

UNDERGRADUATE
Business Journalism
JOUR 4210 / JOUR 5350
Fall 2016, 4:00 p.m.- 6:50 p.m.
Wednesdays, SAGE 329

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Blackboard <http://learn.unt.edu>

*This course is part of the university core.

Description In Dallas, there are 18 businesses on the Fortune magazine Top 500 companies in America list that generated nearly \$800 billion in revenue. In Texas, there are 52 companies on the list. Business news and the economy are at heart of almost every story we cover nowadays. This is a fundamental class to understand the basic concepts of how to tell stories about publicly traded and private companies as well as a grasp on how financial markets affect every aspect of news coverage – locally, statewide, nationally and internationally. You will learn how to figure how much corporate CEOs make, how to read financial statements, how the stock market work, how to write basic earnings report stories and how to do research publicly traded and private companies. If you want to become more knowledgeable about business, want to become a business writer or a director of investor relations, this class is for you.

Required texts

Readings will be available online or accessible through Blackboard

Supplemental texts (not required but may help with research and further study)

- The SABEW Stylebook. By Chris Roush and Bill Cloud. Marion Street Press, 2012.
- The Best Business Writing 2013, edited by Dean Starkman, Martha M. Hamilton, Ryan Chittum and Felix Salmon, Columbia University Press. 2013.
- The Little Book of Economics, How the Economy Works in the Real World, by Greg Ip, John Wiley & Sons. 2011.
- The Little Book of Main Street Money, 21 Simple Truths that Help Real People Make Real Money, by Jonathan Clements, John Wiley & Sons. 2009.

By the end of this class you will:

- Learn the fundamentals of what it takes to be a business reporter
- Understand how to research publicly traded and private companies
- Learn key business and financial terms
- Learn the key documents related to publicly traded and private companies
- Get experience in gathering information about public and private companies and the government
- Understand the basics of how key components of the economy work, including stocks and bonds, economic indicators, the labor market and personal finance

CELL PHONE POLICY

Cell phones should NEVER be used in class, including text messaging. You may be asked to leave class for using a cell phone.

USE OF LAPTOP

You may use a laptop to take notes for the class or other activities that the professor may request. If you are found doing work for other classes, checking email, surfing the web, engaging in social media or watching a movie or TV, you will be asked to leave class immediately – and marked absent.

Assignments

Here's a breakdown of the assignments for this course:

Final Project (Business Story)	200 points
Corporate Responsibility Summary	100 points
Weekly Company Tracker	100 points
Guest Speaker Summaries	100 points (4 @ 25 points)
College School Loan Debt Report	100 points
Economic Indicator Essay	100 points
Executive Compensation Analysis	100 points
Earnings Story/Press Release	100 points
Participation/Attendance	100 points
TOTAL POINTS available	1,000 points

Grade Distribution

A = 1000 – 900 points

B = 899 – 800 points

C = 799 – 700 points

D = 699 – 600 points

F = 599 - 0 points

Grading of these assignments will be focused on analysis based on prior classroom discussion and assigned reading, on thorough research, and on the skillful use of language (including

grammar, mechanics, spelling). Assignments are due by midnight on the assigned date. Professional standards will be modeled and upheld for presentations and written assignments.

Participation – Company Updates

Part of your grade will depend on you providing updates to the company to which you will be assigned during the first week of classes. You will be graded on **your knowledge of the company**. You will be given an outline of what you will be expected to present during those class discussions. General class information, assignments and syllabus are available on Blackboard Learn (<http://learn.unt.edu>).

Brief Explanation of Assignments

- ❖ *Weekly Company Tracker*: During the first class session, you will each be assigned a publicly traded company. Every week, you will be responsible for posting in a spreadsheet the company's closing stock price on Friday, its earnings-per-share (EPS), price-to-earnings ratio (P/E) and the percentage change of the closing stock price from week-to-week. Every week, we will start each class with a discussion of your companies. You must be prepared to discuss your company's financials as well as major news happening with your company.
- ❖ *Corporate Responsibility*: You will write a 500-word summary of your company's CSR – corporate social responsibility policy and plan.
- ❖ *Guest Speaker Summaries*: We will have several speakers in our class. You will be expected to write 300 to 500 word summaries of at least four (4) presentations.
- ❖ *College School Loan Debt Report*: You will do a more complex story comparing student loan debt at colleges around the country. You will compare the statistics of two colleges
- ❖ *Earning Story or Press Release*. You will write a short earnings story or press release in class or press release. I will provide the earnings report and you will be expected to find the relevant information and create a story.
- ❖ *Economic Indicators Essay*: **Research your economic indicator or agency**. Write one page, double-spaced, that explains what your indicator/agency does and its relevance to business news. For indicators, please explain which agency produces it and why it matters to business people and consumers. For agencies, explain its main impact on business and recent relevant cases. Then list at least two business stories that might involve this agency. Be prepared to share this in class!
- ❖ *Executive Compensation Analysis*: Your 300-to-500-word analysis will discuss the salary and compensation of the key executives of your company. You will analyze the information to provide a snapshot of how these executives get paid and how their compensation has changed compared to the previous year.
- *Final Project*. You will write a 1,000 to 1,500 word in depth profile of the company or some other business-related subject. If you choose to do a profile of your company, you must do some basic financial analysis and discuss critical issues that have affected the company over the course of the semester. You also will be expected to talk to people at your company or other experts about your company. The company profile or another business-related subject require at least four sources outside of documents and at least

two art elements. The assignment will be due the last day of class—or, if you want to have an opportunity to revise, then two weeks before the end of the semester.

Syllabus

This is a tentative outline that may change throughout the semester. If you miss class, it is your responsibility to keep up with changes in this syllabus and the assignments. Each class contains quite a bit of material since we meet only once a week. All readings listed for a class must be completed before that class because we will discuss them.

(Subject to Change)

Week 1 – August 31: Course introduction, deadlines, participation guidelines, your “company” assignment and an overview of what you’ll be looking for. Overview of companies & key public documents. Getting information about public companies / Analyzing a public company / Basic SEC documents. Overview of personal finance. In-class discussion on credit cards.

SUGGESTED READINGS:

U.S. PIRG, “The Campus Debit Card Trap,” May 2012,

<http://www.uspirg.org/reports/usp/campus-debit-card-trap>

Consumer Reports: Campus Banking Products, Aug. 2014

“Department of Education Issues New Rules to Rein in Campus Banking Card Abuses,”
ConsumerReports.org,

<http://pressroom.consumerreports.org/pressroom/2015/10/department-of-education-issues-new-rules-to-rein-in-campus-banking-card-abuses.html>

Week 2 – September 7: The 2008-09 Financial Crisis

DUE TODAY:

Be prepared to discuss the following articles

WATCH:

Frontline: Inside the Meltdown,

<http://www.pbs.org/wgbh/pages/frontline/meltdown/view/>

READ:

“The Great American Foreclosure Story,” by Paul Kiel,

<https://www.propublica.org/article/the-great-american-foreclosure-story-the-struggle-for-justice-and-a-place-t/single>

“The Sharp, Sudden Decline of America’s Middle Class,” by Jeff Tietz,

<http://www.rollingstone.com/culture/news/the-sharp-sudden-decline-of-americas-middle-class-20120622>

Week 3 – September 14: Minimum Wage / Living Wage

DUE TODAY:

Be prepared to discuss the following articles

READ:

“I was a Warehouse Wage Slave,” by Mac McClelland,
<http://www.motherjones.com/politics/2012/02/mac-mcclelland-free-online-shipping-warehouses-labor>

“Minimum Wage Workers in Texas—2014,”
http://www.bls.gov/regions/southwest/news-release/MinimumWageWorkers_Texas.htm

“In China, Human Costs are Built into an iPad,” by Charles Duhigg and David Barboza, http://www.nytimes.com/2012/01/26/business/ieconomy-apples-ipad-and-the-human-costs-for-workers-in-china.html?_r=0

“How the U.S. Lost out on iPhone Work,” by Charles Duhigg and Keith Bradsher, *The New York Times*, <http://www.pulitzer.org/winners/7184>

Week 4 – September 21: Executive Compensation

DUE TODAY:

Be prepared to discuss the following articles

READ:

“The Perfect Payday,” by Charles Forelle and James Bandler, and “How the Journal Analyzed Stock-Option Grants,” March 18, 2006, *The Wall Street Journal*,
<http://www.pulitzer.org/winners/5660>

“Inside Chesapeake Energy,” by Anna Driver and Brian Grow, the first story (8 pages), <http://www.anderson.ucla.edu/gerald-loeb-awards/2012-winners>

“Inside Pfizer’s Coup,” by Peter Elkind, Jennifer Reingold and Doris Burke
<http://www.anderson.ucla.edu/gerald-loeb-awards/2012-winners>

Your company’s proxy statement (Def 14A)

>>>>> DUE <<<<<<

Short summary of 500 - 750 words on the CEO’s compensation. You must answer the questions provided to you in the “Covering CEOs” handout available on Blackboard.

Week 5- September 28: Company documents, Income Statements and Balance Sheets

DUE TODAY:

Please bring your laptop or tablet.

READ:

Your company's 10Q and 10K

“How to use SEC Filings to Cover Companies,”

<http://journalistsresource.org/tip-sheets/reporting/sec-filings-cover-companies>

Finding Financial Statements and Related Information

<http://businessjournalism.org/2016/04/finding-financial-statements-related-information/>

A Journalist's Guide to Financial Statements

<http://web.sageworks.com/journalist-financial-statement-resources> [Download .PDF] and/or

You can watch/listen to the following webinar on the subject:

<https://www.youtube.com/watch?v=1ah5kGTTLfU&t=3m42s>

>>>> IN-CLASS <<<<<

You will be given a copy of a company's quarterly financial report. Based on what we've read about and learned over the past month, write a short (250 – 300 words) story or press release about the most important and relevant information.

You will post your story or press release on Blackboard.

Week 6 – October 5: Corporate Social Responsibility

DUE TODAY:

Be prepared to discuss the following articles

READ:

Your company's Corporate Social Responsibility report

“The \$578 Billion Push for Boards with more than Just White Men,” Bloomberg,

<http://www.bloomberg.com/news/articles/2016-01-12/white-men-corporate-boards-and-the-578-billion-diversity-push>

>>>>> DUE <<<<<<

A memo on your company's CSR report. What are the key elements of the report? What would you write a story or stories about? What was most interesting? 500 words.

Week 7 – October 12: Money management, credit scores & student debt

DUE TODAY:

Be prepared to discuss the following articles

READ:

Credit Scores: Why Aren't They Free?” By Karen Blumenthal

<http://www.wsj.com/articles/SB10001424127887323639604578368820334744676>

“Scoring a High Credit Score,” By Karen Blumenthal

<http://www.wsj.com/articles/SB10001424127887324784404578145760207637022>

“Student Debt” by Ron Lieber, 2011 Loeb personal finance winner,

<http://www.anderson.ucla.edu/gerald-loeb-awards/2011-winners>

“A Beginner’s Guide to Repaying Students Loans,” by Ron Lieber, May 16, 2014,

<http://www.nytimes.com/2014/05/17/your-money/paying-for-college/a-beginners-guide-to-repaying-student-loans.html>

“Data Driven Student Debt Coverage,” <http://businessjournalism.org/2015/09/data-driven-student-loan-debt-coverage-resources-and-story-ideas/>

“Debt by Degrees, Which colleges help poor people the most?”

<https://projects.propublica.org/colleges/>

WATCH:

“40 Million Mistakes: Is Your Credit Report Accurate?” on 60 Minutes, Feb. 10, 2013,

<https://www.youtube.com/watch?v=HdMR2wYNmt4>

Week 8 – October 19: Investing, saving, stocks & bonds

DUE TODAY

Be prepared to discuss the following articles

READ:

Covering Financial Markets: <http://www.slideshare.net/BizJournalism/covering-financial-markets-3953830>

Covering financial markets responsibly: <http://journalistsresource.org/tip-sheets/reporting/covering-financial-markets>

Stocks: <http://www.investopedia.com/university/stocks/>

Bonds:

<http://www.investopedia.com/university/bonds/bonds1.asp?ad=dirN&qo=investopediaSiteSearch&qsrc=0&o=40186>

>>>>> **DUE** <<<<<<

College Debt Comparison Report: You will be assigned two colleges where you will compare the major findings in this ProPublica.org report:

<https://projects.propublica.org/colleges/>.

Week 9 – October 26: Journalism Ethics

DUE TODAY

READ:

Ethics statements from SABEW, Dow Jones, New York Times and others

<https://sabew.org/about/codes-of-ethics/>

<http://solutions.dowjones.com/CodeConduct.asp>

<https://www.propublica.org/about/code-of-ethics/>

<http://www.spj.org/ethicscode.asp>

<http://www.nytc.com/who-we-are/culture/standards-and-ethics/>, especially chapter 12 of the Ethical Journalism Guidebook

Week 10 – November 2: Campaign Finance, Corporations & Following the Money

DUE TODAY

READ:

Understanding Campaign Finance Law =

<http://www.pbs.org/newshour/extra/2016/06/understanding-campaign-finance-law/>

Lobbying and Influence: <https://www.opensecrets.org/influence/>

Week 11 – November 9: Economic Indicators

DUE TODAY

READ:

Reading Economic Data Releases from the Government

<http://journalistsresource.org/tip-sheets/reporting/government-economic-data>

Fun Economic Indicators from Fireworks to Freight

<http://businessjournalism.org/2013/06/fun-economic-indicators-from-fireworks-to-freight/>

Overview of Economic Indicators

<https://www.census.gov/economic-indicators/>

Week 12 – November 16: Dissecting Nonprofits

DUE TODAY:

READ:

The Big Business of Nonprofits

<http://coveringbusiness.com/2015/10/15/the-big-business-of-nonprofits/>

Investigating Nonprofits

<http://www.slideshare.net/BizJournalism/investigating-nonprofits-8705961>

Documents Show How Red Cross May Not Know How It Spent Millions in Haiti

<http://www.npr.org/sections/goatsandsoda/2015/07/21/424988126/documents-show-red-cross-may-not-know-how-it-spent-millions-in-haiti>

Covering Nonprofits – A resource list

<http://journalistsresource.org/tip-sheets/reporting/investigating-nonprofits-and-charities-where-to-find-internal-data-and-public-records>

LISTEN:

Special Report on the American Red Cross

<http://www.npr.org/series/377506201/special-report-on-the-american-red-cross>

Week 13 – November 23: The Sports Business

DUE TODAY:

READ:

Covering Sports and Business. Read the series of articles

<https://beatbasics.pressbooks.com/part/business-of-sports-an-introduction/>

If You Build It, They Might Not Come – The Risky Economics of Sports Stadiums
<http://www.theatlantic.com/business/archive/2012/09/if-you-build-it-they-might-not-come-the-risky-economics-of-sports-stadiums/260900/>

The Inside Scandal Rocking the Fantasy Sports World
<http://www.motherjones.com/media/2015/10/inside-scandal-rocking-fantasy-sports-world>

Baseball Compensation / Cots Baseball Contracts
<http://www.baseballprospectus.com/compensation/cots/>

Most Valuable Sports Franchises
<http://www.forbes.com/sites/kurtbadenhausen/2016/07/13/dallas-cowboys-head-the-worlds-50-most-valuable-sports-teams-of-2016/#254420ed6bd7>

Breaking into the Business of Sports
<http://www.forbes.com/sites/jasonbelzer/2014/02/05/sports-industry-101-breaking-into-the-business-of-sports/#4f585e155491>

Week 14 – November 30: Diversity & HR issues

DUE TODAY:

READ:

The Future of Work: Why Diversity in Hiring is Only One Part of the Puzzle
<https://www.fastcompany.com/3056351/the-future-of-work/why-diversity-in-hiring-is-only-one-part-of-the-puzzle>

Diversity at work: Report examples why it matters and how to achieve it
<http://www.chicagotribune.com/business/ct-diversity-obstacles-columbia-research-0301-biz-20160229-story.html>

Is Your Board Diverse Enough?
<http://chiefexecutive.net/is-your-board-diverse-enough/>

Board Composition: Key Trends and Developments
<http://www.pwc.com/us/en/governance-insights-center/publications/assets/pwc-board-composition-key-trends-and-developments.pdf>

CEO Gender Gap – Three Charts
<http://www.vox.com/2015/12/13/10022266/ceo-gender-gap-three-charts>

Week 15 – December 7: Final Presentations / Wrap-up

JOURNALISM REQUIREMENTS & GUIDELINES

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

FIRST CLASS DAY ATTENDANCE

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

OFFICE HOURS

I'll be in my office from 2 p.m. and 4 p.m. Tuesdays and Thursdays. Appointments are available. Contact me via email. I'll try to respond to your emails within 24 hours.

ATTENDANCE

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first

year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student’s responsibility to ensure all payments have been made.

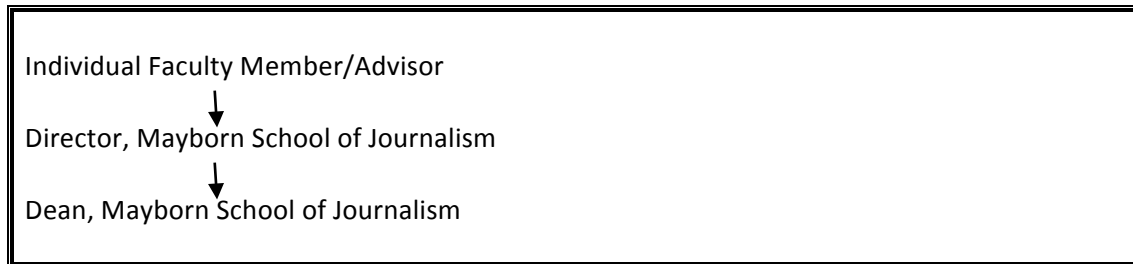
IMPORTANT DATES FOR FALL 2016

Classes Begin.	Aug 29
Census.	Sept 12
Labor Day (no classes; university closed).	Sept 5
Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.	Sept 13
Last day for student to receive automatic grade of W for nonattendance.	
Last day for change in pass/no pass status.	
Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.	Oct 7
Beginning this date instructors may drop students with a grade of WF for nonattendance.	Oct 8
Last day to drop with either W or WF.	
Last day for a student to drop a course with consent of the instructor.	Nov 7
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 14
Last day to withdraw (drop all classes).	
Last day for an instructor to drop a student with a grade of WF for nonattendance.	Nov 23
Thanksgiving Break (no classes, university closed).	Nov 24-27
Last Regular Class Meeting.	Dec 8
Reading Day (no classes).	Dec 9
Final Exams.	Dec 10-15
End of term.	Dec 16

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.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

CLASSROOM POLICIES

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student Perceptions of Teaching (Spot) is a requirement for all organized classes at UNT. This short survey will be made available towards the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

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.

Statement of Student Learning Outcomes

1. Understand and apply First Amendment principles and the law of freedom of speech and press for the country in which the institution is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and to criticize power, and to assemble and petition for redress of grievances;
2. Understand concepts and apply theories in the use and presentation of images and information;
3. Demonstrate and understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
4. Think critically, creatively and independently;
5. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
6. Apply basic numerical and statistical concepts;
7. Apply current tools and technologies appropriate for the communications professions in which they work and to understand a digital world.