

### Entrepreneurs' Journeys

#### LISTEN:

Please listen to at least one podcast available on the “How I Built This,” hosted by Guy Raz:

<https://www.npr.org/podcasts/510313/how-i-built-this>

#### READ:

Entrepreneurs on What It's Like to Be a Startup in Dallas <https://tech.co/14-entrepreneurs-startup-dallas-2017-02>

#### **DUE: November 11 - Journal #3 - Your Personal Brand**

- Use the “Your Personal Brand” Template. Answer the questions. Write a post describing your personal brand strategy.

## Week 13 November 18 – Wireframing

Bring your laptops to class. This will be an interactive session for you to create a wireframe for your company's website and mobile app.

#### **DUE: November 18 - Journal #4 – Entrepreneur: Up Close & Personal**

- Write at least a 500-word story based on the interview of a local business owner as if you were Guy Raz. Find out as much as you can about why the person started the business. When did they start it? What does the company/business

do? What challenges have they experienced? Where did they get the money to start their business? What's a typical day like? Why do they do this? What's their goal? What makes them unique? Who is their competition?

- Checklist on How to Write a Business Plan," by Small Business Administration, [https://www.sba.gov/sites/default/files/CHECKLIST\\_-\\_How\\_to\\_Write\\_a\\_Business\\_Plan.pdf](https://www.sba.gov/sites/default/files/CHECKLIST_-_How_to_Write_a_Business_Plan.pdf)
- "From startup to scalable enterprise: Laying the foundation," by Joseph C. Pickens: <http://www.sciencedirect.com/science/article/pii/S0007681317300605>

## **Week 14 VIRTUAL CLASS -- November 25**

### **Business Plan Workshop/ Emerging Technologies – Podcasting, AI, VR and more**

#### **READ:**

News Lab in 2017: Helping journalists use emerging technologies, By Erica Anderson  
<https://www.blog.google/topics/journalism-news/news-lab-2017-helping-journalists-use-emerging-technologies/>

Report: Technology trends journalists should watch in 2018, By Madalina Ciobanu  
<https://www.journalism.co.uk/news/report-technology-trends-journalists-should-watch-in-2018/s2/a711648/>

Are you fluent in AI? By Alice Antheaume  
<http://www.niemanlab.org/2017/12/are-you-fluent-in-ai/>

## **Week 15 December 2 – Final J-School Shark Tank**

Pitching your business to a group of imaginary investors

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## **JOURNALISM REQUIREMENTS & GUIDELINES**

### **JOURNALISM COURSE REGISTRATION**

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test and all foundational courses. 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.

## OFFICE HOURS

I'll be available for in-person or virtual appointments every Monday and Thursday from 1 p.m. to 2 p.m. Mondays and Thursdays. My virtual office is always open; just email me, and I promise to respond within 24 hours, except on weekends.

## ATTENDANCE

This is a seminar course that meets only once a week. It requires your attendance and participation each class meeting. In-class assignments cannot be completed at a later date. 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.

### **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.

### JOURNALISM EQUIPMENT CHECK OUT

Please go to the URL below and fill out the form that allows you to check items out for this term. You just have to do this once each semester.

<https://journalism.unt.edu/equipment-checkout>.

Equipment may be checked out in room 111 in the General Academic Building. Checkouts are for 24 hours from the time of checkout. If you need the items for 48 hours, please send an email with your professor's approval to [adam.scott@unt.edu](mailto:adam.scott@unt.edu) **before** you check out the equipment. Extensions will not be granted once the items are checked out.

For your convenience, the equipment room is open during the following times:

**Mon-Thurs 9am-10pm**

**Friday 9am-6pm**

**Sat-Sun 12-6pm**

(Anything checked out after 2pm on Thursday is due Monday morning.) The violations for late returns are as follows:

1<sup>st</sup> late infraction – 1 week ban from checking out equipment.

2<sup>nd</sup> late infraction – 3 weeks ban from checking out equipment.

3<sup>rd</sup> infraction – Semester long ban from any and all equipment checkout.

If you are going to be late, email [adam.scott@unt.edu](mailto:adam.scott@unt.edu) and let him know. Active communication brings leniency in many cases.

GAB 101 will be unlocked only by appt. <http://journalism.unt.edu/gab101>.

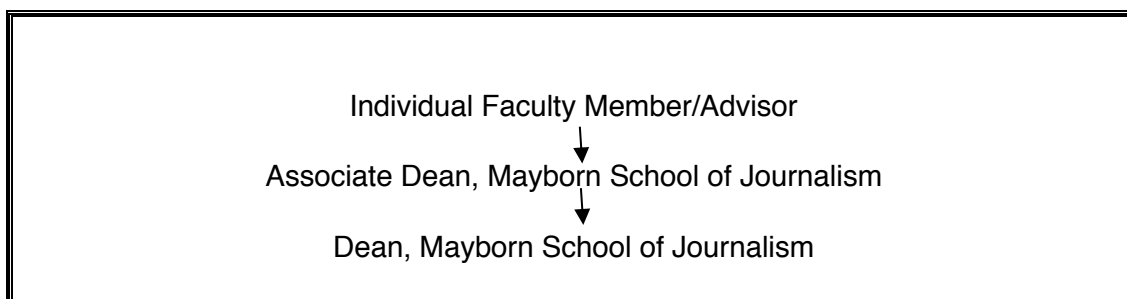
### Fall 2019 Important Dates

Deadline	Regular Academic Session	8W1	8W2
Classes Begin	Aug 26	Aug 26	Oct 21
Labor Day (no classes; university closed)	Sept 2	Sept 2	Sept 2
Census	Sept 9	Sept 3	Oct 28
Beginning this date a student may drop a course with a grade of W by completing the <i>Request to Drop Class</i> form and submitting it to the Registrar's Office. See link for complete instructions <i>Dropping a Class</i> .	Sept 10	Sept 4	Oct 29
Last day for change in pass/no pass status	Oct 4	Sept 13	Nov 8
Mid-semester	Oct 18	Sept 20	Nov 15
Last day for a student to drop a course.	Nov 4	Sept 30	Nov 25

Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 11	Sept 30	Nov 25
Last day to withdraw (drop all classes). Grades of W are assigned.	Nov 22	Oct 11	Dec 6
Thanksgiving Break (no classes, university closed)	Nov 28 - Dec 1	Nov 28 - Dec 1	Nov 28 - Dec 1
Pre-Finals Days	Dec 4-5	N/A	N/A
Last Regular Class Meeting	Dec 5	Oct 17	Dec 12
Reading Day (no classes)	Dec 6	N/A	Dec 6
<b>Final Exams</b>	Dec 7 - Dec 13	Oct 18	Dec 13
End of term	Dec 13	Dec 13	Dec 13

### 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:



### OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

## **COURSE SAFETY STATEMENTS**

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

## **ACADEMIC DISHONESTY**

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

## **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 06.003 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.

## **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 mark your calendar early in the semester to avoid any schedule conflicts. **The final project replaces the final exam.**

## 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](http://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.

(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](mailto:international@unt.edu)) to get clarification before the one-week deadline.**

## 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 to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" ([no-reply@iasystem.org](mailto: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](mailto:spot@unt.edu). Spots survey dates:

<b>Term</b>	<b>Survey Administration Dates</b>
<a href="#">8W1</a>	October 8 – October 17
<a href="#">Fall</a>	November 18 – December 5
<a href="#">8W2</a>	December 2 – December 12

***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)

***Classroom Policies***

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).

**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\\_0](http://deanofstudents.unt.edu/resources_0). 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.