

Digital Media for Journalists

JOUR 3340.801 – Spring 2019

University of North Texas
Mayborn School of Journalism

UNT INTERNET COURSE

Professor: Neil Foote

Office: Sycamore 252

Phone: Office – 940.565. 4252. Mobile: 214.448.3765 E-mail: foote@unt.edu

Office Hours: Mondays / Wednesdays 10 a.m. - noon or by appointment or virtually via phone or Skype.

Email: helpdesk@unt.edu

This class is designed to help you learn how to become an effective digital journalist and multimedia storyteller. You'll learn some of the history, theory and strategy of how traditional news websites are transitioning to digital media platforms. You'll learn the importance of how best to engage readers, listeners and viewers as well as use some of the most current digital media tools.

This class includes a service-learning component that is designed to 1) Improve your overall reporting, writing and digital media skills; 2) Help you reflect on your personal career goals; 3) Engage with media professionals to learn about how they do their jobs. Additionally, here are the other goals of the class:

Course Objectives:

By the end of this class you will be able to:

- Explain how traditional media has transformed from analog to digital
- Practice writing for the web and understand the fundamentals of multimedia storytelling
- Practice posting content – text, pictures video and audio – on the web
- Apply basic principles of capturing, shooting and editing audio, still pictures and video for web publication
- Identify basic concepts of how journalists can use social media as a tool to report, curate and distribute news – text, images, and video
- Develop skills in developing sources and stories from a beat
- Publish a final website project showcasing your reporting, writing and multimedia storytelling skills

Getting the Most Out of This Class

- √ This is an online class. You will be responsible for completing your assignments online using Canvas for this class. Course readings, assignments and some grading will be posted on Canvas.Unt.Edu
- √ Please review the videos I've recorded, designed to help you better understand what you want out of each week's class.
- √ Post an introductory message in the Discussion Board on Canvas.
- √ Complete all the assignments on deadline.

- √ Use the Discussion Board to share your thoughts about issues, trends and other observations beyond the blog posts.
- √ Meet with me at least twice during the semester – ideally in-person; at least via phone or video conference (Skype, Facetime, Zoom)
- √ Participate in occasional virtual or in-person sessions.
- √ I'll do my best to get all assignments returned to within 10 days after submission.
- √ Since the goal of this class is to prepare you to become a multimedia journalist (MMJ), you will be expected to become as knowledgeable as possible about the current media trends and issues as well as how news websites are using their websites and social media to report, write, produce and distribute news. You will see several links to industry blogs on Canvas with which you should immediately become familiar.

Required Texts/Course Tools:

- ❖ Set up a free account at NewsU.org, Poynter Institute for Media Studies Online College
- ❖ Set up free account on UNT's Career Center site: [Handshake](#)
- ❖ [Create a webpage at Spark.Adobe.Com \(This is where you will post your stories.\)](#)
- ❖ Additional readings available via email, in class or on Canvas Learn

Recommended Reading:

- ❖ Briggs, Mark (2012) *JournalismNext, A Practical Guide to Digital Reporting and Editor*, CQ Press
- ❖ Additional readings will be made available online.

Recommended "tools":

- ❖ Lynda.com – free training on all times of software: <https://it.unt.edu/lynda>
- ❖ Jump drive/Flash Drive with Min. 2GB or more, to store images and/or video files; or
- ❖ External hard drive
- ❖ Cloud storage (e.g. Google Drive, Dropbox, etc.)

Student Academic Support Services

- [Academic Resources](#): where to buy textbooks and supplies, access academic catalogs and programs, register for classes, and more
- [Code of Student Conduct](#): provides Code of Student Conduct along with other useful links
- [Office of Disability Accommodation](#): exists to prevent discrimination based on disability and to help students reach a higher level of independence
- [Counseling and Testing Services](#): provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- [UNT Libraries](#): library services
- [UNT Learning Center](#): provides a variety of services, including tutoring, to enhance the student academic experience
- [UNT Writing Center](#): offers free writing tutoring to all UNT students, undergraduate and graduate
- [Succeed at UNT](#): information regarding how to be a successful student at UNT

GRADING:

There are several components of this class that contribute to your grade. This is subject to change, but you will be notified of any changes throughout the course of the semester.

1500 – 1200 = A
 1299 – 1100 = B
 1099 – 900 = C
 899 - 600 = D
 < 599 = F

ASSIGNMENT	POINTS
Meeting with professor (2)	100
Stories (2)	300
State of the Media Essay	100
Reflection Essays (5)	300
Media Professional Profile	100
Beat Memo	100
Social Media Analysis	50
Web Analytics	50
StoryMap Exercise	50
Final Project Proposal	50
Final Project	300
TOTAL POSSIBLE	1500

NOTE: The work you do for this class must be original and may not be turned in for any other class. Please let me know if you are planning to do a story that also will be running in the NT Daily. You are allowed to use equipment assigned to this class and, with approval from the professor, other equipment as long as it is similar to the equipment accessible from the University.

NOTE: EXTRA CREDIT – As you will see in this syllabus, there are several posted extra credit assignments. There will be others that will pop up during the semester. These points are added onto your grade. Your final letter grade will be based on the grade distribution base of 1500 points.

You must follow all rules and guidelines related to checking out any audio/visual equipment. Any violation of those guidelines will limit or completely restrict your usage of the equipment. You also are responsible for all costs related to any damage to the equipment.

ASSIGNMENTS

All assignments, unless otherwise noted, should be posted on Canvas by 11:59 p.m. every Thursday.

Reflection Essays (6) – 50 points each.

One of the core components of this class is creating a more engaging and enriching experience where you feel like you're learning about the industry in which you want to pursue your career and how best you can succeed. These essays are designed to help you reflect on your experiences throughout the class. Each of your "Reflection Essays" should answer the following questions:

- Describe your experience. What did you do?
- Explain how the experience connected you with your interest in journalism.
- Describe how your experience is connected to this class, your skill des and career interests and goals.
- Discuss what you learned about yourself through the experience. For example, did you identify any personal strengths? Areas for growth?
- Describe how you felt about the experience. For example, did you notice any feelings before, during, or after the experience that influenced your previous thoughts about your career? What will you take away from this experience?

The topics of the five essays are:

- **Reflection 1:** Discuss career goals/aspirations and expectations of service-learning experiences
- **Reflection 2:** Discuss your experience and learnings from attending the meeting/event of a professional journalism association.
 - Attend at least one meeting on campus or off of one of the journalism association meetings where there will be **working professionals** presenting. E.g. NABJ, NAHJ, PRSSA, NPPA, BEA, SPJ.
- **Reflection 3:** Discuss your experience and learnings from interviewing a media professional.
 - You will be expected to interview a media professional at their place of work, e.g. in a newsroom, TV studio, PR agency. Build in at least two hours to conduct the interview and also set up a tour of the newsroom too. You will find a list of media companies that are partnering with us here at The Mayborn and for this class. *NOTE: The key component of this experience is that you do this interview in person.*
- **Reflection 4:** Discuss our experience and learnings from attending the Career/Intern Fair.
 - You all are expected to attend the April 17 Career Center All Majors Fair. What a better way to meet and engage with professionals who are looking to hire you. This is a great opportunity for you to tell your story and to learn about what kinds of skills and experience employers are looking for.
- **Reflection 5:** Final reflection on experience and key learnings.

State of the Media Essay – 100 points

What's critically important for each of you is to have a strong understanding of what's going on in media today. Sure, you've heard the stories about layoffs, newspapers closing, but there are probably more opportunities than ever to use your communications' skills to report, write,

edit, shoot, and share. You will be asked to read several industry reports, and if you so desire, do additional research to write up to a 500-word essay. Here's what I'm expecting:

- No first-person essays.
- Write in third person voice.
- Clearly identify the issue/trend
- Explain what is happening and what the data show
- Discuss the impact the issue/trend is having on current and future growth of industry.

Beat Memo – 100 points

You may choose a beat that is tied to a specific organization or subject anywhere in the DFW area. You can use find your ideas anywhere in North Texas. You're free to go beyond UNT's campus into Denton, Dallas, Plano, Frisco, Flower Mound or any of the surrounding communities to report the story. You will see a list of suggested beats in the folder posted on Canvas. Covering a beat is a fundamental skillset you must have if you're interested in pursuing a career in journalism. Here's what I'm expecting from your beat memo:

- Description of the beat
- What are two or three of the most important issues?
- Who are some of the key organizations? sources? experts?
- Propose one story about an issue/trend on the beat and another about a person/source you are likely to profile.

Multimedia Stories (2) – each story is 100 points.

Digital Media for Journalists will work as a “functioning newsroom” where you will write, shoot stills, capture audio and post stories that may run in the NT Daily newspaper and/or NT Daily.com. Your stories must include **original reporting and pictures**, live interviews and a written story of **min. 500 words – max. 750 words**.

- One of your stories needs to focus on an issue or trend related to your beat.
- The second story needs to profile a key person on your beat. You'll want to do an in-depth profile of this person with the goal of helping you get a better understanding of what this person does; his/her impact on the community/the business/the cause.

Your stories will be graded on the following:

- √ Originality (You **MAY NOT** use any stories from any other class.)
- √ Clear, concise and organized writing
- √ Effective use of grammar, punctuation and spelling
- √ Extensive use of sources (**Minimum: three (3) people. Best:** As many as possible)
 - *Do not use sources with which you have a personal connection: Family members or significant others (boyfriend, sibling, parent, roommate); current employer or friends.*
 - *Take advantage of UNT's vast number of professors, experts and others. Always consider contacting the Media Relations office:*
<https://urcm.unt.edu/news-media-relations>

- √ Use of pictures to tell a story
- √ Effective editing of audio to create a compelling multimedia story

Since this class is preparing you for a real-life journalism experience, you must follow the rules accuracy, clarity, conciseness, spelling, usage, and grammar. You are expected to know and understand AP Style for print or broadcast. Here's a link to the AP Style Book that you have access to via the UNT Library: <https://www.apstylebook.com/university-of-north-texas-libraries>
You must meet all deadlines.

All stories will be written and posted on [Spark.Adobe.Com](https://www.spark.adobe.com) by or before the deadlines listed below:

Stories are due:

- **STORY #1: 11:59 p.m. Thursday, Feb. 21** (125 points)
- **STORY #2: Thursday, March 28** (125 points)

Your stories will be graded using the following rubric:

- Depth of reporting (30%)
- Quality of writing (20%)
- Grammar/Spelling/Punctuation (Proofreading!!!) (20%)
- Organization of written story (10%)
- Ability to use technology (Atavist/Adobe Premiere/Audacity/iMovie/Photoshop/Canva) for storytelling (10%)
- Proper use of AP Style (10%)
- Embedding at least three links (5%)

JOURNALISM EQUIPMENT CHECK OUT

Please go to the URL below and fill out the form that allows you to check items out for the Fall 2018 semester. You just have to do this once each semester. This does replace the gold cards.
<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 **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...

**M-Thur 9am - 10pm
6pm**

Fri 9am – 6 pm

Sat-Sun Noon –

(Anything checked out after 6pm on Thursday is due by 6pm Friday due to early closure.) The violations for late returns are as follows...

1st late infraction – 1 week ban from checking out equipment.

2nd late infraction – 3 weeks ban from checking out equipment.

3rd infraction – Semester long ban from any and all equipment checkout.

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

Our Media Partners

These are among the companies that have actively worked with The Mayborn School of Journalism, and specifically, with this class. You may go beyond this list to find a local media professional, but each of these organizations has hired students

- The Denton Media Company/Denton Record-Chronicle
- The Dallas Morning News
- The Dallas Business Journal
- WFAA
- KXAS
- CBS-11
- Fox4 News
- KXII – Sherman, Texas
- Star Local Media (newspapers around DFW, including Lewisville, Plano, Frisco, Lake Cities, Carrollton, Coppell, Mesquite, McKinney)
- WBAP
- KTCK – The Ticket
- Market Wave
- Idea Grove

GUEST SPEAKERS

We may have several guest speakers over the course of the semester. Guest speakers will be available via a pre-recorded audio and/or video podcast. You also will need to prepare *at least five questions* to ask the speaker after his/her presentation.

FINAL PROJECT (400 points)

This project is going to reflect a culmination of all your coursework. Your final project is designed to: (1) Take our class readings, discussions and analysis and put them into practice; (2) Tap into your skill as a journalist and novice at understanding how the internet works, particularly how content can be presented on the Internet; and (3) Allow you to create a blog/interactive story that could serve as an important component of your portfolio. Your final grade for this project will be based on your thoroughness in reporting and writing; use of interactivity (e.g. use of related links, photos, slideshows, audio and video), and your creativity. You are not expected or required to hire a web designer or a programmer. All the tools you need are readily available for free on the web, and do not require any sophisticated technical knowledge. Your grade will be based on the submission of your idea, your site map and your short presentation during class.

COURSE OUTLINE

(SUBJECT TO CHANGE – Any changes will be announced in class and/or posted on Canvas.)

WEEK 1 – JANUARY 14 - 18

Introduction: In the discussion board on Canvas, post a short bio to introduce yourself to the rest of your classmates. Tell us a little about where you're from, your high school, your family, siblings, your hobbies and what you'd like to do in journalism.

Review syllabus, grading, class format. Course goals. Discuss evolution, role and importance of online journalism. Becoming a Digital First Journalist. Evolution of news websites –Web 1.0 to Web. 2.0, now Web 3.0.

ASSIGNMENTS

>> READ

[What I wish I knew](#) before I took my first reporting job

[State of the News](#) Media Report, Pew Research

[Journalism Predictions](#) for 2019, by Nieman Labs

[So you wanna](#) be a journalist? By Kyle Pope

WATCH: [Beat the Press](#): Journalism v. Activism

>> >> Due, 11:59 p.m., Jan. 17 – Reflection Essay #1 - Discuss career goals/aspirations and expectations of service-learning experiences.

>>>> Due, 11:59 p.m., Jan. 17 – State of the News Media Essay

Based on your readings, write up to a **500-word** essay identifying three key issues that are affecting media today.

WEEK 2 – JANUARY 21 - 25

Beat Guidelines. Generating ideas. Developing Sources.

>>READ

[Idea Generators](#), by Chip Scanlan

[Finding and Developing](#) Story Ideas, by Steve Buttry:

- **>> DUE by 11:59 p.m., Jan. 24th - Beat memo.** Review the list of suggested beats. Post your Memo on Canvas that includes: a description of the beat; What are two or three of the most important issues? Who are some of the key organizations? sources? experts? Propose one story about an issue/trend on the beat and another about a person/source you are likely to profile.

I will review your memo, then let you know which beat you have chosen.

WEEK 3 – JANUARY 28 – FEBRUARY 1

Understanding great storytelling. Element of good stories. Analyzing multimedia stories.

>>WATCH:

- Watch four-part video series by NPR's Ira Glass on storytelling:
<https://www.youtube.com/watch?v=f6ezU57J8YI>
- Find an AUDIO/VIDEO SLIDESHOW on one of the following sites featuring award-winning students' work:
 - Hearst Journalism Awards Program
 - <http://www.hearstawards.org/competitions/multimedia/2017-18/>
 - <http://www.hearstawards.org/competitions/multimedia/2016-17/>
 - <http://www.hearstawards.org/competitions/2015-16/>
- Pay careful attention to these stories as they good examples of the kinds of pieces you should be producing.
 - Describe what types of multimedia are used (stills, video, audio)?
 - What types of audio?
 - Is there music? How effective or distracting is the music?
 - How effective is the story in engaging you?
 - How long is multimedia story?
 - What would you have done differently?

>> After you watch one or several of the student-produced packages, please share your thoughts on the discussion board.

WEEK 4 – FEBRUARY 4 - 8

Real v. Fake News / Understanding the difference

>>>>READ:

- Bias, Bullshit and Lies: Audience Perspectives on Low Trust in the Media
[\(Download from Canvas\)](#)
- Want to stop spreading [fake news](#)? Choose one of these four points to fight back
- [What will misinformation](#) look like in 2030 and will we be better at spotting it then?

>> WATCH

How [Fake News](#) Grows in a Post-Fact World – Ali Velshi

WEEK 5 – FEBRUARY 11 - 15

Overview: Social Media for Journalists.

- Chapter 4, “[Microblogging](#),” **Mark Briggs**, Journalism Next: A Practical Guide to Digital Reporting and Publishing (Available on Canvas)
- [The Cincinnati Enquirer](#) wrote an audience-driven article using Instagram Stories (and it wasn't even about a hippo), by Christine Schmidt
- [Use Twitter](#) to your advantage as a journalist, by Jennifer Peters
- [Snapchat for journalists](#): a great big guide
- [How to: Optimize Your Newsroom's Instagram](#)
- [How journalists and newsrooms can utilize threads to enhance their reporting](#)

Create an account on [Spark.Adobe.com](#) See the PowerPoint describing how you set up the page.

WEEK 6 – FEBRUARY 18 - 22

- [5 Types of Photos](#) that Make for Strong Photo Essays, Multimedia Slideshows

**** STORY 1 – DUE by 11:59 p.m.: Thursday, February 21 ****
Upload the link to your link to Adobe Spark on Canvas

WEEK 7 – FEBRUARY 25 – MARCH 1

Social media policies at news organizations. How media companies have adopted policies to provide guidance to journalists. Analyzing social media metrics.

READ:

- [ASNE 10 Best Practices](#) for Social Media
- [RTDNA](#) (Radio Television and Digital News Association) Social Media Guidelines
- [NPR](#) Social Media Ethics
- [ONA Social](#) Newsgathering Ethics

ASSIGNMENT

Social Media Competitive Analysis

For this assignment you will need to draw from last week's and this week's readings.

A local media company has just hired you as the ‘Social Media Editor’. Your first job is to write a memo to the editor and/or news director about what you would do to help energize the media outlet’s social media efforts. Use the form provided you on Canvas

to complete this exercise. [Follow the instructions in this form](#). Post the form on Canvas.

>>>>Contact a local media professional to set up interview. This story will be part of your Reflection #3 assignment.

WEEK 8 – MARCH 4 – 8

Understanding Web Analytics and Audience Engagement

>>READ:

- [How to engage](#) your audiences in 5 key steps
- How do you do [community engagement](#)?
- [Search Engine](#) Optimization – Basics
- [Top 5 SEO Tips](#) for Media Owners and Journalists:
- [17 Tactics](#) to Create Engaging & SEO-Friendly Content

ASSIGNMENT

Watch the following series on Web Analytics produced by the BBC:

Web Analytics: The Basics

<https://www.bbc.co.uk/academy/en/articles/art20140903145756510>

How to Use Web Analytics Tools

<https://www.bbc.co.uk/academy/en/articles/art20140909150755493>

How Web Analytics Informs Online Journalism

<https://www.bbc.co.uk/academy/en/articles/art20140910153107180>

Web Analytics: Key Terms Jargon Buster

<https://www.bbc.co.uk/academy/en/articles/art20140916122746714>

DUE 11:59 p.m. Thursday, March 7: Based on the series of web analytics videos, write a 300 to 600 post that offers advice to a media company executive on how web analytics can be used to help their news coverage.

Review of final project. Please review related PowerPoint describing the project. Please see requirements on Canvas.

WEEK 9 - >>>> SPRING BREAK - MARCH 11 -15 <<<<

WEEK 10 – MARCH 18 - 22

Datavisualization: Creating depth and interactivity to your stories

>> DUE 11:59 p.m. Thursday, March 21

- Using StoryMap: <https://storymap.knightlab.com/>
- Review the PowerPoint related to this assignment.
- You will be assigned a city to create this project.
- You must use royalty-free photos. If you use Google, you can:
 - Search the city's name
 - Click on "Images"
 - Click on "Tools" located just below the search box
 - Click on "Usage Rights"
 - Choose "Label for Reuse"
 - Download 7 – 10 photos
- Write detailed descriptions of the photos.
- Upload PUBLISHED link to your StoryMap to Canvas.

Week 11 – MARCH 25 - 29

**** STORY 2 - DUE: 11:59 p.m. - Thursday, March 28 ****

Upload the link to your Adobe Spark story on Canvas

Week 12 – APRIL 1 - 5

Broadcast News

READ

[Reinventing Local TV News](#), By Sara Morrison and Eryn Carlson, The Nieman Lab
[Here's how we can reinvent](#) local TV news, by Marc Efron, MediaShift.org
[Local TV news' challenge](#) of attracting the next generation of viewers

ASSIGNMENT

- **Reflection 2:** Discuss your experience and learnings from attending the meeting/event of a professional journalism association.
 - Attend at least one meeting on campus or off of one of the journalism association meetings where there will be **working professionals** presenting. E.g. NABJ, NAHJ, PRSSA, NPPA, BEA, SPJ.

Week 13 – APRIL 8 - 12

New Business Models. Smart speakers. AI. VR.

>>>>READ FOR THIS WEEK'S CLASSES:

- [6 Pillars of a revenue](#) generating business model for digital journalism,
- [Why journalists](#) should care more about media business models
- [The Future of Journalism](#) on Smart Speakers

- [Reuters is taking](#) a big gamble on AI-supported journalism
- New York Times: [360 Video](#) Channel
- [Augmented Reality](#) is Changing the Way Newspapers (and) Readers are Seeing Things

ASSIGNMENT

Reflection 3: Discuss your experience and learnings from interviewing a media professional.

- Post your interview a media professional at their place of work, e.g. in a newsroom, TV studio, PR agency. Build in at least two hours to conduct the interview and also set up a tour of the newsroom too. You will find a list of media companies that are partnering with us here at The Mayborn and for this class.

Week 14 – APRIL 15 - 19

Career Strategies

READ:

[5 No-Nonsense](#) Career Strategies for Digital Strategies

[Be careful](#) about answering these 5 job interview questions

[63 Traditional Job](#) Interview Questions to Prepare for Your Interview

WATCH:

[What I learned](#) from 32 grueling interviews

ATTEND:

UNT All Majors Career & Internship Fair taking place 1 p.m. – 4 p.m., **Wednesday, April 17th** in Union Ballroom 314. NOTE: You must register and have your Student ID scanned because I will be verifying your attendance from a list provided to me by the Career Center

ASSIGNMENT:

- **Reflection 4:** Discuss your experience and learnings from attending the Career/Intern Fair.

Week 15 – APRIL 22 - 26

Ethics: Doing the Right Thing Legal/Copyright: Knowing What's Right

>>>>READ FOR THIS WEEK'S CLASSES:

- Bob Steele talks to the late media executive Steve Buttry about “These 10 Questions to Make Good Ethical Decisions”
- <https://stevebuttry.wordpress.com/2012/10/31/bob-steeles-principles-and-questions-have-guided-journalism-ethics-well/>
- [Digital Media Ethics](#), Center for Journalism Ethics, by Stephen J.A. Ward
- Society of Professional Journalists – [Code of Ethics](#)
- Radio Television Digital News Association – [Code of Ethics](#)
-

Week 16 – APRIL 29 – MAY 3

Wrap Up Week.

ASSIGNMENT:

- **Reflection 5:** Final reflection on experience and key learnings.

FINAL PROJECT DUE BY 11:59 P.M. Thursday, May 9.

- Post a link to your final blog on Canvas

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, 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.

OFFICE HOURS

I'll be in my office from 10 to NOON Mondays and Wednesdays. Other office hours are available by appointment. My virtual office is always open; just email me, and I promise to respond within 24 hours, except on weekends.

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.

Spring 2019 Important Dates

Deadline	Regular Academic Session	3W1 Winter Session	8W1
Classes Begin	Jan 14	Dec 17	Jan 14
Martin Luther King Jr. Day (no classes; university closed)	Jan 21	N/A	Jan 21

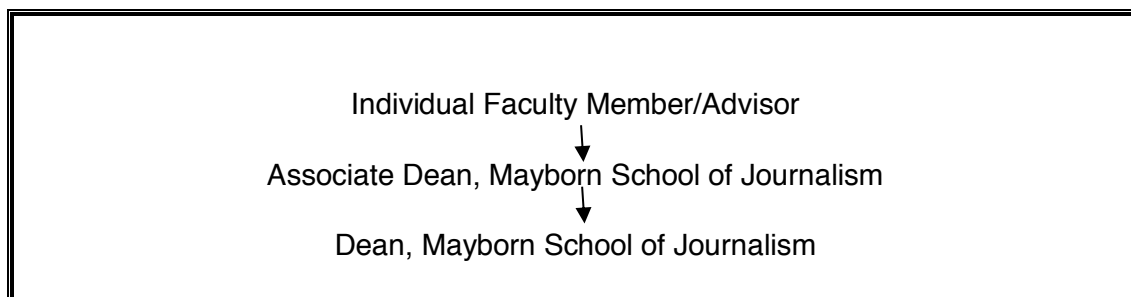
Census	Jan 28	Dec 18	Jan 22
Beginning this date a student may drop a course with a grade of W by completing the Request to Drop Class form and submitting it to the Registrar's Office. See link for complete instructions Dropping a Class .	Jan 29	Dec 19	Jan 23
Last day for change in pass/no pass status	Feb 22	Dec 20	Feb 1
Mid-semester	Mar 8	N/A	Feb 8
Spring Break	Mar 11 - 17	N/A	N/A
Last day for a student to drop a course.	Apr 1	Jan 7	Feb 18
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Apr 8	Jan 8	Feb 18
Last day to withdraw (drop all classes). Grades of W are assigned.	Apr 19	Jan 7	Mar 1
Pre-Finals Days	May 1 - 2	N/A	N/A
Last Regular Class Meeting	May 2	Jan 10	Mar 7
Reading Day (no classes)	May 3	N/A	N/A
Final Exams	May 4 - 10	Jan 11	Mar 8
End of term	May 10	May 10	May 10

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. ***Student risk getting an automatic "F", dropped from the class and/or suspended from school.***

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.

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 so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a

form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Canvas 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) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu. Spots survey dates:

- Regular session 4/15/19 through 5/2/19
- 8W1 session 2/25/19 through 3/7/19
- 8W2 session 4/29/19 through 5/9/19

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

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. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

Statement of Student Learning Outcomes

By the end of this class you will be able to:

- Explain how traditional media has transformed from analog to digital
- Practice writing for the web and understand the fundamentals of multimedia storytelling
- Practice posting content – text, pictures video and audio – on the web
- Apply basic principles of capturing, shooting and editing audio, still pictures and video for web publication
- Identify basic concepts of how journalists can use social media as a tool to report, curate and distribute news – text, images, and video
- Develop skills in developing sources and stories from a beat
- Publish a final website project showcasing your reporting, writing and multimedia storytelling skills

Additionally:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of diversity in domestic society in relation to mass communications
- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communications professions in which they work