

Instructor: Russell Luna

Phone: 615-308-6245

Email: Russell.Luna@unt.edu

Course meets: Wednesdays

6:35 p.m. – 9:25 p.m. (Sycamore Hall 222)

Office: Work From Home

Office Hours: MON, TUE, THURS, FRI
(virtual); WED (in-person)

By appointment: Business weekdays or in-person on WED 5:30 p.m. to 6:20 p.m.

X: @rdluna

COURSE DESCRIPTION

This is an introductory course primarily for juniors and seniors designed to explore the writing, reporting, techniques and ethics in sports journalism, sports entertainment, sports business and the impact of sports in society. The course will focus on media convergence, economics, history, uses, operations, law and ethics of mass media and strategic sports communication. This course will survey media careers and work products to help provide a better understanding of preparing for career opportunities and networking. The course will also examine the roles and purpose of sports mass media and mass communication in a democratic republic, specifically the United States.

GENERAL OBJECTIVES

Students will learn the fundamentals of gathering, organizing, analyzing and writing about sports in a professional style across news media and media relations platforms.

By the conclusion of this course, students will learn the following:

- 1) Engage in ideas along with groups, individuals and cultures to produce sports news accurately, fairly and under deadline across multiple platforms.
- 2) Collect, comprehend, analyze and put together critical sources from research, observation and interviews.
- 3) Apply digital journalism strategies to deliver sports news through social media, including video, audio and digital applications such as websites, phones, apps, etc.
- 4) Create accurate sports reports that are well-organized with clarity and cohesion while using appropriate grammar, spelling, word usage and sentence structure under Associated Press style guidelines.
- 5) Comprehend legal and ethical issues affecting sports media professionals while exploring avenues to use items such as FOIA requests, etc.
- 6) Understand the professional responsibilities of sports media relations personnel, while earning a broad knowledge about the sports business industry.

REQUIRED MATERIALS

Joe Gisoni – *The Field Guide to Covering Sports*, (2nd Edition - 2018)

Associated Press Stylebook, (58th Edition – 2026-2028) –free online through UNT Library

RECOMMENDED READING MATERIALS (NOT REQUIRED)

Mirin Fader – *The Year's Best Sports Writing 2026* (released on Oct. 6, 2026)

Glenn Stout, Hanif Abdurraqib – *The Year's Best Sports Writing 2025*

Jane McManus, Glenn Stout – *The Year's Best Sports Writing 2024*

Glenn Stout, Richard Deitsch – *The Year's Best Sports Writing 2023*

Glenn Stout, J.A. Adande – *The Year's Best Sports Writing 2022*

Glenn Stout – *The Year's Best Sports Writing 2021*

COURSE ASSIGNMENTS

<i>Title</i>	<i>Pts.</i>
Introduce A Sport	100
Game Recap No. 1	50
Online Game Recap	50
Press Release	50
Game Recap No. 2	50
AP Style Quizzes (25 points each; 1, 2, 3 & 4)	100
Game Recap No. 3	75
FOIA Request	25
Profile Story	50
Feature Story Proposal	25
Feature Story	100
Social Media/Multimedia	50
Column	50
Mock Selection Participation	50
Final Story	125
AP Style Final Exam	50
<i>Total</i>	<i>1,000</i>

Extra Credit opportunities may be offered during the semester.

*****Instructor reserves the right to amend this syllabus on an as-needed basis throughout the term including changes to the grading criteria, assignments and course outline to best serve the needs of the class. Students will be notified in class and by announcement via Canvas when revisions are made.*****

GRADING SCALE

A: 900 – 1,000 Points (Outstanding, excellent work. The student performs well above the minimum criteria.)

B: 800-899 Points (Good, impressive work. The student performs above the minimum criteria.)

C: 700-799 Points (Solid, college-level work. The student meets the criteria of the assignment.)

D: 600-699 Points (Below average work. The student fails to meet the minimum criteria.)

F: 599 Points and below (Sub-par work. The student fails to complete the assignment.)

Weekly Schedule

Week 1 – Aug. 19: Introduction to Sports Journalism

Review the style, approach, language, knowledge and skills needed to develop content for multiple media platforms. Gain insight into traditional AP Style concepts. Understand the changing scope of sports journalism, coverage and audiences for print, digital and broadcast.

Reading: Chapter 1 – From Sports Fan to Sports Reporter (pages 3-10), Primer A: Sports Writers Can't Act Like Fans (pages 323-330), Primer E: Avoiding Clichés (pages 355-358) and Soccer (pages 251- 260); AP Style Guidelines for Sports Journalism 4350 (PDF handout); The AP Statement of News Values and Principles (pages 397-408 in AP Stylebook).

In-Class Assignment – AP Familiarity Quiz: Complete the open-book quiz in class to test baseline knowledge of AP Style.

(Due by 9:20 p.m. on Wednesday, Aug. 19; 10 bonus points)

Assignment – Game Recap No. 1: Produce a 400–600-word game recap from a sporting event given to you. You must include stats, a minimum of two quotes and play-by-play information within the story. No copying of sentences from previously published information. Incorrect information, grammar and misspellings will be deducted.

(Due by 11:59 p.m. on Tuesday, Aug. 25; 50 points)

Week 2 – Aug. 26: Writing Sports for the Digital Age

Explore modern sports writing techniques, including SEO-friendly headlines, digital formatting, hyperlinks and multimedia storytelling. The class will also discuss the role of AI in sports journalism, including its potential uses, limitations and ethical concerns, while examining the implications of AI-generated content and the importance of maintaining journalistic integrity.

Introduce a Sport (Professor Luna gives examples)

Reading: Chapter 6 – Finding A Unique Perspective (pages 67-72). Covering A Beat – Auto Racing through Bowling (pages 111-162); Ethical use of AI in Sports Journalism (PDF handout).

Assignment – Online Game Recap: Write a brief recap (300-400 words max) of a recent sporting event (other than American football, baseball, basketball or soccer) using some of the multimedia writing techniques discussed.

(Due 11:59 p.m. on Tuesday, Sept. 1; 50 points)

Week 3 – Sept. 2: Strategic Communications/Media Relations

Understand the role that strategic communications and athletic media relations play in the professional and collegiate landscape, including public messaging, press releases, record keeping, interview requests, etc. Guest speaker(s) will provide insight into the current challenges facing the industry.

Introduce a Sport (Soccer/Tennis)

Reading: Covering A Beat – Triathlons through Wrestling (pages 299-322).

Assignment – Press Release: Write a press release about a coaching change and we'll discuss the PR strategy in class the following week.

(Due by 11:59 p.m. on Tuesday, Sept. 8; 50 points)

Week 4 – Sept. 9: Covering Sports Beats

Examine how beat writers cover their teams from advances to game recaps, commentary, postgame reaction and features. ***Introduce a Sport (Volleyball/American Football)***

Reading: Primer C – Covering A College Beat (336-354). Covering A Beat – Cross Country through Golf (163-209).

In-Class Assignment – AP Style Quiz No. 1: Complete AP Stylebook quiz.
(Due by 9:20 p.m. on Wednesday, Sept. 9; 25 points)

Assignment – Game Recap No. 2: Prepare to write a recap of a local sporting event, preferably live, using elements such as box score, quotes and notes about the game.
(Due by 11:59 p.m. on Tuesday, Sept. 22; 50 points)

Week 5 – Sept. 16: Game Coverage

Understanding the nature of reporting and writing about live sports events across print, digital, social media and electronic platforms – before, during and after these events. We'll also address keeping statistics, taking notes, beat coverage, analysis, stats, approaches and alternative story formats.

Introduce a Sport (Track & Field/Swimming & Diving)

Reading: Chapter 2 – Writing Game Stories (pages 11-26).

Game Recap No. 2 Reminder: Due by 11:59 p.m. on Tuesday, Sept. 22; 50 points

Week 6 – Sept. 23: More Game Coverage

Review more game coverage from a variety of sports.

Reading: Chapter 3 – Getting the Most Out of an Interview (pages 32-43) and Covering A Beat – Ice Hockey through Rugby (pages 210-250). ***Introduce a Sport (Golf/Wrestling)***

In-Class Assignment – AP Style Quiz No. 2: Complete AP Stylebook quiz.
(Due by 9:20 p.m. on Wednesday, Sept. 23; 25 points)

Assignment – Game Recap No. 3: Prepare to write a recap of a local sporting event, preferably live, with elements provided, including box score, quotes and notes about the game. This should be your 'best' game recap of the semester.
(Due by 11:59 p.m. on Tuesday, Oct. 6; 75 Points)

Week 7 – Sept. 30: Sources, Ethics and FOIA

Grasp the importance of vetting sources, best ethical practices and how to request publicly available information. ***Introduce a Sport (Gymnastics/Pickleball)***

In-Class Assignment – FOIA Request: Write a short and professional FOIA request (5–7 sentences) to obtain documents from a public university or city government related to the basketball arena.
(Due by 9:20 p.m. on Wednesday, Sept. 30; 25 points)

Reading: Covering A Beat – Softball through Track & Field (pages 261-298).

Game Recap No. 3 Reminder – Due by 11:59 p.m. on Tuesday, Oct. 6; 75 Points

Mock Selection teams assigned.

Week 8 – Oct. 7: Art of an Interview

Learn techniques to develop a strong interview. Students will practice interview techniques in person and discuss how to best achieve their goals. ***Introduce a Sport (Rodeo/Softball)***

Reading: Chapter 3 – Getting the Most Out of an Interview (pages 32-43) and more TBD.

Assignment – AP Style Quiz No. 3: Complete AP Stylebook quiz.

(Due by 11:59 p.m. on Tuesday, Oct. 13; 25 points)

Assignment – Profile Story: Interview a coach/student-athlete in person. Write a profile on an athlete, coach or notable sports figure. This needs to be an actual interview. *If interviewing a player/coach from UNT Athletics, please coordinate through the media contact.*

(Due by 11:59 p.m. on Tuesday, Oct. 27; 50 points)

Week 9 – Oct. 14: Writing Feature Stories

Gather the key ingredients in a successful feature story, while learning various storytelling techniques.

Introduce a Sport (Auto Racing/Baseball)

Reading: Chapter 4 – Developing and Writing Features (pages 44-54). 1-2 feature stories as provided.

Profile Story Reminder – Due by 11:59 p.m. on Tuesday, Oct. 27; 50 Points

Assignment – Feature Story: Propose a feature story idea and arrange an interview with a local team, coach or athlete.

(Feature Story Proposal Due by 11:59 p.m. on Tuesday, Oct. 27; 25 points)

(Feature Story Due by 11:59 p.m. on Tuesday, Nov. 10; 100 points)

Week 10 – Oct. 21: Cover Sports in a Changing Landscape

Discuss the challenges that covering a sport or team in 2026 brings. Also, investigate the dynamics of how athletes now have more power in activism, name, image & likeness, athletes' personal brands and how this affects sports coverage going forward. ***Introduce a Sport (Equestrian/Basketball)***

Mock Selection First Vote – Due by Noon on Wednesday, Oct. 28

Reading: Articles will be sent during the week.

Feature Story Proposal Reminder – Due by 11:59 p.m. on Tuesday, Oct. 27; 25 Points

Feature Story Reminder – Due by 11:59 p.m. on Tuesday, Nov. 10; 100 Points

Week 11 – Oct. 28: Sports Business

Understand the scope of sports business and how it may impact day-to-day operations. Additionally, discuss the impact of emerging sports. We will discuss the first CFP Mock Selection vote in class.

Introduce a Sport (Ice Hockey/Cricket)

AP Style Quiz No. 4: Complete AP Stylebook quiz.

(Due by 11:59 p.m. on Tuesday, Nov. 3; 25 points)

Feature Story Reminder – Due by 11:59 p.m. on Tuesday, Nov. 10; 100 Points

Week 12 – Nov. 4: Utilizing Social Media and Multimedia Platforms

Understand the importance of diving deeper into sports coverage with podcasts or instant social media analysis. Review some of the latest trends in social media and multimedia that will help in your coverage of the game. ***Introduce a Sport (Lacrosse/Esports)***

Reading: Chapter 8 – Social Media: Using Twitter as a Reporting Tool (pages 89-98) and Chapter 9 – Writing for Mobile Devices (pages 98-100); Other current readings may be assigned.

Assignment – Social Media/Multimedia: Three options: **Option 1)** Select a live event that you would like to live post. It can be in person or virtual. Live post the game with an emphasis on key notables, analysis and rhythm of the game. Try to utilize a new trend or technique for extra credit. **Option 2)** Create a 10-15 minute podcast with one (1) classmate and discuss a current topic. This event can be

recorded on audio memos. The conversation needs to include possible quotes from athletes/coaches, stats/trends and commentary. **Option 3)** Create a 30-60 second shortform video/reel covering a sports story, team or trend. It should include footage, clips (with credit), strong visual hooks, and captioning. **(Due by 11:59 p.m. on Tuesday, Nov. 17; 50 points)**

Feature Story Reminder – Due by 11:59 p.m. on Tuesday, Nov. 10; 100 Points

Mock Selection Second Vote – Due by Noon on Wednesday, Nov. 11

Week 13 – Nov. 11: Sports Columns and TV/Radio

Learn the techniques and importance of sports columns/opinions and the best practices to engage the sports fan. This can be either a written word, radio, TV, or video. Gain insight into how a TV/radio announcer prepares for a broadcast, including the various writing techniques.

Reading: Chapter 5 - Developing Sports Columns (pages 61-66). Chapter 11 – Broadcasting Games on Radio (pages 104-105) and Chapter 12 Writing for TV (106-110).

Assignment - Column: Choose a current sports topic and expound on the issue with the engagement techniques discussed. **(Due: Tuesday, Dec. 1; 50 points)**

Final Exam Story Assignment: Write a final game recap, profile or feature story (no other formats allowed). Due by 8:30 p.m. on “final exam” day.

(Due by 8:30 p.m. on Wednesday, Dec. 9; 125 points)

Social Media/Multimedia Assignment Reminder – Due by 11:59 p.m. on Tuesday, Nov. 17; 50 Points

Week 14 – Nov. 18: Study Week – NO IN-CLASS MEETING

Use this class time to complete your social media/multimedia and column assignments and also prepare to interview and write your final story due on Dec. 9.

Column Reminder – Due by 11:59 p.m. on Tuesday, Dec. 1; 50 Points

Week 15 – Nov. 25: Thanksgiving Break – NO IN-CLASS MEETING

Column Reminder – Due by 11:59 p.m. on Tuesday, Dec. 1; 50 Points

Mock Selection Vote – Due by Noon on Wednesday, Dec. 2

Final Story Reminder – Due by 8:30 p.m. on Wednesday, Dec. 9; 125 Points

Week 16 – Dec. 2: Review of Final and In-Class Current Issues in Sports Debate

Review the final exam, which includes an assigned story (125 points) due by final date and a comprehensive AP Style exam (50 points). The class will participate in a ‘mock selection’ for the College Football Playoff. **(Mock Selection Participation; 50 points)**

Week 17 – Final – Dec. 9 - NO IN-CLASS MEETING.

AP Final Exam (50 Points)

Final Story (125 Points)

Assignments are due by 8:30 p.m. – No Exceptions

Instructor reserves the right to amend this schedule on an as-needed basis throughout the term including changes to the grading criteria, assignments and course outline to best serve the needs of the class. Students will be notified in class and by announcement via Canvas when revisions are made.

JOURNALISM COURSE REGISTRATION

- 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 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'm available for Zoom appointments during regular business hours by appointment and in person before class on Wednesdays from 5:30 p.m. to 6:20 p.m. If those times don't work, we can schedule another meeting. Email me at Russell.Luna@unt.edu, and I will respond within 24 hours. You may also text me at 615-308-6245.

ATTENDANCE

Regular attendance is expected and essential for success in this course. **Because the class meets only once each week, students are permitted two absences during the semester. Beginning with the third absence, 30 points (3%) will be deducted from the final course grade for each additional absence.** Students who miss the first class meeting may be dropped from the course in accordance with university policy. Attendance is taken at the beginning of each class. Students are expected to remain for the entire class period. Arriving 20 or more minutes late or leaving with more than 20 minutes remaining counts as a late arrival or early departure. **Two late arrivals and/or early departures equal one absence. Students who leave class and do not return may be counted absent.** Attendance does not equal participation. Students are expected to arrive prepared, remain engaged and actively participate in class discussions, activities and assignments. If you know you will miss class, notify Professor Luna by email or text as soon as possible. Notification does not excuse an absence. Students participating in university-sponsored activities or professional opportunities related to sports journalism, media, or communications should provide at least 24 hours' notice whenever possible. Students with university-approved accommodations or absences recognized by university policy should contact the instructor as soon as possible.

ASSIGNMENTS SUBMITTED LATE

Late assignments will be accepted only in cases of university-excused absences. Assignments submitted after the deadline will receive a grade of zero unless the absence qualifies as university-excused and any required documentation is provided within 48 hours of the missed deadline. **Students who miss an in-class assignment because of a university-excused absence must contact the instructor within 48 hours of the missed class to arrange a make-up opportunity.** Failure to do so will result in a grade of zero. Technology issues, travel, work schedules, oversleeping or other personal conflicts do not extend assignment deadlines unless covered under the university's excused absence policy.

GRADE DISPUTES

Please wait 24 hours before contacting me to dispute a grade. Within that time, I expect that you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, email me to set up a meeting (I cannot discuss grades over email). You should come to our scheduled meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled meeting, you forfeit your right to a grade dispute. If you do not contact me to schedule a meeting within seven days of receiving your grade, you also forfeit your right to a grade dispute.

ARTIFICIAL INTELLIGENCE

Generative artificial intelligence is becoming an increasingly important tool in journalism. Throughout this course, students will discuss how AI can be used responsibly and ethically in newsrooms, including its strengths, limitations and potential ethical concerns. **Unless otherwise stated for a specific assignment, the use of generative AI tools (including, but not limited to, ChatGPT, Claude, Gemini, Copilot and similar services) to generate, rewrite or substantially edit written assignments is prohibited.** All written work submitted for credit must represent the student's own reporting, writing, analysis and original voice. Any AI use specifically authorized for an assignment must be disclosed according to the instructor's directions. Failure to disclose authorized AI use, or using AI when it is prohibited, constitutes academic misconduct and may result in a grade of zero on the assignment and additional action under the University's academic integrity policies. Proofreading tools such as Grammarly, Microsoft Editor and AP Stylebook Online or AP StyleGuard may be used to identify grammar, spelling, punctuation and AP style issues. These tools may not be used to generate original content, rewrite passages or substantially alter the student's writing. Because generative AI technologies continue to evolve rapidly, this policy may be updated during the semester. Any changes will be communicated in class and posted on Canvas before taking effect.

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.

FALL 2026 CALENDAR

UNT FALL 2026 Semester Calendar

Academic Calendar is subject to change

KEY SEMESTER DATES	Full Semester AUG. 17-DEC. 11	8 week I Session AUG. 17-OCT. 9	8 week II Session OCT. 12-DEC. 11
Schedule of Classes Available on myUNT	Mar. 9	Mar. 9	Mar. 9
Registration Opens for specifics by student group/class: https://registrar.unt.edu/when-can-i-register	Mar. 16	Mar. 16	Mar. 16
Prerequisite Drop Students not meeting course prerequisites will be dropped from their courses.	July 29	July 29	Oct. 12
Regular Registration Ends	Aug. 13	Aug. 13	Oct. 8
Late Registration Period—For Students not Registered for the Term Students registering late will incur a late registration fee of \$75.	Aug. 14-21	Aug. 14-21	Oct. 9-16
Last Day to Withdrawal from Entire Term on myUNT Courses do not appear on the transcript. After this date see Dean of Students to withdrawal from the entire term.	Aug. 16	Aug. 16	Oct. 11 if only 8 week II
Classes Begin	Aug. 17	Aug. 17	Oct. 12
Last Day to Add a Class or Swap Sections A swap is switching sections of the same course in the same session.	Aug. 21	Aug. 21	Oct. 16
Last Day to Drop a Class Section Without a W (Census) Courses dropped before this date will not appear on official transcript. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 28	Aug. 22	Oct. 17
Drop with a Grade of W Begins Courses appear on the transcript with a grade of W and tuition and fees remain. (Dropping courses may impact financial aid and degree completion. See advisors.)	Aug. 29	Aug. 23	Oct. 18
Last day to change to pass/no pass grade option (undergrads)	Sept. 25	Sept. 4	Oct. 30
Midpoint of the Semester	Oct. 9	Sept. 11	Nov. 6
Last day for a student to drop a course or all courses with a grade of W.	Nov. 6	Sept. 25	Nov. 20
First day to request a grade of Incomplete	Nov. 7	Sept. 26	Nov. 21
Pre-Finals Days	Dec. 2-3	N/A	N/A
Last Regular Class Meeting	Dec. 3	Oct. 8	Dec. 10
Reading Day—No Classes	Dec. 4	N/A	N/A
Final Exams	Dec. 7-11	Oct. 9	Dec. 11
Last Day of Session	Dec. 11	Oct. 9	Dec. 11
University Grade Submission Deadline 4 pm	Dec. 14	Oct. 12	Dec. 14
Grades/Academic Standing posted on the Official Transcript	Dec. 16	Dec. 16	Dec. 16
Labor Day - No Classes - University Closed	September 7, 2026		
Thanksgiving Break - No classes	November 23-29, 2026		
University Commencement			

Last Modified: March 9, 2026

ACCREDITATION

The Mayborn, which is one of over 100 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.

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.

ADOBE ACCESS

UNT has a 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:

<https://cvad.unt.edu/cvad-it-services/it-services-adobe-cloud-access.html>

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

JOURNALISM EQUIPMENT CHECKOUT

Checkout length for the **Canon Mirrorless Camera, Batteries, Lighting Gear, Mirrorless Tripods, Individual Lenses, and Accessories** can be checked out up to 72 hours. To checkout a **Canon Mirrorless Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Checkout length for the **Panasonic Video Camera, Batteries, SDXC, and Tripods** can be checked out up to 24 hours. To checkout a **Panasonic Video Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Please send extended reservations approval from the Professor to the following email: mayborn-equipment@unt.edu

Journalism Equipment Room - Location and Contact Information

The Journalism equipment room is located at **RTFP Building room 180i**.

Equipment room phone number is **940-565-3580**.

Equipment room email is mayborn-equipment@unt.edu.

Equipment room supervisor can be reached at ladaniel.maxwell@unt.edu

Journalism Equipment Room - Operating Hours

Monday-Thursday: 8:30 a.m. – 9:30 p.m.

Friday: 9 a.m. - 6 p.m.

Saturday-Sunday: 10 a.m. - 6 p.m.

Journalism Equipment Room - Agreement Form

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found here: [Journalism Web Checkout Agreement Form](#)

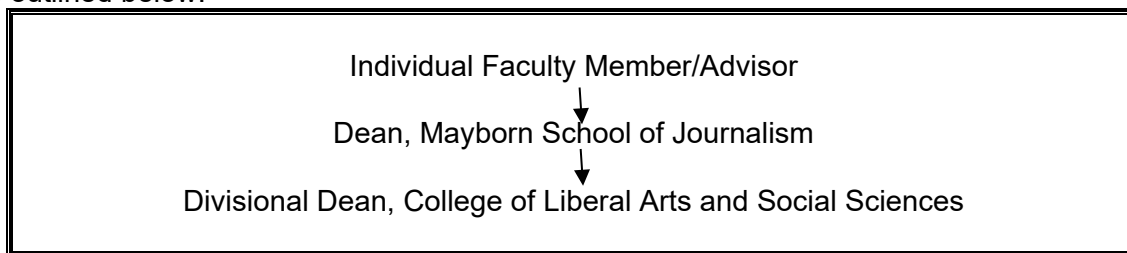
This form should be completed prior to checking out equipment and only needs to be done once per semester.

Journalism Equipment Room - Late Returns/Abuse of Checkout Policy

For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time. A **ban** restricts the student from checking out any equipment within the Journalism Equipment Room. For example, if the student returns equipment 2 hours late, a 2 hour ban will be placed on the student's account. If the student returns equipment 72 hours late, a 72 hour ban will be placed on the student's account. If you are going to be late or unable to return equipment that you checked out on time, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu

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 ACCESS

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 Access (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 Access](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.

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 any academic dishonesty is clearly determined by Professor Luna, a '0' will be given to the student for that assignment.

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 check the course calendar early in the semester to avoid any schedule conflicts. **Your Final Exam will take place on Wednesday, Dec. 9 at 6:30 p.m. CT. Note for this class: your final exam materials can be uploaded, and there is no in-class attendance. All assignments are due no later than 8:30 p.m. CT.**

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the [My.UNT site](#). 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. Visit the [Eagle Connect website](#) for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

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). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. If Canvas is not accessible during the emergency, contact me via email or phone for more information. Students should confirm that their Eagle Alert contact information is correct via the myUNT portal.

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.

Term	Survey Administration Dates
Regular Academic Session	November 17 – December 3
8W1	September 29 – October 8
8W2	December 1 – December 10

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, HARASSMENT & ASSAULT

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

[UNT's Dean of Students' website](http://deanofstudents.unt.edu/resources_0) (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

MENTAL HEALTH SERVICES

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

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

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

1800 Chestnut St. (Chestnut Hall)

940-565-2333

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

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

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

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

940-565-2741

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

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

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

Dean of Students, University Union

940-565-2648

careteam@unt.edu

4. [Psychiatric Services](#)

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

940-565-2333

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

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

940-369-8773

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

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

STATEMENT OF STUDENT LEARNING OUTCOMES, CLASS OBJECTIVES

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 4350 will help to meet the student learning outcomes that have been checked by your professor, Russell Luna.

Each graduate must:

- ☐ 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
- ☐ Demonstrate an understanding of diversity in domestic society in relation to mass communications
- ☐ Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- ☐ 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
- ☐ Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- ☐ Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- ☐ Apply basic numerical and statistical concepts
- ☐ Apply tools and technologies appropriate for the communications professions in which they work