

UNDERGRADUATE

Business Journalism

JOUR 4220 / JOUR 5350

Fall 2019, 2:00 p.m.- 4:50 p.m.

Thursdays, LANG 316

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Canvas <http://unt.instructure.com>

*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.

What You Will Learn. 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. You will learn how to figure how much corporate CEOs make, how to read financial statements, how the stock market works, how to write basic earnings report stories and how to do research publicly traded and private companies. You also will learn some of the fundamental about personal finance from understanding loans, renting v. owning, credit scores and other money management issues.

Required texts

Readings will be available online or accessible through Canvas

Business Beat Basics: (Free eBook) : <https://beatbasics.pressbooks.com/>

Required Enrollment

Please set up a free account at NewsU.org, the Poynter Institute of Media Studies online school.

Set up account at Finance.Yahoo.com (<http://yahoo.com>)

- You will need to set up this to track your company stock. We will walk through this during class. Instructions also are detailed in the first week's assignment.

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.

Recommended Business-Related Sites

- [CNBC](#)
- [Bloomberg News](#)
- [Fox Business](#)
- [Barron's](#)
- [Marketplace](#)
- [Forbes](#)
- [Fortune](#)
- [The Motley Fool](#)
- [Market Watch](#)
- [Planet Money](#)
- [The Dallas Business Journal](#)

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
- Calculate basic business-related math transactions
- Understand basic fundamentals about loans, interest rates, credit scores and buying a home
- 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:

1. Understanding Earnings	100 points – Sept. 5
2. Executive Compensation Analysis	100 points – Sept. 19
3. College School Loan Debt Report	100 points - Oct. 10
4. Weekly Company Tracker 1	50 points – Oct. 3
5. Follow the Money	50 points- Oct. 31
6. Nonprofit Analysis	100 points – Nov. 7
7. Final Project Proposal	50 points – Nov. 7
8. Final Weekly Company Tracker	50 points - Dec. 6
9. Guest Speaker Summaries	100 points (4 @ 25 points)
10. Final Project Presentation	50 points – Dec. 5
11. Final Project Narrative	150 points – Dec. 9
➤ 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 & Discussions

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**. Additionally, we will have several in-class discussions and exercises where you will be expected to participate. It is important that you complete all assignment prior to class.

NOTE: Any in-class assignments cannot be made up.

Late assignments will receive a 10% reduction for every day it is late.

Extra Credit

There may be extra credit assignments throughout the semester. You cannot receive “extra credit” for homework you did not complete during the semester.

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, top news headlines, 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.
 - **At least three times during the semester, you will be called upon to discuss your company’s earnings and latest news.**
 - At the end of the semester, your final Company Tracker must include: the Average Stock Price over the course of the semester; and, the percentage change from Week 1 to the final week.
- ❖ *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.
- ❖ *Understanding Earnings*: You will receive a list of questions where you will be required to pull answers from your company’s most recent quarterly earnings report.
- ❖ *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.
 - You will receive a list of questions that you must answer to complete this assignment.
- ❖ *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
- *Final Project*. You will write a minimum of 1,000 to 1,200 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 requires **at least four sources outside of documents and at least two art elements, e.g. graphics, charts and/or photos or video.**
 - If you want to have an opportunity to revise, then two weeks before the end of the semester.
 - Your final project will be graded based on the following rubric:
 - 30% - *Supporting your research with references from the readings, class notes, reports, other scholarly and/or industry documents*
 - 20% - *Clarity of your writing /Organization*

- 15% Use of business and financial terms
- 10% Use of graphics/charts/photos/video.
- 10% Use of math to compare/contrast numbers
- 10%- Proper use of citation style, grammar, spelling and punctuation
- 5% - Interviews with the company executives
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- **GRADUATE STUDENTS: You must follow proper citation style for all references.**

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 29 –

Course introduction

Understanding the importance/role of business journalism. Assignment of companies.

READ:

Why Business Journalism Matters, compiled by CNBC.com

<https://www.cnbc.com/how-top-professors-describe-business-journalism/>

Ten years after the financial crisis, business journalism awaits its reckoning, by Howard Gold

https://www.cjr.org/business_of_news/ten-years-financial-crisis-business-journalism.php

Statement of the Purpose of a Corporation, by the Business Roundtable

<https://www.businessroundtable.org/business-roundtable-redefines-the-purpose-of-a-corporation-to-promote-an-economy-that-serves-all-americans>

Math basics for journalists: Working with averages and percentages

<https://journalistsresource.org/tip-sheets/foundations/math-for-journalists/>

ASSIGNMENT DUE Sept. 5

>>> Read PowerPOINT – Business Journalism Intro

>>> Be prepared to discuss the CJR Howard Gold article

>>> Be prepared to discuss The Business Roundtable’s “Statement of the Purpose of a Corporation”

>>> Download from Canvas the Company List spreadsheet. You’ll find the name of the company you’re assigned to next to your name.

>>> Download from Canvas the “Company Tracker” spreadsheet. Save and rename the file to your computer/hard drive/cloud.
>>> Go to finance.yahoo.com to set up free Yahoo Finance Portfolio tracker.
>>> Enter your company name to find the stock symbol. Go to the “Profile” section of your company page on Yahoo! Finance to find your company’s SECTOR and INDUSTRY so you can enter that into your spreadsheet.

Week 2 – Sept. 5

Understanding Publicly Traded Companies:

Company documents, Income Statements and Balance Sheets

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/>

Beginners’ Guide to Financial Statements

<https://www.sec.gov/reportspubs/investor-publications/investorpubsbegfinstmtguidehtm.html>

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

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

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

Download your company’s most current press release for its 10-Q -corporate earnings. Please answer the following questions. If you don’t see an answer in the press release, you may have to go directly to the company’s SEC filings to look at the information directly.

ASSIGNMENT No. 1 – UNDERSTANDING EARNINGS - Due at the End of Class

>>> Complete this questionnaire by the end of class. Post it on Canvas.

Week 3 – Sept. 12 Executive Compensation

READ:

CEO pay remains high relative to the pay of typical workers and high-wage earners

<https://www.epi.org/files/pdf/130354.pdf>

What's Still Wrong with Executive Compensation in America

<https://daily.jstor.org/whats-still-wrong-with-executive-compensation-in-america/>

Your company's proxy statement (Def 14A). Find it on your company's Investor Relations section of its website or GOOGLE "your company's name DEF14a 2019"

ASSIGNMENT No. 2 – EXECUTIVE COMPENSATION ANALYSIS – Due. Sept. 19

>>> 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 Canvas.

Week 4 – Sept. 19 Minimum Wage / Living Wage

READ:

When does a minimum wage become too high?

<https://www.npr.org/sections/money/2019/04/23/716126740/when-does-a-minimum-wage-become-too-high>

Solving The 'Wage Puzzle': Why Aren't Paychecks Growing?

<https://www.npr.org/2018/08/02/634754091/solving-the-wage-puzzle-why-aren-t-paychecks-growing>

"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

IN-CLASS EXERCISE

>> Your Personal "Balance Sheet"

Week 5- Sept. 26- Personal Finance

Money management, credit scores & student debt

READ:

What Is My Credit Score, and How Is It Calculated?

<http://money.com/money/collection-post/2791957/what-is-my-credit-score/>

Here's why America's \$1.5 trillion student-loan crisis has spiraled out of control
<https://www.marketwatch.com/story/why-financial-education-wont-solve-the-15-trillion-student-loan-crisis-2019-06-27>

Student Debt: Lives on Hold, by Consumer Reports
<https://www.consumerreports.org/student-loan-debt-crisis/lives-on-hold/>

Student Loan Debt Statistics In 2019: A \$1.5 Trillion Crisis
<https://www.forbes.com/sites/zackfriedman/2019/02/25/student-loan-debt-statistics-2019/#342edc3f133f>

“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>

IN-CLASS EXERCISE:
>>> How much are you really paying for that loan

Week 6 – October 3 The Stock Market

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>

ASSIGNMENT No. 3 -COMPANY TRACKER 1 – Due October 3
>>> Post Your Company Tracker to Canvas.

Week 7 – October 10 Economic Indicators

Trade Wars, Tariffs and more

READ:

A quick guide to the US-China trade war

<https://www.bbc.com/news/business-45899310>

Recessions, and the fear that another one is just around the corner, explained

<https://www.vox.com/policy-and-politics/2019/3/27/18250823/recession-prepare-when-inverted-yield-curve>

A Crisis Of Consumer Confidence?

<https://www.npr.org/sections/money/2019/04/01/708869764/a-crisis-of-consumer-confidence>

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/>

ASSIGNMENT No. 4 – COLLEGE SCHOOL LOAN DEBT REPORT – Due October 10

>>> College School Loan 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 8 – October 17 Employment, The Workplace & Job Trends

READ:

5 Trends That Will Shape The Future of Work

<https://www.cmswire.com/digital-workplace/5-trends-that-will-shape-the-future-of-work/>

LinkedIn Global Trends

<https://business.linkedin.com/content/dam/me/business/en-us/talent-solutions/resources/pdfs/global-talent-trends-2019.pdf>

These 4 trends are shaping the future of your job

<https://www.weforum.org/agenda/2019/02/these-4-trends-are-shaping-the-future-of-your-job/>

Why aren't teenagers working anymore?

<https://www.bloomberg.com/news/articles/2017-06-05/why-aren-t-american-teenagers-working-anymore>

IN-CLASS EXERCISE

>> Analyzing occupational projections: <https://www.bls.gov/ooh/home.htm>

Week 9 – October 24 - The Fed

Understanding what The Fed does, how it works, and why it matters. Dissecting the Beige Book

IN-CLASS EXERCISE

>> Analyzing regional economies: The Beige Book

<https://www.federalreserve.gov/monetarypolicy/beige-book-default.htm>

Week 10 – Oct. 31 Campaign Finance, Corporations & Following the Money

BRING YOUR COMPUTERS TO CLASS

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/>

ASSIGNMENT No. 5 - FOLLOW THE MONEY - IN-CLASS ASSIGNMENT – DUE by the end of class

>> You will be assigned an elected official and will have to find out which companies have donated to their campaigns and how these donations relate to the legislation they sponsor.

Week 11 – Nov. 7 Dissecting Nonprofits

READ:

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>

IN-CLASS EXERCISE

>> Analyzing 990 reports

ASSIGNMENT No. 6 – Nonprofit Analysis – Due by end of class.

>>> Post on Canvas the answers to the questions provided for you in class.

ASSIGNMENT No. 7 – Final Project Proposal - Due. Nov. 7

>>> Final Project Proposal. Please submit on Canvas.

Week 12 – Nov. 14 The Business of Sports

READ:

Covering Sports and Business. Read the series of articles

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

Sports Teams Need To Fill Stadiums

<https://www.npr.org/2019/08/08/749517025/sports-teams-need-to-fill-stadiums>

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 rise of esports as a spectator phenomenon

<https://venturebeat.com/2018/11/30/the-rise-of-esports-as-a-spectator-phenomenon/>

The Growth Of Esports --And The Sponsorship Opportunities For Tomorrow's Brands
<https://www.forbes.com/sites/forbesagencycouncil/2019/07/02/the-growth-of-esports-%C2%AD%C2%ADand-the-sponsorship-opportunities-for-tomorrows-brands/#43872382e119>

Business of Esports – Daily News #205
<https://thebusinessofesports.com/2019/08/24/business-of-esports-daily-news-205/>

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 13 – Nov. 21 NO CLASS – Thanksgiving

Week 14 – Nov. 28 Retailing & e-Tailing: Vanishing Brick & Mortar

READ:

How Retail Can Thrive in a World Without Stores
Amit Sharma

<https://hbr.org/2017/07/how-retail-can-thrive-in-a-world-without-stores>

Shoppers Need a Reason to Go to Your Store – Other Than Buying Stuff

By B. Joseph Pine II

<https://hbr.org/2017/12/shoppers-need-a-reason-to-go-to-your-store-other-than-buying-stuff>

Six experiential trends reshaping grocery stores, restaurants

By Marianne Wilson

<https://www.chainstoreage.com/store-spaces/six-experiential-trends-reshaping-grocery-stores-restaurants/>

Two Recent Developments Showcase the 'Amazon Effect'

By Chris Campbell

<https://foodinstitute.com/blog/amazon-effect>

Week 15 – Dec. 5. Final Presentations / Wrap up

Presentation of your final project. Wrap up discussion.

ASSIGNMENT No. 10 – Final Project Presentation – Due by 5 p.m. Dec. 5

You will be asked to present a 5 -7 minute presentation summarizing the key findings of your presentation. Post the PowerPoint to Canvas.

ASSIGNMENT No. 11 – Final Project – Narrative – Due by 5 p.m. Dec. 9

Submit your final written project 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 and all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

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

TEXTBOOK POLICY

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

OFFICE HOURS

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

ATTENDANCE

This is a seminar course that meets only once a week. It requires your attendance and participation each class meeting. In-class assignments cannot be completed at a later date. One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester.

Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

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

JOURNALISM EQUIPMENT CHECK OUT

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

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

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

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

Mon-Thurs 9am-10pm

Friday 9am-6pm

Sat-Sun 12-6pm

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

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.

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

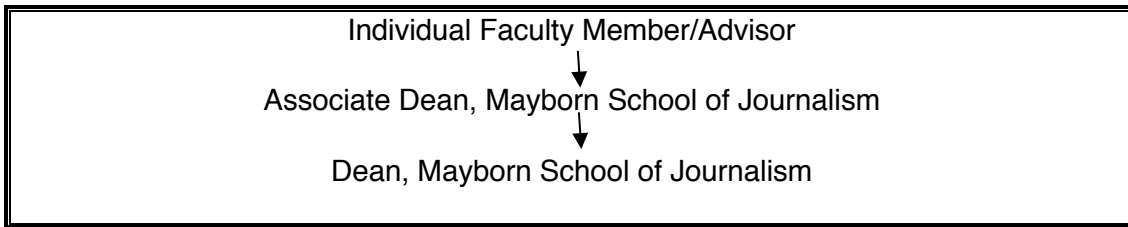
Fall 2019 Important Dates

Deadline	Regular Academic Session	8W1	8W2
Classes Begin	Aug 26	Aug 26	Oct 21
Labor Day (no classes; university closed)	Sept 2	Sept 2	Sept 2
Census	Sept 9	Sept 3	Oct 28
Beginning this date a student may drop a course with a grade of W by completing the Request to Drop Class form and submitting it to the Registrar's Office. See link for complete instructions Dropping a Class .	Sept 10	Sept 4	Oct 29
Last day for change in pass/no pass status	Oct 4	Sept 13	Nov 8
Mid-semester	Oct 18	Sept 20	Nov 15
Last day for a student to drop a course.	Nov 4	Sept 30	Nov 25
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 11	Sept 30	Nov 25
Last day to withdraw (drop all classes). Grades of W are assigned.	Nov 22	Oct 11	Dec 6
Thanksgiving Break (no classes, university closed)	Nov 28 - Dec 1	Nov 28 - Dec 1	Nov 28 - Dec 1
Pre-Finals Days	Dec 4-5	N/A	N/A
Last Regular Class Meeting	Dec 5	Oct 17	Dec 12
Reading Day (no classes)	Dec 6	N/A	Dec 6
Final Exams	Dec 7 - Dec 13	Oct 18	Dec 13
End of term	Dec 13	Dec 13	Dec 13

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:





OFFICE OF DISABILITY ACCOMMODATIONS

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

COURSE SAFETY STATEMENTS

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

ACADEMIC DISHONESTY

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

explained in the UNT Student Handbook. ***If an investigation determines you have plagiarized, you will be dropped from the class.***

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please mark your calendar early in the semester to avoid any schedule conflicts. **The final project replaces the final exam.**

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. 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:

Term	Survey Administration Dates
8W1	October 8 – October 17
Fall	November 18 – December 5
8W2	December 2 – December 12

Acceptable Student Behavior:

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of

Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

Classroom Policies

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

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

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

UNT's Dean of Students' website offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs: http://deanofstudents.unt.edu/resources_0. 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.