

# 2010-2011 Journalism

Section	Document Name
Fiscal Health	• <a href="#">JOUR.pdf</a>

## Mission

The mission of the School of Journalism is to explore and to help students explore the institutions, procedures, professional skills, and audiences of journalism and mass communication. Our subject is how the media mediate, and what this process of mediation means for public life in America and around the world. This mission is both an academic and a professional one; it is about learning, teaching, and doing. To this end, we are committed to scholarly research in journalism and mass communication, to liberal education in the arts and sciences, and to professional training in media work.

### Mission of the Baccalaureate Program

The mission of the baccalaureate program of the School of Journalism is to help students learn to read, think, and communicate clearly, critically, and creatively. The school is committed to liberal education in the arts and sciences, as well as to professional training in the skills of journalism and mass communication. The school believes that both breadth and depth of learning must characterize the undergraduate experience. To this end, the Bachelor of Arts in Journalism degree emphasizes:

- development of basic skills in writing, critical thinking, independent learning, mathematics, foreign language, computers, and new information technologies;
- exposure to a broad range of coursework in the disciplines of the liberal arts and science, both in the School of Liberal Arts and the School of Science and within the School of Journalism;
- study of human culture outside the United States and of selected minority cultures within the United States;
- training in statistical analysis and quantitative and qualitative research; training in the professional skills of journalism and mass communication, including reporting, writing, editing, visual communication, new communications technology, and collaborative group work;
- study of the institutions, processes, and effects of mass media in society;
- study in depth of a field or discipline in the arts and sciences, other than journalism and mass communications;
- preparation for a lifetime of learning.

## Goals and Objectives

☐ Continually work to improve the quality of the educational experience we offer our undergraduate students.

☒ Develop experiential learning opportunities for students

**Campus Planning Theme:** Teaching and Learning, Best Practices

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

### Actions taken for 2010-2011:

We developed more opportunities for our students to interact with media professionals and gain "real world" experience, and we worked to increase the number of internships for our students.

### Evidence of Progress for 2010-2011:

Test scores increased with the NCAA A+ ranking the first Student Name Program at the First Team in Journalism. This

Last year we partnered with the NCAA to set up the first Student News Bureau at the Final Four in Indianapolis. This year we worked with the NCAA again to set up the first Student News Bureau at the women's Final Four basketball tournament in Indianapolis. A group of MA students at IUPUI and undergrad journalism students from Bloomington filed stories that were distributed to publications statewide and across the nation.

We established a first-ever Student News Bureau at the Indianapolis 500. A group of six MA students had full access credentials for the week of the Centennial running, and they produced two-dozen stories and photos that were distributed by Hoosier State Press Association to publications across the country.

• Over spring break, several MA students in sports journalism traveled to St. Petersburg, Fla. There, they participated in educational sessions conducted by the Poynter Institute, the nation's premier training center for sports journalists. Also, they had full access credentials to cover a Baltimore Orioles spring training baseball game.

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#### Activities planned for 2011-2012:

We will work with the Super Bowl Committee to obtain permission for our sports journalism students to cover some media activities leading up to the game.

We will work with the NCAA to set up a student news bureau for coverage of the Big Ten Basketball Tournament in Indianapolis.

We will continue to expand the number of internships.

☑ Hire new faculty as our program grows

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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#### Actions taken for 2010-2011:

We continued to search for adjunct faculty who could bring a high level of professional expertise to our program.

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#### Evidence of Progress for 2010-2011:

We hired Bob Kravitz, sports columnist for the *Indianapolis Star*, to teach Introduction to Sports Journalism.

Ronnie Ramos, Managing Director of Digital Communication for the NCAA, to teach Digital Sports Journalism,

Conrad Bruner, Director of Multimedia for the Pacers, to teach sports writing.



Norman Wain, General Counsel and Chief of Business Affairs for USA Track and Field, to teach Sports Law, and Ashley Adamson, a sports reporter at WISH-TV, to teach Broadcast Sports Journalism.

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**Activities planned for 2011-2012:**

We plan to search for experienced professionals to teach as adjunct faculty and plan to add both professionals and academics to our full-time faculty.

- ☑ Provide research opportunities for our students

**Campus Planning Theme:** Teaching and Learning, Research, Scholarship and Creative Activity

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2010-2011:**

We added group research projects to some classes.

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**Evidence of Progress for 2010-2011:**

For the second year in a row the School formed a partnership with *USA Today* for a classroom research project on the finances of college athletic programs. The students filed freedom of information requests with more than 100 public universities across the nation and obtained financial reports that colleges must file annually with the NCAA. The data eventually formed the basis for two page- one stories in *USA Today*, and the database now resides permanently on the news organization's website. <http://www.usatoday.com/sports/college/ncaa-finances.htm>

Students in our advanced reporting course participated in a statewide project titled "Indiana's School Funding Crisis." They worked in teams and their stories, covering all angles of this topic, were posted to a website created especially for this class and promoted to media outlets throughout Indiana.

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**Activities planned for 2011-2012:**

During the spring semester, we will partner with *USA Today* to complete another major research project.

- ☑ Provide service-learning opportunities for our students

**Campus Planning Theme:** Teaching and Learning, Civic Engagement

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2010-2011:**

- <!--[if !supportLists]--> • <!--[endif]--> Graduate students in a public relations course developed a complete PR plan for Waterworks, City of Indianapolis. The campaign focused on water conservation. They also created a reward and recognition program for commercial and industrial water customers that demonstrated "green" processes and equipment retrofits designed to reduce water consumption.
- Students in another graduate public relations course developed a public relations campaign for the Little Red Door cancer agency. The group is known for helping uninsured women with breast cancer, but wants to be known also for helping men with various cancers and both men and women who are "under-insured."

As a class project, yet another group of PR students developed a public relations campaign for the Marion County Library's Friends of the Library Foundation. The campaign was aimed at recruiting new donors and maintaining current donors.

The Public Relations Student Society of America chapter at IUPUI is helping the Indianapolis Fire Department with its social media needs. This partnership will continue through the upcoming academic year.

The student chapter of the Society of Professional Journalists in Bloomington joined our chapter to hold a journalism workshop for Indianapolis Public School students at IUPUI. About 50 high school students attended.

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#### **Evidence of Progress for 2010-2011:**

All of the projects and campaigns were completed on schedule, and the organizations involved were pleased with the student work.

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#### **Activities planned for 2011-2012:**

Continue to have our students in public relations campaign and research courses work with non-profit clients.

- ☒ Update our curriculum to keep ahead of technological and structural changes in our field

**Campus Planning Theme:**

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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#### **Actions taken for 2010-2011:**

We added a course called Digital Sports Journalism to our Sports Journalism MA Curriculum.

We have developed an online course for our MA degree in Public Relations called, Managing Online Public Relations.

We also developed a course called Online Public Relations at the undergraduate level.



We continue to add content about digital media and social media to our courses.

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**Evidence of Progress for 2010-2011:**

All three courses were well receive by students.

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**Activities planned for 2011-2012:**

We will review our curriculum to make sure we are keeping up with or ahead of the fast moving changes in our field.

☐ Continue to develop student media

☒ Revive the student newspaper

**Campus Planning Theme:**

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2010-2011:**

We worked with Norleen Pomerantz, the Interim Vice Chancellor for Student Life, to organize an independent student newspaper on campus called the *Campus Citizen*.

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**Evidence of Progress for 2010-2011:**

The *Campus Citizen* published its first issue just before summer vacation and resumed publishing at the beginning of this fall semester.

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**Activities planned for 2011-2012:**

We hope to grow the paper and develop enough funding to move to a weekly schedule.

☒ Start a television news magazine program focused on issues and events on the IUPUI campus

**Campus Planning Theme:** Teaching and Learning, Collaboration

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2010-2011:**

We developed a student newscast using Journalism School equipment in the Student Media Center. It's called SMC-TV, Student Media Television, and is open to students from all majors in the university. In order to give students without experience in television the writing, shooting, and editing skills necessary to help with the newscast, we developed a

course that is open to journalism and non-journalism majors; however students may work on the newscast without taking the course.

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**Evidence of Progress for 2010-2011:**

The students produced a program every two weeks and placed it on Facebook and YouTube.

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**Activities planned for 2011-2012:**

We plan to recruit more students and begin a weekly schedule. We also will get permission and equipment necessary to air the program on the IUPUI closed circuit television system.

▶ Develop the premier sports journalism program in the country

▼ Develop sports internship opportunities for our graduate and undergraduate students

**Campus Planning Theme:** Teaching and Learning, Best Practices

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2010-2011:**

We partnered with many of the nation's top sports news organizations to provide internships for our students this past academic year. Students interned at such top organizations as: *Sports Illustrated*, *USA Today*, *Sporting News*, the *Chicago Tribune*, the *Chicago Sun-Times*, the *St. Louis Post-Dispatch*, the Big Ten Network, NCAA National Headquarters, the Indianapolis Colts, the Indiana Pacers, the Indiana Fever, and the Indianapolis Indians.

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**Evidence of Progress for 2010-2011:**

Students completed internships at most of these organizations during the semester and summer.

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**Activities planned for 2011-2012:**

We plan to contact major sports organizations to develop additional internship opportunities for our students.

▼ Establish the first MA degree in sports journalism in the U.S.

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2010-2011:**

• This was the inaugural year for our sports journalism MA program. The first class included 14 full-time students, the majority of whom came from out of state.

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**Evidence of Progress for 2010-2011:**

Most students in the inaugural group successfully completed their degrees in August. The remainder will complete their degrees in December.

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**Activities planned for 2011-2012:**

We plan to promote the program and increase the size of the incoming class.

☒ Establish the National Sports Journalism Website

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2010-2011:**

We continued to add content to our website ([www.sportsjournalism.org](http://www.sportsjournalism.org)) in an effort to make it the definitive source of news information and commentary about the sports media industry in the United States, and to use as a marketing tool for our academic programs. We added a half-time staff member, Larra Overton, to serve as web editor. She had web experience and had worked as a sideline reporter for the Big Ten Sports Network.

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**Evidence of Progress for 2010-2011:**

The website now is averaging 4,500 views a day and in May recorded a high of 17,000 unique visitors in one day.

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**Activities planned for 2011-2012:**

We plan to update and enhance content and use of social media on the website.

☒ Encourage public discussion of important issues in our field

☒ Bring high profile speakers, panel discussions, and meetings to campus

**Campus Planning Theme:** Teaching and Learning, Civic Engagement, Collaboration

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**



#### Actions taken for 2010-2011:

- The School hosted two days of seminars for students and professional journalists on sports writing. It featuring award-winning writer and author Roy Peter Clark, the senior fellow at the Poynter Institute and the author of several acclaimed books on writing.
- We organized a symposium called, "Sports Journalism in the Digital Age." The panel focused on recent ethical controversies in sports journalism, and included: Rob King, executive editor of ESPN.com; Mike Wise, sports columnist for *The Washington Post*; A.J. Daulerio, editor of the popular sports blog "Deadspin"; and Ashley Adamson, sports reporter and anchor for WISH-TV in Indianapolis.

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#### Evidence of Progress for 2010-2011:

Both programs were well attended.

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#### Activities planned for 2011-2012:

We plan to hold more of these events and to increase publicity in order to attract larger audiences.

#### Produce research, Scholarship and creative activity

#### Publish Research, Scholarship and Creative Activity

**Campus Planning Theme:** Research, Scholarship and Creative Activity

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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#### Actions taken for 2010-2011:

- Professor Sherry Ricchiardi-Folwell wrote 46-page report titled "*Iraq's Media After Saddam: Liberation, Repression and future Prospects.*" It was published by the Center for International Media Assistance, a program of the National Endowment for Democracy in Washington, D.C.

In addition she created a 4-week online course titled "Investigative Reporting in the Digital Age" for reporters in Turkey and Armenia. Twenty-six journalists were enrolled in the course, sponsored by the International Center for Journalists in Washington, D.C. After the course ended, she traveled to Ankara, Turkey, and Yerevan, Armenia, to lead workshops on the investigative reporting.

Professor Ricchiardi-Folwell also published cover stories for the *American Journalism Review*.

Professor Jonas Bjork published book chapters in *Friends and Neighbors? Swedes and Norwegians in the United States*, edited by Dag Blanck and Philip Anderson (Minnesota Historical Society, forthcoming) and in *Transnationalism and American Serial Fiction*, edited by Patricia Okker (Routledge, forthcoming).

- Professor Pam Laucella published an article, "Michael Vick: An Analysis of Press Coverage on Federal Dogfighting Charges," *Journal of Sports Media*. 5(2). 35-76.



We hired a half-time staff member to help seek out possible research partnerships with the health units on campus. Dr. Kim Walker has a PH.D. in mass communication research and a minor in public health.

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**Evidence of Progress for 2010-2011:**

Our academic faculty continues to produce research and creative activity.

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**Activities planned for 2011-2012:**

We will hire Dr. Walker as a visiting Assistant Professor of public relations and encourage her partner with the health units on campus.

☐ **Strengthen and grow our graduate and undergraduate programs in public relations**

☒ **Develop courses that will provide new educational opportunities for our undergraduate students**

**Campus Planning Theme:** Teaching and Learning, Collaboration

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2010-2011:**

We put the courses in place needed to begin our new advertising minor.

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**Evidence of Progress for 2010-2011:**

Students, including Kelley marketing students, began courses in the new minor.

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**Activities planned for 2011-2012:**

We plan to promote the new minor in order to increase the enrollment.

☒ **Develop relationships with local and state public relations groups and local civic organizations**

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2010-2011:**

We developed a six-month series of monthly workshops for Public Information Officers in the Indianapolis Department of Public Safety. Several who attended had received no training in communicating with the media or the general public.

Our public relations internship program provides experience and civic engagement for our students. During the semester interns worked at the School of Nursing, School of Dentistry, Honors College, Central Indianan Community Foundation, Humane Society, Indiana Legal Services, Indiana Youth Institute, Indiana Special Olympics, Boy Scouts, and Indianapolis Downtown, Inc.

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#### Evidence of Progress for 2010-2011:

The worship attracted officers from all major units in the Department of Public Safety.

Our interns completed and received class credit for their internships.

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#### Activities planned for 2011-2012:

We will conduct follow-up sessions on topics not covered during the six-month Department of Public Safety program.

We will work to expand our internship program with community organizations.

#### Work to improve diversity in our field

#### Develop programs that highlight the need for more diversity in journalism

**Campus Planning Theme:** Teaching and Learning, Campus Climate for Diversity, Civic Engagement

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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#### Actions taken for 2010-2011:

<!--[if !supportLists]--> • For the second consecutive year, the School was awarded a grant from the Chicago-based McCormick Foundation for a Diversity Sports Media Institute for inner city high school students interested in careers in sports journalism. With this year's \$50,000 grant, the center organized two week-long workshops, one in Indianapolis and one in Chicago. During the institute students interviewed sports personalities and worked with instructors to produce a 30-minute television program.

The School organized a panel on Women in Sports Media. The panel was co-sponsored by the Associated Press Sports Editors, the National Sportscasters and Sportswriters Association, and the Association for Women in Sports Media. The panelists included: Christine Brennan, sports columnist and commentator for *USA Today*, ABC News and CNN; Shelley Smith, sports reporter for ESPN "SportsCenter"; Ann Killion, sports columnist for *Sports Illustrated*; Dave Goren, executive director of NSSA; and Michael Anastasi, incoming president of APSE.

<!--[if !supportLists]--> • Students in our "Race, Gender and Media," course conducted a community profile of the Latino population in Marion County. They observed, conducted interviews, produced still photos and videos and presented their findings in a public forum held in the IUPUI library auditorium.

<!--[if !supportLists]--> • Students in the School started a student chapter of the National Association of Black Journalists. They developed a mission statement, constitution, and bylaws and attended an NABJ Midwest college summit at Northwestern University.



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**Evidence of Progress for 2010-2011:**

The Diversity Sports Media Institute was completed successfully last summer in both Indianapolis and Chicago.

On September 29th Public Television station WFYI aired the program produced by the Indianapolis students.

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**Activities planned for 2011-2012:**

We have applied to the McCormick Foundation for funding to hold another Diversity Sports Media Institute next summer.

We will partner with Associated Press Sports Editors to develop a new diversity fellowship program for mid-career women and minorities. As part of this partnership, the school will organize a weekend of instruction on the IUPUI campus.

**Fiscal Health****Reallocation Plan****Other Question(s)**

1. What changes are you seeing in the characteristics of incoming and returning students, and how are you preparing these students to meet the changing needs of the future workforce?

At the academic level, we are seeing more traditional undergraduate students who attend school full-time and are well versed in technology and visual communication. At the graduate level, are seeing an increase in the qualifications of our sports journalism MA students, and we are receiving more out-of-state and international applications.

Some other changes and characteristics we see in our incoming students mirror the changes in society that will have a huge impact on future jobs in journalism and public relations. Conversations with our students and national surveys show that young people have little interest in traditional public affairs news. Instead, our students, and young people in general, are interested in sports, celebrities, and entertainment news. They do not like to read and receive snippets of and information from various websites. They are especially attuned to social media and receive a lot of their information from blogs and tweets produced by traditional news organizations such as CNN and ESPN. Sadly, what they learn about events may be confined to 140 characters.

We continually review and revise our courses and curriculum to keep up with changing audience interests, changing economic factors and evolving technology. Although the fundamentals of thorough research, clear and correct writing, ethical standards and a basic understanding of our political and social institutions remain the foundations of our curriculum, we also teach students to effectively use digital platforms and social media.

At the same time we are learning to use these changes in dissemination of information in our own teaching, and are working to meet students where they are in terms of their journalistic interests and encourage them to think in a broader context. For example, many beginning students in our sports journalism program are interested in game coverage, but we design courses to push them to think and write about the larger context of sports in our society, the economic, legal and social issues. We work to develop journalists and public relations practitioners who are equipped with a variety of tools for gathering and providing information, and who have the mental flexibility to understand and keep up with a changing media landscape.

**2. What are your plans for any surplus amounts in your fund balance?**

Update technology for our visual communication courses    \$4,000

Update admissions materials which are several years old    \$7,500

Update our website and add social media    \$5,000

Travel to Asia to develop partnerships and recruit students    \$7,000

Fund a summer initiative to develop partnerships with health units on campus and to develop journalism and public relations programs focused on health and life sciences at both the graduate and undergraduate levels    \$15,000



Fund initiatives in our sports journalism program for special conferences and seminars, some related to major sporting events in the city \$15,000

**3. What are your short-term and long-term plans for ensuring adequate facilities to meet your mission? To what extent are on-line and/or hybrid courses a useful strategy in addressing any anticipated space constraints?**

For the short term, we do think on-line courses will allow us to grow without the need for additional facilities. We currently offer on-line courses in our graduate public relations program, and they offer an excellent opportunity to attract part-time students. For the long term, we will look for donors and or media partners who will be interested in funding and/or sharing facilities.

**4. What marketing strategies/materials are you planning to develop/disseminate during the coming year?**

- a. Who is the intended audience for each?
- b. What do you hope to accomplish with this strategy with this audience?
- c. How much are you planning to spend for each strategy?
- d. How will you tell if your expenditure was worth your investment? [Provide return on investment (ROI) data for past expenditures, if available, and plan to track ROI in the future.

We are currently interviewing for a full-time staff position, and we are expanding a half-time position into a full-time job. A significant percentage of each position will involve recruiting activities. Both staff members will be expected to attend recruiting events, such as in-state and out-of-state college fairs as well as the traditional recruiting events on campus. In addition they will have responsibility for carefully tracking and communicating with potential students.

Also, we are revising all of our recruiting materials to fit the changing interests of students. This means developing large postcard-size materials that are visually interesting, list bullet points, and direct potential candidates to our website. We will do more to develop our presence with social media.

We plan to increase our recruiting efforts with international students, especially in China, Korea, and Japan. We have a number of alumni teaching in these areas and have faculty with contacts and experience teaching in Asia. We will develop partnerships with universities there.

In addition, we plan to offer more graduate fellowships and assistantships for

international and domestic students. This should provide incentive for good candidates to apply to our program and to accept our offers.

--[if !supportLists]--> a. All of these efforts will be aimed at both graduate and undergraduate students interested in sports journalism and public relations, and undergraduate students interested in traditional journalism.

--[if !supportLists]--> b. <!--[endif]-->We hope to increase the number and quality of both undergraduate and graduate students.

--[if !supportLists]--> c. <!--[endif]-->Expenditures

Portion of staff salaries dedicated to recruiting   \$20,000

Update admissions materials   \$7,000

Update our website and add social media   \$5,000

Travel to Asia   \$7,500

Graduate fellowships and assistantships   \$20,000

d. We will set goals and carefully track expenditures in each of these areas and will expect to see increases in our enrollments in each program and track.



