

Digital Media for Journalists

JOUR 3340.801 – Spring 2022

University of North Texas

Mayborn School of Journalism

UNT INTERNET COURSE

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This is a 100% Internet/Online course.

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
- ✓ **Read the syllabus!**

- √ 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.
- √ **Take advantage of the monthly ZOOM meetings to ask questions.**
- √ 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.

COVID-19. For COVID-19 related information, please refer to UNT's website: <https://healthalerts.unt.edu/> You will learn about testing sites on campus as well as places to get vaccinations.

If you are experiencing any [symptoms of COVID-19](#) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Required Texts/Course Tools:

- ❖ 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

Recommended Reading:

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

Recommended Resources

Global Investigative Journalism Network - Reporting Tips & Tools

<https://helpdesk.gijn.org/support/solutions/articles/14000036502-reporting-tips-and-tools>

Mobile Journalism Manual

<https://www.mojo-manual.org/>

Recommended "tools":

- ❖ [LinkedIn Learning](#)– free training on all times of software
- ❖ 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.

900 – 1000 = A

800 – 899 = B

700 – 799 = C

600 – 699 = D

< 599 = F

ASSIGNMENT	POINTS
Tell Us About Yourself	-
Future of Media Essay	50
Reflection Essays (3)	150
Beat Memo	50
Multimedia Story Analysis	100
Multimedia Stories (2)	200
IG Reels or IG Story or TikTok News Story	100
Web Analytics	50
Final Project Proposal	50
Final Project	300
TOTAL POSSIBLE	1000

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 – There may be specific assignments that I will share with you throughout the semester. You must complete your assignments throughout the semester. There will be no extra credit assignments to replace missed assignments.

Your final letter grade will be based on the grade distribution base of 1000 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.

BACKGROUND ON SELECTED ASSIGNMENTS

All assignments, unless otherwise noted, should be posted on Canvas by 11:59 p.m. every Thursday. Details for all the assignments are available in the syllabus and on Canvas.

Reflection Essays (3) – 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 three essays are:

- **Reflection 1:** Discuss career goals/aspirations in journalism and life.
- **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 one of the journalism association; E.g., NABJ, NAHJ, PRSSA, NPPA, BEA, SPJ.
- **Reflection 3:** Final reflection on experience and key learnings.

Multimedia Stories (2) – each story is 200 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**, audio and/or video

live interviews and a written story of **min. 500 words – max. 750 words**.

If you choose to do a video package, it must be between 1:30 min and 3 min long. You must also include a 300- to 500-word story that would run on the news organization's website. To post assignment on CANVAS, only post a link to your **unlisted** story on YouTube or Vimeo. Please NO RAW .mov or .mp4 files.

- One of your stories needs to focus on an issue or trend related to your beat.
- The second story can be a feature or profile story.
- **You may NOT use friends, relatives or family members as primary sources for your stories.**

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:*
- √ 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](#). You must meet all deadlines.

All stories will be written and posted on [Spark.Adobe.Com](#) by or before the deadlines listed below:

Stories are due:

- **STORY #1: 11:59 p.m. Thursday, Feb. 24** (100 points)
- **STORY #2: Thursday, March 31** (100 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%)

IG Reels, IG Story or IG Story or TikTok News Story

Here's where you can use your social media savvy to tell a news or feature story using IG Reels, IG Story or TikTok. Feel free to draw from your beat to find a story to shoot images, short video clips and write an interesting narrative. These stories should be at least 1 min. and no longer than 2 min.

Post a link to your story on Canvas.

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 (250 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.

JOURNALISM EQUIPMENT CHECK OUT

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found here: <http://bit.ly/MaybornEQR>.

This should be done *prior* to checking out equipment, and only needs to be done once per semester.

Please email the Mayborn Equipment Room at mayborn-equipment@unt.edu to schedule your gear pickup. Hours of operation:

9:00 a.m.–10:00 p.m. - Monday through Thursday

9:00 a.m.-5:00 p.m. - Friday

12:00 p.m. to 6:00 p.m. - Saturday and Sunday.

All equipment must be picked up and returned at a scheduled time within these hours.

We are here to help! Contact us via email or phone with any questions or concerns.

- La Daniel Maxwell, Journalism Equipment Room Supervisor
ladaniel.maxwell@unt.edu
- Mayborn Equipment Room Staff – mayborn-equipment@unt.edu or 940-565-3580

Violations for late returns are as follows:

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

Second late infraction – 3 weeks ban from checking out equipment.

Third late infraction – Semester long ban from any and all equipment checkout.

If you are going to be late returning equipment please email mayborn-equipment@unt.edu. Active communication brings leniency in many cases.

COURSE OUTLINE

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

Week 1: January 17 – Introduction to Class

By the end of this week, you will

- Review the course syllabus
- Explore the changes in media over the years
- Analyze current state of media

ZOOM Q&A

6 p.m., Thursday, Jan. 20. This is an optional session, but a chance to meet your classmates and ask questions.

<https://unt.zoom.us/j/86417243022>

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.

The following readings will give you insights about the state of media as well as insights on working as a journalist.

READ

[State of Digital News 2021](#), Pew Research

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

[Gen Z demands personality from journalists](#), by Julia Munslow

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

WATCH

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

ASSIGNMENT DUE

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.

Due, 11:59 p.m., Jan. 20 – Reflection Essay #1 - Discuss career goals/aspirations and expectations of service-learning experiences.

Week 2: January 24 - Beat Guidelines. Generating ideas. Developing Sources.

By the end of this week, you will:

- Understand the key elements of a beat
- Explore how to develop good story ideas
- Writing your beat memo

These articles are very useful in helping you think about how to come up with ideas from your beats.

[Idea Generators](#), by Chip Scanlan

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

Assignment Due, 11:59 p.m., Jan. 27– Future of the News Media Essay –

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. Read the Pew Report on the State of Digital News. Feel free to do additional research but write up to a 500-word essay making three predictions about the future of media.

- 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.

Week 3: January 31 – Multimedia Storytelling

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

Today's journalists must be able to report, write and produce multimedia stories.

By the end of this week, you will:

- Understand the basic elements of storytelling
- Assess what form of media work for your stories
- Analyze other student journalists' work

ASSIGNMENTS DUE by 11:59 p.m., Feb. 3

- 1) **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.
- 2) **Multimedia Story Analysis.**

WEEK 4: FEBRUARY 7 – FAKE NEWS & MEDIA CREDIBILITY

Real v. Fake News / Understanding the difference

Credibility in the media has taken a hit over the past years due to the rapid rise of misinformation, disinformation, and distrust. "Truth" as we know is getting defined in ways that is challenging the traditional role of the journalist.

By the end of this week, you will:

- Analyze why distrust in the media is rising
- Recognize fake news
- Understand key principles in combating fake news

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?
- [Adobe and news orgs are working on a new tool that could identify a photo's origin — and combat misinformation](#)
- [Misinformation is a global problem. One of the solutions might work across continents too.](#)

WATCH

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

Week 5: FEBRUARY 14 – REPORTING TOOLS & STRATEGIES

Fundamentals of multimedia reporting and storytelling

ZOOM Q&A

6 p.m., Thursday, Feb. 17. This is an optional session, but a chance to meet your classmates and ask questions.

<https://unt.zoom.us/j/86417243022>

By the end of this week, you will:

- Define best practices in capturing visuals (still and video) and audio
- Explore creative approaches to using multimedia
- Assess your approach to reporting and integrating media into your stories

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

The craft (and art) of the interview, from thoughtful homework to whatever happens

<https://niemanstoryboard.org/stories/the-craft-and-art-of-the-interview-from-thoughtful-homework-to-whatever-happens/>

The journey from print to radio storytelling: A guide for navigating a new landscape

<https://training.npr.org/2017/12/06/the-journey-from-print-to-radio-storytelling-a-guide-for-navigating-a-new-landscape/>

Datavisualization tools

- [StoryMap](#): Tell stories using images and maps
- [Timeline.js](#): Create an interactive timeline

WATCH

Five tips for filming with your phone - with Marc Settle.

<https://www.youtube.com/watch?v=xuvKpeNdYCw>

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

Week 6: FEBRUARY 21 – Social Media for Journalists

Social media is an integral component of all media. As a journalist, you must understand how best to use these platforms to report and share stories.

By the end of this week, you will:

- Learn best practices of using social media
 - Analyze social media platforms
 - Apply key concepts
-
- **How to Use Social Media in Your Career**
<https://www.nytimes.com/guides/business/social-media-for-career-and-business>
 - **Starting a newsroom TikTok? Read our tips.**
<https://ijnet.org/en/story/starting-newsroom-tiktok-read-our-tips>
 - **A guide to the newest editing tools on TikTok**
<https://newsroom.tiktok.com/en-us/>
 - **Best Newsroom Uses of IG**
<https://ezyinsights.com/the-10-best-news-sites-on-instagram/>
 - **How to: Optimize Your Newsroom's Instagram**
<https://www.newsmediaalliance.org/how-to-instagram/>
 - **#TwitterForNews: Beyond 280 Characters**
<https://journalists.org/resources/twitterfornews-beyond-280-characters/>
 - **Meet the editor building a “meme team” at the Los Angeles Times**
<https://www.niemanlab.org/2021/10/meet-the-editor-building-a-meme-team-at-the-los-angeles-times/>
-
- [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

ASSIGNMENT DUE by 11:59 p.m., Feb. 24

Create IG Reels or IG Story or TikTok News Story

WEEK 7: FEBRUARY 28 – SOCIAL MEDIA ETHICS

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

By the end of this week, you will:

- Analyze social media policies and ethics
- Understand how to apply these policies and ethics
- Evaluate best practices

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

WEEK 8: MARCH 7 – YOUR FIRST STORY

Submit your first story

By the end of this week, you will:

- Report, write and produce your first story
- Apply fundamental tools for multimedia stories
- Post story on Canvas

ASSIGNMENT

STORY 1 – DUE by 11:59 p.m.: Thursday, March 10

Upload the link to your link to Adobe Spark on Canvas

WEEK 9: SPRING BREAK - MARCH 14 -18

WEEK 10: MARCH 21 - ANALYTICS

Understanding Web Analytics and Audience Engagement

ZOOM Q&A

6 p.m., Thursday, March 24. This is an optional session, but a chance to meet your classmates and ask questions.

<https://unt.zoom.us/j/86417243022>

Journalists today need to understand the importance of how key metrics impact your jobs.

By the end of the week, you will:

- Learn key terms and metrics
- Assess how metrics are used
- Evaluate the impact of metrics on daily newsroom and engagement

READ

- **Looking at metrics? Here are 55 questions to consider first**
<https://www.poynter.org/tech-tools/2016/looking-at-metrics-here-are-55-questions-to-consider-first/>
- [Chartbeat & Google Analytics](#)
- [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](#)

How to Use [Web Analytics](#) Tools

How Web Analytics [Informs Online Journalism](#)

Web Analytics: [Key Terms](#) Jargon Buster

DUE 11:59 p.m. Thursday, March 24: 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 11: MARCH 28 – Second story due

By the end of this week, you will:

- Report, write and produce your first story
- Apply fundamental tools for multimedia stories
- Post story on Canvas

STORY 2 - DUE: 11:59 p.m. - Thursday, March 31 **

Upload the link to your Adobe Spark story on Canvas

Week 12: APRIL 4 – Broadcast News

Broadcast news is alive and well, but changing lifestyles, emerging technologies, particularly streaming, are impacting local and national news.

By the end of the week, you will:

- Explore how local news is changing
- Analyze strategies on how to reinvent broadcast news
- Understand how broadcast news are attracting viewers

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 Effron, MediaShift.org
[Local TV news' challenge](#) of attracting the next generation of viewers

ASSIGNMENT, due 11:59 p.m., 7

Submit your final project proposal. Include your name, describe the “so what” of the story and what some of your potential sources will be. 300-to-500 words.

Week 13: APRIL 11 - Ethics: Doing the Right Thing Legal/Copyright: Knowing What's Right

Now, more than ever, the fast-paced of news is challenging journalists to be that much more careful and conscious of their actions.

By the end of the week, you will:

- Learn the fundamentals of critical ethical issues
- Review ethics and standards
- Understand how apply these ethics and standards in daily practice

READ

- [Bob Steele talks to the late media executive](#): “These 10 Questions to Make Good Ethical Decisions”
- [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](#)

ASSIGNMENT DUE by April 14

- **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 14: APRIL 18 - Career Strategies

ZOOM Q&A

6 p.m., Thursday, April 21. This is an optional session, but a chance to meet your classmates and ask questions.

<https://unt.zoom.us/j/86417243022>

Finding and internship and job are one of the primary reasons you're in school getting this degree.

By the end of the week, you will:

- Learn basic tips on finding internships and jobs
- Assess your core strengths
- Apply key strategies to conduct search and do interviews

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 Fair, April 20th](#)

Week 15: APRIL 25 – Diversity & Telling Stories of the Voiceless

As journalists, we must tell stories that reflect all aspects of our communities.

By the end of the week, you will:

- Explore the importance of diversity in storytelling
- Listen to diverse journalists who share their stories
- Learn new tools to help you track diverse sources

READ

The moral argument for diversity in newsrooms is also a business argument — and you need both

<https://www.niemanlab.org/2020/11/the-moral-case-for-diversity-in-newsrooms-also-makes-good-business-sense/>

New tool allows NPR to track source diversity in real time

- <https://www.poynter.org/reporting-editing/2021/new-tool-allows-npr-to-track-source-diversity-in-real-time/>

WATCH

Building a Culture of Inclusion

<https://journalists.org/resources/building-a-culture-of-inclusion/>

ASSIGNMENT

- **FINAL PROJECT DUE BY 11:59 P.M. Thursday, April 28**
- – Post a link to your final blog on Canvas

Week 16: May 2 - Wrap Up Week

ASSIGNMENT:

- **DUE, 11:59 p.m., Thursday, May 5, Reflection 3:** Final reflection on experience and key learnings.

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. 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 [UNT Financial Aid](https://financialaid.unt.edu/satisfactory-academic-progress-requirements) (<https://financialaid.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 have been unknowingly 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.

Accreditation

The Mayborn, which is one of only 117 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

As a Mayborn student, you are part of this important process. You might be asked to do a noncredit assignment in a class, you might be asked to participate in a survey or focus group, and you might be asked to visit with an outside team of professionals and educators who will be evaluating the school in the fall. Student participation in the process is essential.

Accreditation has profound benefits. Accredited programs may offer scholarships, internships, competitive prizes, and other activities unavailable in non-accredited programs.

Accreditation also provides an assurance of quality and rigorous standards to students, parents, and the public. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and facilities, and a competent faculty.

Accreditation is our promise to our students that you will receive the best education possible in journalism and mass communication. With today's technology, anyone can present information to a mass audience. But not all are trained in the creation of ethical messages that reach and serve diverse audiences that our standards uphold. What you learn in an accredited program makes you more marketable and your degree more valuable!

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC council means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education.

This spring, the Mayborn Faculty and staff are writing our self-study, examining what we have accomplished and provided to our students, community and professions over the last six years. The process will culminate in an ACEJMC evaluation team visiting the school next fall. We hope you, our students, will engage with the team and learn more about what accreditation means.

Adobe Access

UNT now has a new contract with Adobe. The following link contains all the information that students will need to purchase a subscription and opt-out of an existing agreement that is at a higher price: the Adobe general educational offer is \$19.99-\$29.99 per month, our offer is only \$55.55 total). <https://news.cvad.unt.edu/adobe>

The email address for students to ask questions or report problems is unatadobe@unt.edu.

JOURNALISM EQUIPMENT CHECK OUT

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found here: <http://bit.ly/MaybornEQR>.

This should be done *prior* to checking out equipment, and only needs to be done once per semester.

Please email the Mayborn Equipment Room at mayborn-equipment@unt.edu to schedule your gear pickup. Hours of operation:

9:00 a.m.–10:00 p.m. - Monday through Thursday

9:00 a.m.-5:00 p.m. - Friday
12:00 p.m. to 6:00 p.m. - Saturday and Sunday.

All equipment must be picked up and returned at a scheduled time within these hours.

We are here to help! Contact us via email or phone with any questions or concerns.

- La Daniel Maxwell, Journalism Equipment Room Supervisor
ladaniel.maxwell@unt.edu
- Mayborn Equipment Room Staff – mayborn-equipment@unt.edu or 940-565-3580

Violations for late returns are as follows:

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

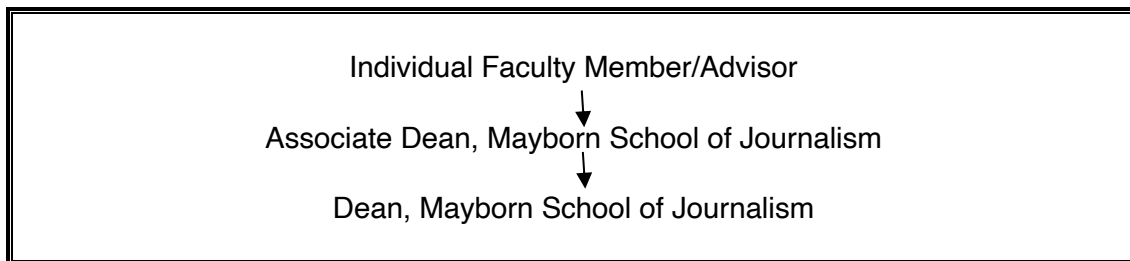
Second late infraction – 3 weeks ban from checking out equipment.

Third late infraction – Semester long ban from any and all equipment checkout.

If you are going to be late returning equipment please email mayborn-equipment@unt.edu. Active communication brings leniency in many cases.

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 steps 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 website for the [Office of Disability Accommodation](http://www.unt.edu/oda) (<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.

UNT Spring 2022 Semester Calendar

Academic Calendar is subject to change

KEY SEMESTER DATES	Full Semester Jan. 18-May 13	3 week I Winter Session Dec. 13-Jan. 14	8 week I Session Jan 18-Mar 11	8 week II Session Mar. 21-May 13
Schedule of Classes Available on myUNT	Sept. 20	Sept. 20	Sept. 20	Sept. 20
Registration Opens <i>for specifics by student group/class: See spring registration guide https://registrar.unt.edu/registration</i>	Oct. 4	Oct. 4	Oct. 4	Oct. 4
Regular Registration Ends <i>Full Semester & 8WK1 registration ends at 5:30 p.m. and Tuition and Fees due by 6 p.m. 8WK2 registration ends at 11:30 a.m. and Tuition and Fees due by 12 p.m.</i>	Jan. 13	Dec. 10	Jan. 13	Mar. 17
Late Registration Begins—For Students not Registered for the Term <i>Students registering late will incur a late registration fee of \$75 Full Semester & 8WK1 registration ends at 5:30 pm and Tuition and Fees due by 6 pm. 8WK2 tuition and fees are due by 5 pm on the same day as class registration.</i>	Jan. 14-21	Dec. 11-14	Jan. 14-21	Mar. 18-25
Last Day to Withdrawal from Entire Term on myUNT <i>Courses do not appear on the transcript. Eligible for 100% refund. After this date see Dean of Students to withdrawal from the entire term.</i>	Jan. 17	Dec. 12	Jan. 17	Mar. 20
Classes Begin	Jan. 18	Dec. 13	Jan. 18	Mar. 21
Last Day to Add a Class Section <i>Registered & Tuition and Fees Paid by 6 p.m.</i>	Jan. 21	Dec. 14	Jan. 21	Mar. 25
Census—Official Enrollment Determined <i>Last day to drop a course section to no longer appear on the official transcript and to receive a full refund for the course section. (Dropping courses may impact financial aid and degree completion. See advisors.)</i>	Jan. 31	Dec. 14	Jan. 24	Mar. 26
Drop with a Grade of W Begins <i>Beginning this date, students can drop a course with a grade of W. The course appears on the transcript with a grade of W and tuition and fees remain. (Dropping courses may impact financial aid and degree completion. See advisors.)</i>	Feb. 1	Dec. 15	Jan. 25	Mar. 27
Last day to change to pass/no pass grade option (undergrads)	Feb. 25	Dec. 17	Feb. 4	April 8
Midpoint of the Semester	Mar. 11	Jan. 5	Feb. 11	April 15
Last day for a student to drop a course or all courses with a grade of W.	April 8	Jan. 7	Feb. 25	April 29
First day to request a grade of Incomplete	April 9	Jan. 8	Feb. 26	April 30
Pre-Finals Days	May 4-5	N/A	N/A	N/A
Last Regular Class Meeting	May 5	Jan. 13	Mar. 10	May 12
Reading Day—No Classes	May 6	N/A	N/A	N/A
Final Exams	May 7-13	Jan. 14	Mar. 11	May 13
Last Day of Session	May 13	Jan. 14	Mar. 11	May 13
University Grade Submission Deadline 4 pm <i>Last day of Spring Term is May 13.</i>	May 16	Jan. 18	Mar. 14	May 16
Grades/Academic Standing posted on the Official Transcript 6pm	May 18	May 18	May 18	May 18
Winter Break (no classes; university closed)	Dec. 24; Dec. 27-31			
Martin Luther King Jr. Holiday	Jan. 17			
Spring Break	March 14-18			

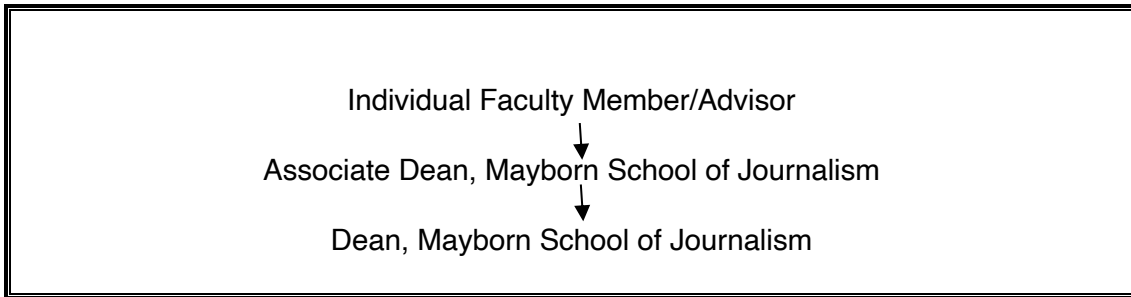
Last Modified: July 30, 2021

ACADEMIC

ORGANIZATIONAL

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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. 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 ensure 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 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) 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](http://www.spot.unt.edu) (www.spot.unt.edu) or email spot@unt.edu. Spots survey dates:

Term	Survey Administration Dates
8W1	2/28/2022 --/10/2022
SPRING	4/18/2022 – 5/5/2022
8W2	5/2/2022 – 5/12/2022

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 on the [Dean Of Students website](http://www.deanofstudents.unt.edu) (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](http://deanofstudents.unt.edu/resources_0) (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. 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.

MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. [Student Health and Wellness Center](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>)

1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

2. [Counseling and Testing Services](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services>)

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

3. [UNT CARE Team](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/care>)

Dean of Students, University Union

940-565-2648

careteam@unt.edu

4. [Psychiatric Services](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)

940-565-2333

5. [Individual Counseling](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

940-369-8773

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (family or intimate partner violence)
940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours, M-F, 8 a.m. to 5 p.m: Call 940-565-2741
 - After hours: Call 940-565-2741
 - Crisis Line: Text CONNECT to 741741
 - [Live chat](http://www.suicidepreventionlifeline.org): (<http://www.suicidepreventionlifeline.org>)

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