

JOUR 4280 & 5280 Media Management • Spring 2022

UNDERGRADUATE

Professor Neil Foote
Classroom UNT Internet Course
Class times Online
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Course Description

Welcome to this 100% Internet/Online Course!

Every day we're reading about the major changes that are affecting daily journalism. Layoffs, buyouts, consolidations and the search for new business models are on top of every media executive's mind. This course introduces media management issues including leadership, management, marketing and budget. One of the goals of the course is to help you understand what it takes to be an effective leader during a disruptive time and knowing the critical issues impacting media companies. We will read, discuss, listen, observe, analyze, and make recommendations about how media has changed, what's going on now and how we can change it for the future. Throughout the course, you will have a chance to meet and discuss current issues and trends with media executives.

Here's how the course will work:

- You will be assigned a media company that you will analyze.
- This will be any of the following types of companies: newspaper, TV station, radio station, digital publication, PR agency, advertising agency, digital media agency or social media agency.
- The syllabus will offer you a wide range of readings based off my research into these various areas. But you are highly encouraged to find additional resources – articles, reports, data – to assist you in this project.

Course objectives

- To examine the most important issues facing media managers.
- To identify methods and tools to analyze media companies, their managers and executives.
- To assess the skill of effective leadership and decision-making skills of media managers.
- To create and complete effective analysis of media companies.

Honor code

Student Standards of Academic Integrity (see “Policies” in the Undergraduate Catalog) specifically addresses acts of academic dishonesty including cheating and plagiarism. I prefer to consider this an Honor Code. When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, copyright infringement, and similar uses of another person’s work are unacceptable. This is also true of fabrication. Anything taken from the internet (or any other source) should not just be paraphrased, but should be rewritten in your own words incorporating your own ideas.

You’ll receive a “zero” for any work that is the result of plagiarism or cheating and will not be allowed to revise the work. The situation may also be reported to the Office of Academic Integrity, and you may be required to reapply to be a major in the Mayborn School of Journalism. Depending on the weight of the assignment, you could fail the course. Your enrollment in this class presupposes your commitment to this Honor Code. If you have any questions about your responsibility or my responsibility as a faculty member under this Honor Code, please bring them to me or discuss them with someone in the Office of Academic Integrity.

Special accommodation. If a student requires special accommodation, he/she should contact the instructor of this class and the Office of Disability Accommodation. Please do so at the beginning of the semester.

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.

Diversity. The Accrediting Council for Educators in Journalism and Mass Communication (ACEJMC) accreditation standards require that diversity be incorporated into the curriculum. The University of North Texas Department of Journalism is an accredited program.

Required Readings:

[Harvard Course Pack](#) (Download for \$21.25): You must access these articles and case studies to successfully complete this course.

[Reuters Digital News Report 2020](#) - Free download

[The Expanding News Desert](#), by Penelope Muse Abernathy, Knight Chair in Journalism and Digital Media Economics - Free download

Software & Apps

[UNT - LinkedInLearning](#)

Course Requirements

Deadlines

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

Reading assignments

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

Writing requirements

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

Assignments

All assignments must be submitted electronically on Canvas. They should be typed, double-spaced, with 12-point font, follow AP style and must use proper grammar, spelling, and punctuation. Here's a list of the assignments:

Future of Media Essay (50 points)

You will be required to write up to a 500-word essay offering your insights on the future of media. You will write in third-person voice, avoiding the use of the word ‘I’ and your essay will be graded, using the following rubric:

- 40% - Supporting your insights with references from the readings (in-text citation acceptable)
- 25% - Clarity of your writing
- 20%- Proper use of grammar, spelling and punctuation
- 15% - How well your thoughts and paper are organized.

Case Studies (3 @ 100 points each)

Here are several tips in completing this case study assignment: 1) Read the entire case first; 2) Read it a second time with your question in mind; 3) Answer the question, referencing key elements from the case and justifying it with any of the course readings or outside research. Your answer will be graded based on the following rubric:

40% - Supporting your insights with references from the readings, class notes, and watching the assigned video (link provided in the assignment)

25% - Clarity of your writing

20%- Proper use of grammar, spelling, and punctuation

15% - How well your thoughts and paper are organized

Discussions (100 points)

Each student is required to post (roughly 200-300 words) discussing the reading/lecture content. Specifically, this will include responding to the specific discussion questions and thoughts put forth by the instructor within the learning module or as a response to a writing assignment. These responses should also have a clear thesis and correct grammar to receive credit. For each discussion post, you must reply to at least two (2) other classmates' posts. Your discussion posts are due by 11:59 p.m. Sunday.

Midterm Leadership Essay (150 points)

You will be assigned a publicly traded media company [print (newspapers or magazines), broadcast (TV, radio, podcasting, satellite, cable, streaming platform/services); Digital (web-only publications); Public Relations/Advertising agency (traditional or digital media)] where you do a profiles of an executive at a media company (president, CEO, COO, CMO, CFO, VP of a division, director, etc.), analyzing his or her leadership style.

You will be expected to apply some of the concepts from our course materials about agile leadership, innovative leaders and other key themes.

The goal is for you to have a contextual understanding of what type of leadership is required to run a successful media company during this period of transformative change. You may draw from our readings, class lectures and presentations or relevant industry publications or materials.

Your paper will need to be five to seven, typewritten pages, double-spaced with 1-inch margins. You will be expected to properly cite any readings.

Guest Speaker Journals (100 points)

Over the course of the past year, I have conducted interviews with media executives. You are expected to listen to these podcasts available on Canvas and SoundCloud.com. You also can download them to listen to them at a later date. You

will write a 300 – 500-word reflection/summary of the person’s key points, quoting him/her directly and tying the comments to any of our readings, class notes or discussions. The journals are due by 11:59 p.m. Monday.

Final Project (300 points)

You will expand upon your midterm analysis, drawing from the additional class readings, class notes and discussions. You will be required to interview senior-level executives and/or managers at your media company to respond to specific questions that relate to how the company is adapting in an era of digital disruption. You write this final paper as if you were presenting to the company’s executives.

25% - Interviews with the company executives

20% - Supporting your research with references from the readings, class notes, reports, other scholarly and/or industry documents

15% Teamwork – you will do a self-assessment and submit it as part of your final project

15% - Clarity of your writing /Organization

10% Final Presentation

10%- Proper use of grammar, spelling and punctuation

ASSIGNMENT	POINTS	% of Grade
State of the Media Essay	50	5%
Case Study #1 – Singapore Press Holdings	100	10%
Case Study #2 – Netflix: Will Content Be Enough	100	10%
Case Study #3 – NBCUniversal – Transforming Latino Television	100	10%
Midterm – Leadership Essay	150	15%
Guest Speaker Journal – (2 @ 50 points)	100	10%
Discussions (4 @ 25 points)	100	10%
Final Project – Company Profile	300	30%
TOTAL POINTS	1,000	100%

Grading scale

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

Class schedule

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

Week 1: January 17 - Introduction and Class Requirements**Introduction and Class Requirements****This week's readings**

You will get an overview of many of the key issues and trends affecting the industry and how the characteristics of great leaders.

READ

This article will offer you an overview of the biggest issues and trends impacting journalism today. Download and read at least the Executive Summary, but please feel free to skim through the rest of the report.

[Journalism, media, and technology trends](#) and predictions 2021, Reuters Institute

ASSIGNMENT

Due by 11:59 p.m., Thursday, Jan. 20th

Discussion Post #1 – Tell Us About Yourself

Week 2: January 24 – Disruptive Innovation

What is disruptive innovation? How does it affect traditional media companies? How have traditional media companies responded? Discussion of media company analysis project.

Overview

This week you will learn about the concept of "disruptive innovation" and the impact of disruption on media. We will hear from the originator of the concept of disruptive innovation and another industry leader who has founded a company that has spent years inspiring companies to think more creatively and innovatively. We will learn innovation is affecting traditional media companies? How have traditional media companies responded?

Defining disruptive innovation

["What is disruptive innovation?" by Clayton M. Christensen, Michael E. Raynor, and Rory McDonald, Harvard Business Review \(Links to an external site.\)](#) Please watch the following video by Clayton Christensen to hear in his own words what "The Innovator's Dilemma" is, what disruptive innovation is and why this is an important business concept.

VIDEO: [Clayton M. Christensen, The Innovator's Dilemma \(YouTube\)](#)

Understanding the role of innovation and creativity in companies

The following two pieces are by Tom Kelley, one of the founders of [IDEO.com \(Links to an external site.\)](#), a company that offers training and consults companies on how to get its management and its employees to become more creative. As you read these articles, think about how some of these concepts apply to media companies.

Assignment:

- Due by 11:59 p.m., Thursday, Jan. 27th
- **State of the Media Essay:** Read at least the Executive Summary of the Reuter Institute report. Based on the readings, what does the future look like? Support your points with specific references from the report. Use proper grammar and punctuation.

Week 3: January 31 - Agile Leadership

By the end of this module, you should be able:

- Define agile leadership
- Describe the characteristics of agile leaders
- Demonstrate the importance of agile leaders during periods of disruption

READ

[Is Leadership Your Agile Blindspot?](#), By Deborah Lovich, Vinciane Beauchene, , Nicolas Hunke and Sagar Goel

[Why agility is key to companies surviving the pandemic](#), by Dr. Evans Baiya

[15 Key Qualities That Define An 'Agile' Leader](#), Forbes Coaches Panel

[The Agile C-Suite](#), by Darrell K. Rigby, Sarah Elk, and Steve Berez

Week 4: February 7 - Management & Leadership Styles

READ

[How to select and develop individuals](#) for successful agile teams: A practical guide, By [Wouter Aghina](#), [Christopher Handscomb](#), [Jesper Ludolph](#), [Dave West](#), and [Abby Yip](#)

[Cultural Change That Sticks](#), by [Jon R. Katzenback](#), [Ilona Steffen](#) and [Caroline Kronley](#)

[The 4 Leadership Styles](#), and [How to Identify Yours](#), by [Bill Taylor](#)

Take the quiz: [What kind of leader are you?](#)

WATCH

[How great leaders inspire action](#), [Simon Sinek](#)

ASSIGNMENT

Discussion post #2, due by 11:59 p.m., Thursday, Feb. 10

Discuss the results from the “What kind of leader are you?” What did you learn about yourself? Any surprises? Based on Simon Sinek’s video, how do you think you can inspire action?

Week 5: February 14 - Defining Innovative Leadership

READ

[HARVARD Course Pack] The Hard Truth About Innovative Cultures
Gary P. Pisano

[HARVARD Course Pack] Equality=Innovation: How to Create A Culture That Drives Innovation, by [Ellyn Shook](#), [Julie Sweet](#)

[Four Skills Tomorrow’s Innovation Workforce Will Need](#), [Tucker J. Marion](#), [Sebastian K. Fixson](#), and [Greg Brow](#)

[5 qualities](#) of innovative leaders, by [Tom Rosentiel](#)

6 key traits leaders must develop for the future of work, By [Winston Ibrahim](#)

- [**"The 10 Faces of Innovation " by Tom Kelley of IDEO \(Links to an external site.\)**](#)
- [**"Why Creativity is like Karaoke?", by Leigh Buchanan, editor-at-large, Fast Company Magazine \(Links to an external site.\)**](#)

ASSIGNMENT

Discussion Post #3 - Due 11:59 p.m., Feb. 17

Based on Tom Kelley's definition and characteristics of an innovative leader, please discuss someone who is an innovative leader, particularly someone who currently is in media - print, TV, radio, podcasting, online, social media, PR or advertising.

Week 6: February 21 - Executive Leadership Strategies

READ

From UNT eLibrary

[Strategic Shifts that build executive leadership](#), Jodi Detjen, Sheila Simsarian Webber

Available on the Internet

[10 lessons from CEOs on how to manage corporate reputation in a new era of activism](#), By Denise Brien

[Forrester: Leading with emerging tech boosts businesses' bottom line](#), By Katie Malone

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

Case Study #1 – Singapore Press Holdings. Read the case study and answer the assigned question.

Week 7: February 28 - Social Media Strategies & Measurement

Overview

This week you will learn about the critical need for media managers to create strategies for social media and how best to measure its effectiveness. Media managers need to carefully think about each platform, how best to use it and decide what success looks like.

These articles will be very helpful to you in writing your profile of the media executive.

ASSIGNMENTS

Read

Available via UNT eLibrary

[Increasing Social Media ROI](#), V. Kumar and Rohan Mirchandani

[How to Perform a Social Media Competitive Analysis](#)

Watch

[\(YouTube\) 5 ways to use social media \[Length: 20 min, 52 secs\]](#)

Effective use of social media

Please watch this video: [\(YouTube\) Inside the social media strategy for The Financial Times \[30 min, 25 secs\]](#)

Week 8: March 7- Audience Engagement & Metrics

Overview

This week you will learn about how media companies are developing new methods to measure their success. The old metrics are changing. For newspapers, it used to be circulation. For TV stations, it used to be viewership. Now, as readers and viewers increasingly go online or use mobile devices to access content, media companies must find ways to engage their audiences in more interesting and creative ways to drive more readers and viewers to satisfy the needs of advertisers. It's advertisers who are spending thousands, if not, millions of dollars to reach their targeted audiences. They are wanting media companies to provide more thorough metrics on who is reading what and when.

READ & WATCH

Special Report & Video

[Guide to audience revenue and engagement.](#), By Elizabeth Hansen and Emily Goligoski.

Guide To Audience Revenue and Engagement offers detailed strategic and tactical advice to digital news publishers who want to grow their sources of direct audience revenue (including membership, subscription, and donation) while strengthening their journalism and deepening their relationships with readers. The report's findings are based on hundreds of interviews and visits with news sites over three years.

[Editorial Experiments to Develop and Refine Your Digital Audience Strategy](#)

[What are the seven "Table Stakes" essentials? \(Links to an external site.\)](#)

[Editorial Experiments to Develop and Refine Your Digital Audience Strategy – ONA19](#) [1 hour, 40 secs]

ASSIGNMENT, due by 11:59 P.M. March 10

Midterm Leadership Profile - You will be expected to apply some of the concepts from our course materials about agile leadership, innovative leaders and other key themes. The goal is for you to have a contextual understanding of what type of leadership is required to run a successful media company during this period of transformative change. You may draw from our readings, class lectures and presentations or relevant industry publications or materials.

UNDERGRADUATES: Your paper will need to be at least 4 pages (about 1,000-words), typewritten pages, double-spaced with 1-inch margins. You will be expected to properly cite any readings.

GRADUATES: Your paper will need to be at least 6 pages (about 1,500-words), typewritten pages, double-spaced with 1-inch margins. You will be expected to properly cite any readings.

RUBRIC

- 30% - Research including class readings and other industry/academic sources
- 25% - Supporting your research with references from the readings, class notes, and watching the assigned video (link provided in the assignment)
- 20% - Clarity of your writing
- 15%- Proper use of grammar, spelling, and punctuation
- 10% - How well your thoughts and paper are organized

WEEK 9 – MARCH 14 – 18 – SPRING BREAK

Week 10: March 21 - Business Models

Overview

This week you will learn about how media companies are developing new business models to sustain and hopefully, grow their organizations. You will learn that traditional methods of generating revenue still exist, but newer, more creative approaches are quickly evolving, challenging media managers to change the way they do business.

ASSIGNMENT

Read

An overview of business models

[Subscriptions, Metrics and the Newsroom: How Journalists are Getting Involved](#)

[One subscriber or 48,000 page views? Why journalists should know the 'unit economics' of digital news, By Matt Skibinski, The Lenfest Institute](#)

[Now nonprofit, The Salt Lake Tribune has achieved something rare for a local newspaper: financial sustainability, By Sarah Scire, NiemanLab.com](#)

[News organizations have a few things to learn from charities, by Hal Crawford, Nieman Labs](#)

[The Press Now Depends on Readers for Revenue and That's a Big Problem for Journalism, by Andrey Mir](#)

WEEK 11: March 28 - Digital Disruption and Broadcasting

[THE FUTURE OF TV NEWS WON'T BE ON TV, by Gavin Bridge](#)

[The Future of Broadcasting & OTT, by Brad Altfest](#)

[TV is Not Dead. It's Just Becoming Something Else. Bh Adrian Pennington](#)

ASSIGNMENT:

- **Case Study, Due 11:59 p.m., March 31st – NBCUniversal Telemundo: Transforming Latino Television**
 - Post answers to questions on Canvas.

WEEK 12: April 4 – The rise of streaming

READ

[TV News' Dangerous Bet: Hedging on a Streaming Future](#)

[12 OTT Trends to Watch for in Over-The-Top Streaming in 2022](#)

[What trends will change broadcasting?](#) By The Weather Company

[How Netflix Flipped](#) the Script on Television's Disruption, By Michale Wolff, Nieman Reports

ASSIGNMENT

HARVARD COURSE PACK

Case Study, Due 11:59 p.m., March 31st – Netflix: Will Content Be Enough?

WEEK 13: APRIL 11 - Emerging Technologies – VR/AR/Metaverse

ASSIGNMENTS

READ

The Experts Making High-Tech Storytelling Possible, by Sarah Bures
<https://www.nytimes.com/2021/08/11/insider/research-development-technology.html>

[AI Can Save Journalism, or AI Will Replace Journalists – Which is It?](#), by Mike Caput.

[AI and journalism ethics: a conversation with Mirabelle Jones](#)
[Robots can't yet handle the ethical challenges of media. It's hard enough for humans. by Alicia Peszkowska](#)

WATCH

[Trapped in the Metaverse: Here's What 24 Hours in VR Feels Like](#) | WSJ

WEEK 14: APRIL 11 - Smart Speakers & Podcasting

READ

[The Future of Voice](#) and Its Implications for News, by Nic Newman

[What the rise of the smart speaker](#) might mean for podcasts (and on-demand audio in general),
By Nicholas Quah

[The future of news](#) is humans talking to machines, by Trushar Barot

[The Infinite Dial](#), The current and future state of podcasting, Edison Research

WATCH

[The real cost of smart speakers](#), by Vox [5 min., 34 secs]

The Infinite Dial 2021 [55 min., 46 secs]

<https://www.youtube.com/watch?v=C-fIKV4xr84&t=1s>

ASSIGNMENT

Discussion Post #4: Smart Speakers - Due 11:59 p.m., April 14th

During this week's readings and videos, you got an overview of some of the technologies and platforms that are forcing media managers to adopt new strategies. Media managers must figure out what platform will best work for them. learned how smart speakers.

Week 15 - April 25 - Diversity, Talent and Development

Assignment:

READ

[Decades of Failure](#), by Gabriel Arana, CJR

[The Status of Women](#) in Media 2021

WATCH

Building a Culture of Inclusion [48 min., 15 secs]

Leaders at TIME have collaborated with passionate employees to cultivate an organizational culture built upon trust, integrity, inclusion and respect. Hear from Sue Suh, TIME's Chief People Officer, on how employees are working to transform internal practices and create vibrant company-wide initiatives, spanning from Employee Resource Groups to Mentoring Programs to a newly- formed Diversity Council. Learn about how empathy and listening have led to concrete action and employee engagement.
<https://journalists.org/resources/building-a-culture-of-inclusion/>

Week 16: May 2 – WRAP UP

ASSIGNMENT: Post Final project on Canvas by 11:59 p.m., May 5.

No readings.

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.

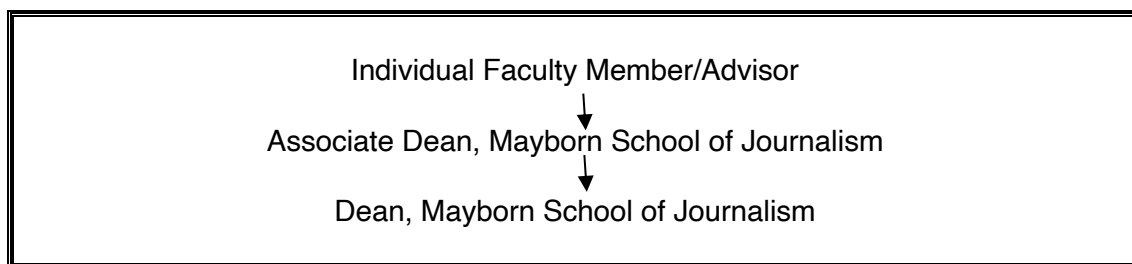
Second late infraction – 3 weeks ban from checking out equipment.

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

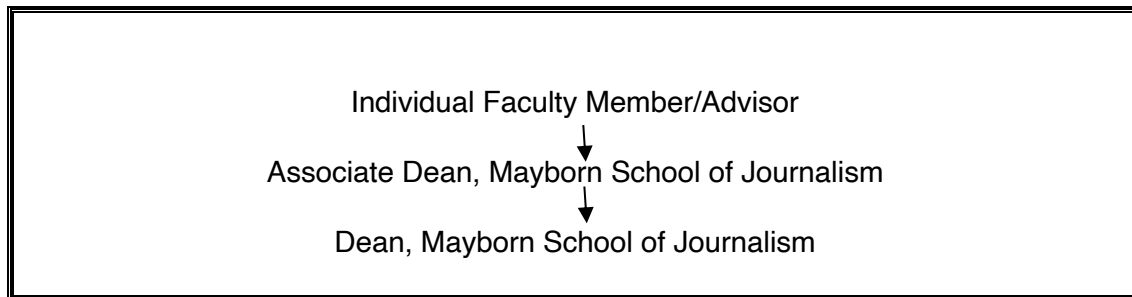
Academic Calendar is subject to change

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 <small>for specifics by student group/class: See spring registration guide https://registrar.unt.edu/registration</small>	Oct. 4	Oct. 4	Oct. 4	Oct. 4
Regular Registration Ends <small>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.</small>	Jan. 13	Dec. 10	Jan. 13	Mar. 17
Late Registration Begins—For Students not Registered for the Term <small>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.</small>	Jan. 14-21	Dec. 11-14	Jan. 14-21	Mar. 18-25
Last Day to Withdrawal from Entire Term on myUNT <small>Courses do not appear on the transcript. Eligible for 100% refund. After this date see Dean of Students to withdrawal from the entire term.</small>	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 <small>Registered & Tuition and Fees Paid by 6 p.m.</small>	Jan. 21	Dec. 14	Jan. 21	Mar. 25
Census—Official Enrollment Determined <small>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.)</small>	Jan. 31	Dec. 14	Jan. 24	Mar. 26
Drop with a Grade of W Begins <small>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.)</small>	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 <small>Last day of Spring Term is May 13.</small>	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 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.

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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)

(<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](https://studentaffairs.unt.edu/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](https://studentaffairs.unt.edu/care) – 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)

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

940-565-2333

5. [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/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

At the end of this course, students will have a greater understanding of how a media company operates; apply theoretical principles related to management, digital disruption and the creation of new business models. In so doing, students also will:

- ☐ Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC 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 criticize power, and to assemble and petition for redress of grievances
- ☐ Demonstrate an understanding of the history and role of professionals and institutions in shaping 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
- ☐ Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- ☐ Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- ☐ Apply basic numerical and statistical concepts