Course Syllabus

JOUR 2310.007

Professor: Dr. Newly Paul

Email: Newly.Paul@unt.edu

Office Hours: Please email me to set up a time.

TA: Kate Pezzulli

Email: KatherinePezzulli@my.unt.edu

COURSE OBJECTIVES

• To learn the basics of writing for several media, including newspapers, the internet, broadcast news (radio and TV) and public relations. **By the end of this course you should be able to research, report and write a news story for several platforms.**

• You will develop writing, reporting and interviewing skills and sharpen your news judgment. You will learn to write in a **concise, accurate and fair manner, and to work under deadline.**

• You also will brush up your grammar, spelling and punctuation skills, and familiarize yourself with Associated Press style and broadcast writing style.

• You will learn how to write for public relations, advertising and marketing mediums.

COURSE DESCRIPTION

This three-credit online course covers the principles and procedures used by professionals to communicate across all media platforms – from traditional mass media formats such as digital/print news, public relations, marketing and advertising.

Grammar, punctuation and language basics used by media writers will be stressed.

Students will discover methods to define media audiences and connect with them across multiple digital platforms.

Students will explore methods to write on deadline, interview sources and report accurate information for the web, social media, broadcast and print.

Students will examine the role of public relations in our society and produce writing products specific to the industry. Students will identify the mission of advertising and appraise brands and branding in the marketing industry.
Students will be introduced to law and ethics in media writing. Media literacy today is critical to the knowledge-base of a media writer. Therefore, issues in journalism will be examined periodically during this course.

**Student Learning Outcomes**

- Define NEWS as it is understood by professional broadcast, print and digital journalists as well as public relations professionals.
- Describe the operation of typical news organizations.
- Demonstrate use of the AP Stylebook.
- Conduct a news interview.
- Write a coherent news story for varying media platforms under deadline pressure.
- Describe the main ethical concerns of journalists and public relations professionals.
- Describe the main legal concerns of journalists and public relations professionals.
- Demonstrate sensitivity toward cultural, ethnic, racial and gender issues.

**Required Texts**

- *Dynamics of Media Writing* (Second Edition) by Vincent F. Filak
- *Exercises in Media Writing* (Student Workbook) by Vincent F. Filak
- *The 2018 or 2019 Associated Press Stylebook and Libel Manual*. (You can access this **FREE** via the library’s website.)

**Course structure**

This course is web-only and available on Canvas. A learning module has been set up for each section of the class and will be activated week to week as the semester progresses.

Each module will be activated at **12 noon on Monday** and run until **11:30 p.m. Sunday** of a given week—**including any holidays**.

It is the student’s responsibility to follow and adhere to this schedule. Each module typically contains a PowerPoint lecture, essay assignments, readings, discussion topics, and a quiz. Modules will also contain story assignments and a midterm and final when scheduled.

**Deadlines**: The assignments in this class will be turned in to Canvas. No assignments will be accepted if they are sent by email outside of Canvas. No exceptions.

**Accessing Your Grade**: You are encouraged to keep up with your grade via Canvas. Please refer to this throughout the course of the semester to track your progress. You will be required to frequently check Canvas, as well as your UNT student email, for important announcements throughout the week.

**Technology requirement**
You must have a working computer with a keyboard and consistent high-speed internet access during the course of the semester. This is a writing-intensive course, so having a keyboard on which to write your stories is necessary.

Further, Microsoft Word is the preferred software program for class assignments. Please use the format doc. PDFs will not be graded.

**GRADE BREAKDOWN**

Quizzes, assignments = 35 percent  
Story/Media writing= 30 percent  
Labs=20  
Discussion Posts= 5 percent  
Midterm= 5 percent  
Final= 5 percent  

**BE ON TIME OR TURN IN YOUR WORK EARLY. NO LATE SUBMISSIONS WILL BE ACCEPTED AND WILL RECEIVE A 0 GRADE.**

**Expectations for Assignments:** Assignments are to be typed, double-spaced, in 12-point Times New Roman font with 1-inch margins — unless otherwise instructed. Deviating from this standard will result in a 5-point deduction. When you upload your assignments in Canvas, please make sure they are in the form of a Word document (No PDFs).

Contact me well before deadline if you are having problems making deadline.

**Quizzes/assignments/discussion posts:** You will have a series of quizzes on AP style, textbook readings and lecture material. There is no makeup for a missed quiz/discussion post/assignments as this is an online course with requirements posted far in advance of deadline.

**Grading**

Grades will be based on a percentage of points earned:

A  (90-100)  
B  (80-89)  
C  (70-79)  
D  (60-69)  
F  (below 59)
**Academic Honesty:** When you submit work for this class, you are stating that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement and similar uses of other people's work are unacceptable.

Plagiarism, in a nutshell, is using other people’s unattributed written words as your own. Some people consider the use of seven to 10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people’s writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world. In this class, plagiarism, fabrication or other academic dishonesty can lead to a failing grade for the assignment or the course.

Any situations involving potential academic dishonesty will be handled through procedures established by the UNT Office of Academic Integrity. The process also includes the opportunity for students to appeal the outcome.

You should never quote friends or family members in news stories unless you have advance permission from the instructor. Most lab assignments for this class will not require original reporting because you will be furnished with the information you need. But the stories you pursue independently outside of class (the speech, profile and news stories) should rely entirely on YOUR OWN reporting. If you must include information reported by another journalistic outlet (rarely, because you can almost always find a way to get the information yourself), cite the publication and date.

**Fall 2020 Important Dates**

<table>
<thead>
<tr>
<th>Deadline</th>
<th>Regular Academic Session</th>
<th>8W1</th>
<th>8W2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes Begin</td>
<td>Aug 24</td>
<td>Aug 24</td>
<td>Oct 19</td>
</tr>
<tr>
<td>Labor Day (no classes; university closed)</td>
<td>Sept 7</td>
<td>Sept 7</td>
<td>Sept 7</td>
</tr>
<tr>
<td>Census</td>
<td>Sept 5</td>
<td>Aug 31</td>
<td>Oct 26</td>
</tr>
</tbody>
</table>

Any time before the first day of class a student may cancel their courses for the upcoming session through [myUNT](https://myunt.unt.edu). See the link for complete instructions on canceling classes [https://registrar.unt.edu/registration/canceling-classes](https://registrar.unt.edu/registration/canceling-classes).
Beginning this date a student may drop a course with a grade of W by completing the *Request to Drop Class* (Links to an external site.) form and submitting it to the Registrar's Office. See link for complete instructions Dropping a (Links to an external site.) Class. (Links to an external site.)

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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<tbody>
<tr>
<td>Last day for change in pass/no pass status</td>
<td>Oct 2 Sept 1 Nov 6</td>
</tr>
<tr>
<td>Mid-semester</td>
<td>Oct 16 Sept 18 Nov 13</td>
</tr>
<tr>
<td>Last day for a student to drop a course. Grades of W are assigned.</td>
<td>Nov 2 Sept 28 Nov 23</td>
</tr>
<tr>
<td>Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.</td>
<td>Nov 9 Sept 28 Nov 23</td>
</tr>
<tr>
<td>Last day to withdraw (drop all classes). Grades of W are assigned.</td>
<td>Nov 20 Oct 9 Dec 4</td>
</tr>
<tr>
<td>Thanksgiving Break (no classes, university closed)</td>
<td>Nov 26 - 27 Nov 26 - 27 Nov 26 - 27</td>
</tr>
<tr>
<td>Pre-Finals Days</td>
<td>Dec 2-3 N/A N/A</td>
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<tr>
<td>Last Regular Class Meeting</td>
<td>Dec 3 Oct 15 Dec 10</td>
</tr>
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<td>Reading Day (no classes)</td>
<td>Dec 4 N/A N/A</td>
</tr>
<tr>
<td><strong>Final Exams</strong></td>
<td>Dec 5 - 11 Oct 16 Dec 11</td>
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<tr>
<td><strong>End of Term</strong></td>
<td>Dec 11 Oct 16 Dec 11</td>
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</tbody>
</table>
Weekly Schedule for JOUR 2310.007

(This schedule is subject to change at the instructor’s discretion.)

<table>
<thead>
<tr>
<th>Tentative Class/reading Schedule – Fall 2020</th>
<th>Assigned Reading</th>
<th>Topic(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1 (Aug 24-30):</strong></td>
<td>Chapter 1, Chapter 3</td>
<td>Know Your Audience, Grammar, Style and Language</td>
</tr>
<tr>
<td><strong>Week 2 (Aug. 31-Sept. 6):</strong></td>
<td>Chapter 2</td>
<td>Accuracy &amp; Facts</td>
</tr>
<tr>
<td><strong>Week 3 (Sept. 7-Sept. 13):</strong></td>
<td>Chapter 4</td>
<td>Basic Media Writing</td>
</tr>
<tr>
<td><strong>Week 4 (Sept. 14-Sept. 20):</strong></td>
<td>No readings due</td>
<td>Basic Media Writing</td>
</tr>
<tr>
<td><strong>Week 5 (Sept. 21-Sept. 27):</strong></td>
<td>Chapter 10</td>
<td>Writing for Traditional Print, News Products</td>
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<tr>
<td><strong>Week 6 (Sept. 28-Oct. 4):</strong></td>
<td>Chapter 9</td>
<td>Reporting</td>
</tr>
<tr>
<td><strong>Week 7 (Oct. 5-Oct. 11):</strong></td>
<td>Chapter 5</td>
<td>Interviewing and Midterm Exam (Online)</td>
</tr>
<tr>
<td><strong>Week 8 (Oct. 12-Oct. 18):</strong></td>
<td>Chapter 8</td>
<td>Law and Ethics</td>
</tr>
</tbody>
</table>
### JOURNALISM REQUIREMENTS & GUIDELINES

For journalism majors, not minors: This is a foundational class. Once you have completed all foundational requirements you will have access to upper-level journalism courses after visiting the Office of Student Advising. If you have questions about what your foundational requirements are, please see an adviser.
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

Virtual office hours via Zoom are from M-F: 9 am-5 pm. Please email me at newly.paul@unt.edu for an appointment.

ATTENDANCE
Please be sure to log in to Canvas at least once every week to complete your assignments on
deadline. Attendance will be taken on the basis of whether or not you have logged in to
Canvas and turned in the week’s work on time.

**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](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](https://journalism.unt.edu/equipment-checkout (Links to an external site.).)
Email joey.selz@unt.edu to request equipment and to schedule a time to pick it up. Extensions will be granted on a case by case basis once the items are checked out.

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

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**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:

```
Individual Faculty Member/Advisor
  ↓
Associate Dean, Mayborn School of Journalism
  ↓
Dean, Mayborn School of Journalism
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**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](http://www.unt.edu/oda) (Links to an external site.). 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.

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 online between Dec. 7, 2020 and Dec. 10, 2020. 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](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, 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/](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 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 at www.spot.unt.edu or email spot@unt.edu. Spots survey dates:

<table>
<thead>
<tr>
<th>Term</th>
<th>Survey Administration Dates</th>
</tr>
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<tbody>
<tr>
<td>8W1</td>
<td>11/30 – 12/10</td>
</tr>
<tr>
<td>Fall</td>
<td>11/16 – 12/3</td>
</tr>
<tr>
<td>8W2</td>
<td>10/5 – 10/15</td>
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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.

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, 1800 Chestnut St. (Chestnut Hall)
940-565-2333  
M-Th, 8 a.m. to 5 p.m. 
https://studentaffairs.unt.edu/student-health-and-wellness-center#programs

2. Counseling and Testing Services*  
801 N. Texas Blvd., Suite 140 (Gateway Center)  
940-565-2741  
M-F, 8 a.m. to 5 p.m.  
https://studentaffairs.unt.edu/counseling-and-testing-services

3. UNT CARE Team*  
Dean of Students, University Union  
940-565-2648  
careteam@unt.edu  
https://studentaffairs.unt.edu/care

4. Psychiatric Services  
940-565-2333  
https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry

5. Individual Counseling*  
940-369-8773  
https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling

*Services are free to UNT students  
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 partner violence) 940-382-7273  
• UNT Mental Health Emergency Contacts  
  - During office hours, M-F, 8 a.m. to 5 p.m. 940-565-2741  
  - After hours 940-565-2741  
  - Crisis Line Text CONNECT to 741741  
  - Live chat http://www.suicidepreventionlifeline.org