**JOUR 3410 Section 001 and 501**

**Public Relations for Nonprofits**

**Fall 2025**

**Course Description:**

JOUR 3410: Public Relations for Nonprofits introduces and develops professional Public Relations research, planning, writing, presentation and critical thinking skills.

Assignments include interactive in-class exercises and discussion of current events, individual analysis of a local nonprofit and team preparation of a PR campaign and example documents for a nonprofit client.

Students receive and provide feedback, demonstrate critical thinking and knowledge of Public Relations concepts/best practices through roundtable discussions, presentations and in-class assignments.

Students will gain an understanding of nonprofits from multiple contexts; historical, societal, corporate and donors.

**Course Learning Objectives:**

1. Develop a variety of Public Relations tactical documents.
2. Understand role of nonprofits as well as their current and historical contributions to American society.
3. Understand how to best utilize social and traditional media for Public Relations nonprofit communication.
4. Recognize the importance of financial responsibility and transparency for nonprofits.
5. Understand crisis communications stages, types, PR professional’s role, written statements, organizational responsibility for the crisis or its impact.
6. Utilize PR research and planning skills to prepare strategic planning documents.
7. Demonstrate creativity in developing Public Relations work products.
8. Gain professional presentation Zoom and in-person skills
9. Understand structure of nonprofit organizations, legal status, Robert’s Rules of Order, agendas and budgets.
10. Develop persuasive writing skills for donor communications, individual and corporate partnerships
11. Understand corporate communications relationship, corporate social responsibility, ROI and motivations for charitable giving or partnerships.

**Mayborn Student Learning Outcomes:**

The UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) is accredited by the Accrediting Council on Education in Journalism and Mass Communication.   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 adhere to many standards established by the council.  Among these standards are student learning outcomes, covered by journalism courses in all sequences. This class promotes:

* 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
* 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

**Instructor Contact and Office Hours:**

**Name:** Rebecca Noah Poynter, M.J.

**Contact:** [rebecca.poynter@unt.edu](mailto:rebecca.poynter@unt.edu)

**Contact Information:** I can be reached through by email from M-F from 8 a.m. to 5 p.m. I typically respond within 24 – 36 hours, except on weekends.

**Office Hours**:  I can meet 30 minutes before class in the classroom and after class I will be available as well. If you have an unusual situation then that needs be addressed via phone or zoom, not through Canvas or email. Grade questions are bet presented in person before or after class, not during.

**Preferred Address**: Professor Poynter or Ms. Poynter not Poynter (Although Poynter is a great journalism name!)

**Remote Zoom meetings:**

Occasionally, we will meet by Zoom to accommodate team research, assignments, presentations and bd weather more efficiently. These are the remote classroom requirements:

1. Be admitted prior to designated class start time – no later than five minutes prior.
2. Keep face showing.
3. Engage in discussion and participate in breakout rooms.
4. Show your work products or research by sharing your screen. This means a computer is needed; logging on by phone or iPad will not allow editing work products via Zoom.
5. Contribute during small groups breakout sessions.
6. After breaks or breakout sessions, return to class at the designated time.
7. Although class is online, it is round-table style, so students are called on to answer questions and give feedback.

**Class Attendance**

**Class attendance is required**.This class is a seminar course and requires your attendance and participation to be successfully completed. If you miss class, it is your responsibility to check Canvas announcements and submit the assignment on time.  In-class assignments cannot be made up.

*Excused Absence*: Contact me by Canvas or email before or immediately after a missed class. If you cannot attend due to an excused absence event, then it is your responsibility to provide a written form of proof and the missed assignment by the deadline or approved extension.

*Unexcused Absence:* Missing a class without a written form of proof, arriving more than five minutes late, leaving early, leaving and returning during class for more than five minutes is considered an unexcused absence. There is no make-up or modified due date for any assignment without an excused absence.Roll will be taken at the start of class by sign -in sheet or roll call.

**Participation and Equipment Required:**

**A laptop- not a phone or iPad is required for every meeting,**

This is an **interactive**class**;**each class meeting requires active participation. Students receive and provide critical feedback, demonstrate critical thinking and their knowledge of Public Relations concepts, best practices, work products and trends in class.  Formats include roundtable discussions, in-class assignments, multi-part assignments, projects, assignment editing sessions and presentations

**Deadlines:**

Late work is not accepted.

**Class Requirements:**

* A laptop computer with connectivity is required for each class meeting.
* Assignments turned in Canvas must be readable and formatted for instructor access or the assignment is graded as a zero.
* Class information is communicated using Canvas, check announcements regularly.
* Readings or current event research should be conducted prior to class.

**Readings and Current Event, Case Study or Example Research Requirements:**

Research and readings are required and will be done in class or prior to the class meeting. There is no textbook required.

**Major Project Requirement:**

There is no final exam. A major project and presentation serve as the final grade. The final project is presented to and evaluated by PR and nonprofit professionals.

**Writing Requirements:**

* The AP Stylebook is the grammar, punctuation, spelling and usage guide for this class.
* Hidden hyperlinks are required in assignments.
* Citations can occur at the end of the document.
* Work products must “look” finished, be ready for actual use (without mistakes or errors) and demonstrate critical thinking.
* A standard format for an organized clear document is a title, short paragraphs (one point per paragraph) and hidden hyperlinks as well as end-note citations. Subheadings above paragraphs (magazine style) are suggested.

**AI Policy: AI allowed per specific guidance by the instructor on an assignment-by-assignment basis.**

**Class Editing, Deadlines and Resubmission of Corrected Work products for a Final Document:**

 In class, students receive verbal and peer feedback on assignments submitted. A final improved submission is due the following day at 11:59 p.m., submitted over the original submission in Canvas. Assignments are reviewed in three ways:

* Format and appearance of document
* Content clarity and organization
* Overall quality of document

**Grading:**

* A – All elements required are included, Clear and concise writing. Neat appearance. Correct document format. AP style, no typos misspelling, careless errors, quotes correct. Demonstrate understanding of concepts, best practices and/or class topics. ***Document is ready to be published or released.***
* B –Writing lacks some clarity or format and contains multiple errors. Does demonstrate understanding of concepts, best practices and/or class topics. ***Document requires correction (more than two errors or improvements), and it not ready for release****.*
* C – Document does not meet PR standards for a finished product - missing elements, format, appearance, contains AP style, errors, immature writing and/or does not indicate understanding of related PR concepts, best practices or class topics. ***Document is careless or unclear, missing elements or unfinished and requires extensive editing****.*
* *F –*Document is unacceptable as a professional communication work product. ***Document is a first-draft effort or quickly assembled without required format or information and does not demonstrate understanding of topics, best practices or concepts.***

**Plagiarism/Dishonesty/Academic Integrity Policy:**

Unless otherwise noted, cutting and pasting text from an online or written source without citations (formal or informal) or hyper inking is plagiarism. Assignments which contain plagiarized material, demonstrate academic dishonesty or cheating in any form will receive a zero. A submission of previously or dually submitted work or which resembles another student’s work or that of the student will receive a zero. Cheating in any form will receive a zero. All academic integrity incidents can be further reported to the University of North Texas for additional penalty.

**Use of AI Policy:**

**AI is not allowed in this class unless the instructor announces use and designates on assignment description.**

**Presentations:**

Professional visual material, workplace professional appearance and polished visual/ verbal presentations are expected.

**In Class Assignments: 23   points**

* First Day PR Scavenger Hunt -2
* Nonprofit selected from North Texas Giving Day Overview – 1
* Junto Participation or alternate in class assignment – 3
* Conduct a meeting using Roberts Rules of Order Meeting Minutes - 2
* Crisis Communication Statement Drill – 2
* PR Nonprofit Speaker Best Practices Summary –12 (3 points per speaker)
* Class Evaluation -1
* SPOT -1 extra credit

**Self-Managing Assignments: 19 points**

* Nonprofit Committee meeting observation and summary – 9
* Interview with PR Professional – 8
* Thank you note to PR professional -2

**Individual Assignments: 38 points**

* Nonprofit Comm Audit - 8
* Historic Nonprofit Analysis and Presentation – 5
* Fantasy Corporate Partnership-Presentation - 5
* Individual Nonprofit Business/Corporate Partnership Letter – 5
* Individual Nonprofit Press Release submission/edit/final – 8
* Individual Nonprofit SM calendar to go with press release - 4

**Major Group Final Project:  20 points**

* Assigned work product -5
* Nonprofit Campaign for UNT Presentation - 15

**Final Grade:**

Final Grade—Based on 100 possible points. I do not round up. I do not accept late assignments.

* 90 and above = A
* 80 – 89.99 = B
* 70 – 79.99 = C
* 60 – 77.99 = D

**Public Relations for Nonprofits**

**Weekly Class Schedule\***

*\*Assignments or points may be revised, based on speaker availability, class progress, speaker availability and/or technical requirements.*

*There will be two weeks where class does not meet in exchange for the two self- managing assignment and if there are no weather cancellations.*

*Class meets online occasionally – typically for history presentation, corporate comm audit- that way presentations can be for small groups rather than the whole class and be more time and focus efficient.*

**WEEK 1**

* Instructor Introduction: Syllabus and Weekly Class Schedule
* Public Relations Discussion: Background and Definitions (PR Cycle, PR, strategy/ tactics, earned media) and PR writing (hidden hyperlinks, headings, citations at end)
* In Class Assignment: Scavenger Hunt
* In-Class Assignment Intro: Individual Selected Nonprofit from North Texas Giving Day

**WEEK 2**

* Assignment: Speaker Best Practice
* **Discussion**: Modern nonprofits- how many, what type
* Assignment Communication Audit and Analysis: Identify the following as you research the nonprofit’s website and Google news to include Public Relations Strategy, Tactics, Elements (traditional, website and social)

**WEEK 3**

Instructor Overview/Discussion: Module One 1601-1837 U.S.  Charities/Philanthropy Assignment: Historic Nonprofit Power point selected from list by century (1600; s, 1700’s, 1800’s, 1900’s) provided in Canvas file.

Charities 1601-World War II

* Type, Outreach
* Trends Influenced
* Audience(s)
* Objective
* Fundraising Objective
* Public Relations Strategy, Tactics, Elements (traditional, website and social)
* News/Impact /Newsworthy Fact
* Special In Class Activity: JUNTO

**WEEK 4 Major National Nonprofits - Evolution -**

* Instructor Overview/Discussion: Module Two 1837 –World War II Charities/Philanthropy
* Presentation of Historical Nonprofits in small groups by date

**WEEK 5 Corporate Sponsorship and ROI**

* Best Practices Speaker: Partnerships, Financial Integrity, Audiences
* In Class Assignment: Best Practices assignment due
* Corporate Comm Audit

**WEEK 6 Corporate Partnership Research**

* Corporate Partnership
* Assignment Presentation of Corporate or Marketing Partnership Objective PowerPoint
* Junto

**WEEK 7 Letter Agreement Tactical Document due and edit session**

**WEEK 8 Press Release Planning and Document Corporate Engagement and PR Planning due and edit session**

**WEEK 9 Spring Break**

**Week 10 SM Calendar due and edit session Interview with PR Professional Due – SELF MANAGING**

**WEEK 11 –Nonprofit Management and Oversight Tools**

* Video: Roberts Rules of Order, Agenda and how to conduct a meeting
* Example Discussion: Case Study Wounded Warrior, Financial Management, Board Oversight of finances- Budget approval, Form 990, GuideStar, Charity Navigator, Financial Disclosure in PR material, Transparency

**WEEK 12 Crisis Comm., Reputation Management, Transparency and Financial Integrity and Planning Meeting for Final Project**

* In-Class Drill: Crisis Communication Drill
* Planning Meeting for Final PR Plan Presentation

**WEEK 13 Client Final Project Planning**

**WEEK 14   Prepare for Final Project with advisor**

**WEEK 15 Client Final Project PR Planning and Editing**

* Final Team work meeting for Campaign
* Individual work product due for team review
* Junto

**WEEK 16 Final PR Plan Presentation**

# JOURNALISM REQUIREMENTS & GUIDELINES

## 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

There is no required textbook for this course. Use the file, Positive Proactive PR in files for a resource.

## OFFICE HOURS

See above.

## ATTENDANCE

## Attendance is required. See above.

## 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.

## A green and white calendar with white text AI-generated content may be incorrect.

## 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](mailto:adobe@unt.edu).

## JOURNALISM EQUIPMENT CHECK OUT

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**](mailto:mayborn-equipment@unt.edu)

**Journalism Equipment Room - Location and Contact Information**

The Journalism equipment room is located at **Chilton Hall 410 S. Ave. C, Room 155.**

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

Equipment room email is [**mayborn-equipment@unt.edu**](mailto:mayborn-equipment@unt.edu)**.**

Equipment room supervisor can be reached at [**ladaniel.maxwell@unt.edu**](mailto:ladaniel.maxwell@unt.edu)

**Journalism Equipment Room - Operating Hours**

Monday/Wednesday: 9 a.m. – 9:00 p.m.

Tuesday/Thursday: 9 a.m. – 9:00 p.m.

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

Sat-Sun: 12 p.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 below:

<https://forms.office.com/r/q9fakNFTM8>

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**](mailto:mayborn-equipment@unt.edu)or[**ladaniel.maxwell@unt.edu**](mailto: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:

|  |
| --- |
| Individual Faculty Member/Advisor  Associate Dean, Mayborn School of Journalism  Dean, Mayborn School of Journalism |

## 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](file:///\\cas-shared.unt.ad.unt.edu\SHARED\JOUR\FACSTAFF\ADMINISTRATIVE\COURSES\COURSE%20SYLLABI%20&amp;%20ATTACHMENTS\SYLLABI%20ATTACHMENTS\2021-2022\SPRING%202022\Office%20of%20Disability%20Access) (<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.

## See above.

## 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

There is no final exam in this course. Students make a group presentation to communication and PR professionals for a final evaluation assignment.

## ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the [My.UNT site](http://www.my.unt.edu/)([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 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](http://eagleconnect.unt.edu/) 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 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](mailto: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](mailto: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](http://www.spot.unt.edu)) or email [spot@unt.edu](mailto:spot@unt.edu). Spots survey dates:

|  |  |
| --- | --- |
| **Term** | **Survey Administration Dates** |
| [Regular Academic Session](https://vpaa.unt.edu/spot/calendars/fall-calendars/fall-regular.html) | November 11 - December 04 |
| [8W1](https://vpaa.unt.edu/spot/calendars/fall-calendars/fall-8w1.html) | September 30 - October 09 |
| [8W2](https://vpaa.unt.edu/spot/calendars/fall-calendars/fall-8w2.html) | December 02 - December 11 |

## 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](http://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](mailto: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](mailto: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/): [(](file:///\\cas-shared.unt.ad.unt.edu\SHARED\JOUR\FACSTAFF\FACULTY%20&%20STAFF\SYLLABI%20&%20ATTACHMENTS\SYLLABI%20ATTACHMENTS\2020-2021\FALL%202020\FROM%20THORNE%20FOR%20CANVAS\()<http://www.suicidepreventionlifeline.org>)

## STATEMENTS OF STUDENT LEARNING OUTCOMES

**Statement of Student Learning Outcomes**

**This class will address all of the following:**

* 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
* 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 tools and technologies appropriate for the communications professions in which they work

**Statement of Student Learning Outcomes, UNT Mayborn School of Journalism**

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.