Journalistic Reporting and Writing (JMC:2010:0AAA)
Fall 2019
101 Becker Communication Studies Building (BCSB)
9:30-10:20 a.m. Mondays

Instructor: Lillian Zier Martell
Email: lillian-martell@uiowa.edu
Phone and office location: 319-335-5961, W343 AJB
Drop-in hours: 1:45-2:45 p.m. Mondays, 8:50-10:50 a.m. Thursdays and by appointment
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Discussion sections and instructors:
0A01: Lillian Martell, 10:30 a.m.-1:20 p.m. Mondays, W332 AJB.
0A02: Mir Ashfaquzzaman, 12:30-3:20 p.m. Tuesdays. Email: mir-ashfaquzzaman@uiowa.edu.
Phone: 319-335-3610. Office location and drop-in hours: E329, 12:30-2:30 Wednesdays and
10:30-11:30 a.m. Thursdays.
0A03: Mir Ashfaquzzaman, 10:30 a.m.-1:20 p.m. Mondays, W340 AJB.
0A05: Abby Rinaldi, 9:30-12:20 Tuesday, W340 AJB. Email: abby-rinaldi@uiowa.edu. Phone: 319-335-2714. Office location and drop-in hours: E335, 4:30-6 p.m. Wednesdays and 5-6 p.m. Thursdays.

Course catalog description: "Students examine and practice journalistic reporting and writing. Course format includes one lecture and one lab session each week. Students complete both in-class and out-of-class reporting and writing assignments. Out-of-class assignments include covering campus and city events, as well as reporting and writing enterprise stories. Grades are based on performance and student initiative. This course is required of all journalism majors."

Further description: The lecture will introduce students to journalism concepts that they will apply through in-class assignments in their lab sections and major out-of-class assignments. Lectures and assignments are designed to prepare students for careers in any field of communication and establish a strong basis for more advanced work in the journalism major. An emphasis will be placed on learning to write with clarity, brevity and accuracy along with collecting reliable, compelling information through interviews and research.

Journalistic Reporting and Writing is a four credit hour course and is a co-requisite with Introduction to Multimedia Storytelling (JMC:2020:0AAA). Although the co-requisite courses share some reporting and sources, the expectations and grading are separate and distinct.

Required reading:
The textbook is available at the University of Iowa Bookstore and online. Students must acquire the 12th edition or the online version. It will be used regularly as supplemental material to the lectures and for exercises in the sections.

Students also will need the Associated Press Stylebook, which may be purchased in print or online (apstylebook.com). Students also have limited access to a shared online account for the AP Stylebook at http://purl.lib.uiowa.edu/APstylebook. The AP Stylebook will be used for open-book quizzes during class, and the only guaranteed access is through purchase of a hard copy or an online subscription.

Students may seek full online access to The New York Times by registering at http://AccessNYT.com. When available, passes are renewable every 24 hours. The Associated Press news app can be downloaded free.

SJMC Learning Outcomes

The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. We regularly assess the curriculum to determine whether students are achieving these outcomes. This course contributes to these learning outcomes by helping you develop the abilities to access, analyze, evaluate, and create media messages across multiple media domains and to communicate effectively with the highest, professionally accepted standards in all work.

 Achieving these outcomes means:

- You will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.
- You will demonstrate knowledge of the basic tenets of media literacy and how media literacy relates to your personal media habits and professional development.
- You will develop critical thinking skills to analyze and interpret media messages through an understanding of media practices and institutions.
- You will learn how to create and disseminate media messages in various forms.
- You will demonstrate the ability to gather factual story elements, and to evaluate and express them in logical, narrative forms for multiple media and audiences.
- You will display the ability to access and analyze data, report facts accurately, research and edit information responsibly and in a manner commensurate with professional standards.
- You will demonstrate the ability to apply above concepts in a manner that is sensitive to audiences across all media.

Course-specific objectives:

By the end of this course, students will demonstrate:

- The ability to use journalistic techniques in writing.
- The ability to communicate effectively.
- The ability to research and gather information.
- An understanding of the elements of news.
- An understanding of the basic ethical and professional standards of journalism.
- An appreciation for journalism’s role in democracy and society in general.
- An ability to meet deadlines.

Course requirements: All assignments, quizzes and exams are designed to support the learning objectives listed above.

- Students will complete five major writing assignments that are worth a total of 700 points: a single-person interview story worth 50 points, an event story worth 100 points, a reaction piece worth 125 points, a public affairs story worth 175 points and a final feature story worth 250 points. Rubrics will be used to grade each of these assignments. Story ideas in each section will be assigned on a first-come-first-serve basis; the first student to notify the section leader will receive the assignment to avoid story duplication within that section.

- News/assigned reading quizzes worth 10 points each will be given at the beginning of the 13 lecture sessions after the first week. The lowest score will be dropped.* Students will receive 2 points for each correct answer on three news quiz questions each week. Students will receive the remaining 4 points for attending the lectures and staying until the end.

  The news quizzes will be given promptly at 9:30 a.m. Students who arrive late cannot make up the quiz but can still receive the four attendance points by turning in their names to the section leaders until 9:40 a.m. After that time, students will not receive attendance points. The section leaders will take note of those who leave early, and they will not receive attendance points for that date.

  The news quiz questions will be taken from assigned readings of current events stories or stories in the textbook that will be posted to ICON (JMC:2010:0AAA) before 5 p.m. on the Sunday before each lecture. Most of these stories will be posted by 2 p.m. on the Friday before the lecture. Students must read all the assigned stories from beginning to end to prepare for the news quiz questions. The news quizzes are worth a total of 120 points.

- During section meetings, students will complete 13 in-class assignments worth 15 points each. The lowest score at the end of the semester will be dropped.* Exercises are done in class so that students can receive help from the instructors and maximize the opportunity to build professional-level writing skills. Students who rush through in-class exercises without accepting instruction or advice should not expect to receive full credit if their work does not meet professional standards. The total score for in-class graded assignments is 180 points.

- Section attendance and participation will be worth 10 points per week with the lowest score dropped at the end of the semester.* Attendance at the final section meetings, Dec. 9-10, is mandatory and will not be included among the scores that may be dropped. To receive full participation credit, students must arrive at the section meetings on time and stay until their work is completed. Participation points will be granted based on completing ungraded exercises along with attentiveness and contributions during discussions. The total points for section participation are 180.
Rubric for section participation:

- The student arrives on time and stays until work is finished. The student engages in discussions either through verbal participation or clear attentiveness. The student puts full effort into practice exercises and the AP style exercise: 8-10 points.
- The student arrives on time and stays until work is finished. The student engages in some discussion and shows some interest in the conversation. The student participates in most practice exercises and the AP style exercise. 4-7 points.
- The student either arrives late or leaves early without presenting verification of a need for the absence. The student shows little interest in the discussions and gives partial effort to the practice exercises and the AP style exercise. 1-3 points.
- The student is absent or shows no interest in classroom activities. 0 points.

- Two lecture review/AP style quizzes worth 40 points each will be given during discussion sections as noted in the course schedule. The total for lecture review/AP style quizzes will be 80 points.
- Students have the following opportunities for extra credit: Posting the single-person interview and the public affairs story, revised to the instructor’s standards, to the WordPress site will be worth 7.5 points each. The stories must be revised and posted to WordPress within one week after the instructor returns them to the student. No other extra credit options will be offered.

*The policy of dropping the low scores is intended to cover absences for minor illnesses, family problems, etc., that do not meet the excused absence criteria.

Summary of points:
Major assignments: 700 points (58 percent)
Section in-class graded assignments: 180 points (15 percent)
Section attendance/participation: 120 points (10 percent)
News quizzes/lecture attendance: 120 points (10 percent)
Lecture review quizzes: 80 points (7 percent)
Total: 1,200 points

Academic honesty and grading: Professional communication is fact-based. Aside from mock assignments given by the instructors, students’ work will be original and factual. The instructors may randomly check sources used by students to ensure the sources were contacted and quoted accurately. Plagiarism and fabrication are treated with the utmost seriousness in professional workplaces and will be regarded the same way for this course. Any student who plagiarizes or fabricates information will receive a zero on the assignment and will be reported to the college for further disciplinary action. See the paragraph on Academic Honesty in the last section of the syllabus for further information. In addition, collaboration is not permitted unless instructors give specific assignments that require teamwork. In situations where students are covering the same event or issue, they must work independently and may not share notes, recordings, or any other material or information related to that assignment. Students who engage in collaboration will receive a zero on the assignment.

Students will turn in a log for each major assignment. The log will include the time, date and place of all interviews; contact information including email addresses and phone numbers for all people interviewed; and a bibliography and website addresses for all research used. Students
also must produce all notes or recordings upon request. Students must not interview relatives or friends, and instructors may randomly check with sources to inquire about their relationship to the student journalist. The use of relatives or friends as sources is considered an unethical conflict of interest in the field of journalism and will reflect negatively on the student’s grade for that assignment.

All work must be original and produced for JRW/MMS. Students who work for the Daily Iowan or other media outlets cannot submit stories produced for those venues. Students can seek to publish stories already completed for class and submitted for grading. Students cannot submit any work done before this class began or any work done by someone else. Doing so is an act of plagiarism and will be treated as academic misconduct. Quotes or paraphrased material from other publications, videos, websites, etc., must be attributed and will not count toward the sourcing requirements unless otherwise noted on the assignment rubric.

Students cannot take quizzes from a remote location. They must attend the lecture to take the news quizzes, and they must be present in the section classroom to take quizzes assigned during that time.

**Missed assignment policy:** In-class assignments, quizzes and so forth cannot be made up unless the student is attending a University-excused activity or provides a doctor’s note verifying illness. The instructors will not repeat lecture information or in-class announcements. Students who must be absent should arrange to get lecture and discussion notes from classmates. When students are absent for excused activities that are scheduled in advance, they must turn in assignments before the deadlines. Students who provide verification of illness may be allowed an extension without penalty until the Monday that follows the deadline. For students who miss discussion sections with an excused absence, the instructors may allow up to one week for students to take quizzes or turn in exercises. Students should be aware that absences will not be excused for minor illnesses, internships, job duties, etc. Excused absences will be rare, so plan accordingly.

The ability to meet deadlines is a critical skill in the communications industry and will be strictly enforced in this class. Students will begin losing points immediately after missing the assignment deadline and will lose a full letter grade for each 24-hour period that the assignment is turned in late. After five days, the assignment will not be accepted, and the student will receive a zero on that assignment. Students are responsible for checking to make sure their assignments have been turned in. Technology failures, mistakes or lack of access to Wi-Fi cannot be used as an excuse for missed deadlines.

Students who have documentation from Student Disability Services (SDS) for accommodations must present the documents and meet with the course instructor before the third week of classes. For more information, please see the section titled “Accommodations for Disabilities” under the “The College of Liberal Arts and Sciences: Policies and Resources” page at the end of the syllabus.
Grading:

A = 93 percent to 100 percent
A- = 90 to 92 percent
B+ = 87 percent to 89 percent
B = 83 percent to 86 percent
B- = 80 percent to 82 percent
C+ = 77 percent to 79 percent
C = 73 percent to 76 percent
C- = 70 percent to 72 percent
D = 60 percent to 69 percent
F = 59 percent and below

Percentages will be rounded to the nearest whole number when grades are assigned at the end of the semester.

General expectations

- Read assigned chapters and news stories before the lectures.
- Be prepared to do mountains of writing. In the discussion sections, you will participate in exercises that will build your skills and help you succeed on the major writing assignments. The vast majority of your work on the major assignments will take place outside class time. For a four-credit hour course, students should expect to spend at least eight hours a week working outside class on the text stories for JRW.
- Be prepared to share completed work in class. Professional writing is public and subject to scrutiny. Get accustomed to this.
- Do not interview relatives or friends for assignments. Professional communicators must talk with a diverse range of people in a wide variety of situations. Start to develop these skills now.
- Likewise, do not rely on email, texting or other forms of electronic communication for interviews. In-person or, secondly, telephone interviews remain the best methods of obtaining fresh, first-hand information.
- Good writers are voracious readers. Reading the news is a habit everyone should cultivate diligently as communications practitioners and participants in or observers of a democracy. Set aside at least 30 minutes a day to read news.
- Take notes. Technology can fail and often does at the most inconvenient times. Good notes are an acceptable back-up to produce written journalism. (And note-taking helps you retain the information.)
- Do record interviews and take notes. The equipment checkout procedure is posted on ICON.
- Check ICON and campus email before each class period for announcements or last-minute schedule changes. Chrome is the recommended browser for ICON.
SJMC Social Media:

Follow SJMC on social media to stay in the loop about activities/events, scholarships, internships, awards, current students, alumni and more:

FACEBOOK:  https://www.facebook.com/UISJMC/

INSTAGRAM: https://www.instagram.com/uiowa_sjmc/

TWITTER:  https://twitter.com/UIOWA_SJMC

LINKEDIN: https://www.linkedin.com/school/19128785  (Shortened version)
OR

Tentative course schedule: The instructor may extend discussion of certain topics if needed for the students’ benefit or interject discussion of high-profile breaking news stories if they occur during the semester. Check ICON before each class period for assignment updates. *When deadlines on this schedule differ from the assignment rubric, the rubric deadline will be used.*
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<thead>
<tr>
<th>Dates</th>
<th>Lecture</th>
<th>Sections</th>
<th>Assignments</th>
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<tr>
<td>Aug. 26-27</td>
<td>The current state of journalism and the elements of news. Read Chapters 1 and 2 in the text before the lecture.</td>
<td>-- Review the syllabus in detail. -- Analyze news values of current stories in print and online. -- Go over the Society of Professional Journalists Code of Ethics (Appendix 3 in the text). -- Textbook chapter review -- Discuss expectations for the one-person interview due Friday, Sept. 13. Get approval for the interview by 8 p.m. Thursday, Sept. 5.</td>
<td>The first major assignment for this class requires students to do an in-depth interview. Students should identify someone who is not a relative or friend that they can interview at length. Students must get approval from their section leader for the person they plan to interview. <strong>No graded assignment this week.</strong></td>
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<td>Sept. 2</td>
<td>Labor Day – no lecture, no sections this week</td>
<td>-- Introduce AP Stylebook. -- Textbook chapter review and news story analysis. -- AP style exercise -- Exercises on developing questions, writing direct quotes and paraphrasing. -- Peer interviews</td>
<td><strong>Pitch for single-person interview due by 8 p.m. Thursday, Sept. 5.</strong></td>
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<td>Sept. 9-10</td>
<td>Interviewing. Read Chapters 3 and 4 in the text before the lecture. Check ICON for assigned news readings.</td>
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<td>In-class exercise for a grade: Description of what is newsworthy about your classmate and lead paragraphs of a story about your classmate. <strong>One-person interview story due by 8 p.m. Friday, Sept. 13.</strong></td>
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<td>Sept. 16-17</td>
<td>Newswriting style and the inverted pyramid. Read Chapter 8 in the text before the lecture. Check ICON for assigned news readings.</td>
<td>-- AP style exercise -- Review peer interviews -- Textbook chapter review -- Analyze current news stories written in inverted pyramid style. -- Work on inverted pyramid exercises.</td>
<td>In-class exercise for a grade: inverted pyramid leads</td>
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<td>Dates</td>
<td>Assignment</td>
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<td>Sept. 23-24</td>
<td>Refining your writing and self-editing. Review portions of Chapter 9 in the text. Read Appendix 1 and Appendix 2 in the text. Check ICON for assigned news readings.</td>
<td>-- AP style exercise -- Introduce reaction story and rubric. -- Review the one-person interviews. -- Review last week’s in-class exercise. -- Ungraded exercises in preparation for the graded exercise. In-class exercise for a grade: Write an inverted pyramid news brief.</td>
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<td>Oct. 7-8</td>
<td>Sources and online research. Read Chapter 5 in the text. Check ICON for assigned news readings.</td>
<td>-- AP style exercise -- Review last week’s graded assignment. -- Textbook chapter review -- Ungraded exercise analyzing a website in preparation for the graded exercise. In-class exercise for a grade: website analysis.</td>
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| Oct. 21-22 | Journalism and Public Relations. Read Chapter 18 in the text before the lecture. Check ICON for assigned news readings. | -- AP style exercise  -- Review the highs and lows of the reaction stories. -- Review last week’s in-class exercise. -- Review expectations for the public affairs story. -- Practice responding professionally to social media comments. -- Write practice news release. | In-class exercise for grade: news release  
**Event story pitch due by 8 p.m. Thursday, Oct. 24.** |
| Oct. 28-29 | Public affairs reporting and investigative journalism. Read Chapters 16 and 17 in the text before the lecture. Check ICON for assigned news readings. | -- AP style exercise  -- Review last week’s in-class exercise. -- Textbook chapter review and current news story analysis. -- Discussion of the role of journalism in U.S. democracy, business and culture. Verbal participation will be emphasized. | In-class exercise for grade: Revising the reaction story.  
**Event story due at 8 p.m. Friday, Nov. 1.** |
| Nov. 4-5 | Reporting with numbers. Read Chapter 7 in the text. Check ICON for assigned news readings. | -- AP style exercise  -- Review highs and lows of the event stories. -- Textbook chapter review and current news story analysis. -- Exercises in preparation for in-class assignment. | In-class assignment for grade: Writing with numbers.  
**Public affairs pitch due by 8 p.m. Thursday, Nov. 7.** |
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<tr>
<th>Date</th>
<th>Assignment</th>
<th>Exercise / Review</th>
<th>Notes</th>
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<tr>
<td>Nov. 11-12</td>
<td>Feature leads and narrative writing. Read Chapters 9 and 10 in the text.</td>
<td>-- AP style exercise -- Review expectations for final story due during finals week. Most of the reporting for the final stories should be finished before the week of Dec. 9 so that students can participate in peer editing during that week’s sections. -- Review last week’s in-class assignment. -- Textbook chapter review and current news story analysis.</td>
<td>In-class exercise for a grade: Writing a feature lead and nut graf.</td>
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<td>Check ICON for assigned news readings.</td>
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<td>Nov. 18-19</td>
<td>Writing for radio and television. Read Chapter 12 in the text before lecture. Check ICON for assigned news readings.</td>
<td>-- Lecture review quiz covering Oct. 14-Nov. 11 plus AP style. -- Textbook chapter review and current news story analysis -- Radio and TV script practice exercise -- Exercises in preparation for the graded in-class assignment.</td>
<td>Radio and TV script exercise for grade. Work will be done during the discussion section. <strong>Public affairs story due at 8 p.m. Friday, Nov. 22.</strong> Pitch for final story due by 8 p.m. Thursday, Nov. 21.</td>
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<td>Nov. 25</td>
<td>Thanksgiving break: No lecture, no sections this week</td>
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<td>Dec. 2-3</td>
<td>Opinion writing Check ICON for assigned readings.</td>
<td>-- Exchange and read TV scripts aloud to the class. -- Reminder to bring a rough draft of the top part of the final stories – at least 250 words – along with story notes to next week’s section. -- Discuss assigned opinion readings. Verbal participation will be emphasized.</td>
<td>In-class graded assignment: short opinion piece (reviews of books, movies, concerts, etc., not allowed)</td>
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Dec. 9-10 | Semester wrap-up and review of key elements needed to succeed on the final story. Read story samples posted to ICON before the lecture. No assigned readings for this week. | -- Students should have substantial portions of the reporting completed before the section meetings and bring their notes, recordings and two printouts of the rough draft of the top part of their story – at least 250 words. -- After peer editing, ample time will be available to meet with your instructor and continue working on the text story. | In-class graded assignment: Work with peer editor on the lead and supporting paragraphs of the final story. Submit the edits and comments on your partner’s story for the 15-point graded assignment. *Those who do not have a rough draft prepared will not be able to participate and will lose these points. |

Finals | | | Final feature story. Due date: noon Wednesday, Dec. 18 |

**Major and Joint Assignments for MMS and JRW**

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<tr>
<th>Week</th>
<th>MMS assignments</th>
<th>JRW assignments</th>
<th>Due</th>
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<td>Week 1</td>
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<td>Week 2</td>
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<td>Week 3</td>
<td>Social Story</td>
<td>One-interview story</td>
<td>Friday, Sept. 13, by 8 p.m.</td>
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<td>Week 4</td>
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<td>Week 5</td>
<td>Data Story</td>
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<td>Friday, Sept. 27, by 8 p.m.</td>
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<td>Week 6</td>
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<td>Week 7</td>
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<td>Week 8</td>
<td>Audio story*</td>
<td>Reaction story*</td>
<td>Friday, Oct. 18, by 8 p.m.</td>
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<td>Week 9</td>
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<td>Week 10</td>
<td>Photo story*</td>
<td>Event story*</td>
<td>Friday, Nov. 1, by 8 p.m.</td>
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<td>Week 11</td>
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Week 12

Week 13

Week 14

Week 15

Finals

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<th>Week</th>
<th>Assignment</th>
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<tr>
<td>Week 12</td>
<td>Video story**</td>
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<tr>
<td>Week 13</td>
<td>Public affairs story**</td>
<td>Friday, Nov. 22, by 8 p.m.</td>
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<td>Week 14</td>
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<td>Week 15</td>
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<tr>
<td>Finals</td>
<td>Final MM package*</td>
<td>Final feature story*</td>
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<td>Wednesday, Dec. 18, noon</td>
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*Joint assignment*: joint assignments between Multimedia Storytelling and Journalistic Reporting and Writing, which means they rely on the same reporting but produce distinct outcomes for each class.

**Optional joint assignment**: Video and public affairs story can be joint or separate (see assignment description).

The College of Liberal Arts and Sciences: Policies and Resources

**Administrative Home**
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

**Absent Students**
All students have the responsibility of attending class and of contributing to the learning of their peers through active participation. Students are also responsible for knowing the absence policy of their courses, which will vary by instructor. All syllabi must confirm to the UI policy related to student absences, including the Holy Day obligations policy.

**Accommodations for Disabilities**
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

**Nondiscrimination in the Classroom**
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

**Academic Integrity**
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions,
with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

**Electronic Communication**

Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2). **Making a Complaint**

Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

**Final Examination Policies**

The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies).

**Sexual Harassment**

Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see https://osmrc.uiowa.edu/.
Stay up-to-date on deadlines, events, scholarships, internships, alumni & more!

@uiowa_sjmc
@UISJMC
@uiowa_sjmc
www.linkedin.com/school/19128785