

# 2011-2012 Journalism

Section

Document Name

## 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:**

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### Actions taken for 2011-2012:

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.

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### Evidence of Progress for 2011-2012:

Two students from our sports journalism MA program covered the Super Bowl game and six covered media events

during the week of the game.

Sports journalism students covered the Big Ten football championship game in addition to the Big Ten men's and women's basketball tournaments.

We sent four sports journalism students to cover the men's Final Four in New Orleans. Ronnie Ramos, Manager of Digital Communication for the NCAA, accompanied them.

Eight sports journalism students covered the Indianapolis 500.

Students covering all of these sporting events worked as a news bureau, making their stories available to media outlets in the Midwest. <http://sportsjournalism.org/our-student-experiences/student-news-bureaus/>

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#### Activities planned for 2012-2013:

We will expand the number of major sporting events that our students can cover.

☑ Hire new faculty and staff as our program grows

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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#### Actions taken for 2011-2012:

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

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#### Evidence of Progress for 2011-2012:

**We conducted national searches and hired three full-time faculty members.**

Malcolm Moran will be the director of our National Sports Journalism Center beginning in January. Professor Moran worked as a sports writer at *The New York Times*, the *Chicago Tribune*, and *USA Today*.

Dr. Chris Lamb will be a Professor in our sports journalism program beginning in January. Professor Lamb has a Ph.D. from Bowling Green State University and has published six books, three of them dealing with discrimination and integration in sports.



Dr. Kim Walker is an assistant professor in our public relations program. Professor Walker has a Ph.D. in Mass Communication Research from Indiana University Bloomington with a minor in public health.

**We hired two visiting lecturers.**

Bruce Hetrick is a visiting professor in public relations. Professor Hetrick was founder, principal and CEO of Hetrick Communications, an Indianapolis-based public relations and advertising agency.

Marty Pieratt is a visiting lecturer in our journalism program. Mr. Pieratt worked in newspapers, television, radio, public relations and as a media business owner.

**We hired another adjunct professor with outstanding professional experience.**

Bill Foley, a Pulitzer Prize winning photojournalist who worked for the Associated Press and *Time* Magazine, teaches "Great Photojournalism," a new course open to both journalism and non-journalism majors.

**We hired two new staff members.**

Emily Turnier is our new Director of Advising Services and Outreach. Emily worked for several years as a magazine editor in New York.

Jamie Owens is our new office manager. Jamie worked as Manager of Administration for the Indy Racing League and as Personal Relations Manager for Andretti Green Racing.

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**Activities planned for 2012-2013:**

We plan to search for more experienced professionals to teach as adjunct faculty.

- ☒ Provide research opportunities for our students

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

Secondary Goals:

Sub Unit:

Time Frame:

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**Actions taken for 2011-2012:**

We added group research projects to some classes.

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**Evidence of Progress for 2011-2012:**

Each year the Black Coaches Association and the University of Central Florida produce racial/gender report cards on college and pro sports leagues and their hiring practices. Professor Pam Laucella and our sports journalism MA students are conducting the study of NCAA Division I men's college basketball programs this year.

<http://sportsjournalism.org/?s=diversity+institute>

For the third year in a row the School formed a partnership with *USA Today* for a classroom research project on the finances of college athletics. Graduate Students in the sports journalism MA program gathered financial data from 225 NCAA Division 1 college athletic programs across the country. The data provided information for stories in *USA Today*, and the database is available at: <http://www.usatoday.com/sports/college/story/2012-05-14/ncaa-college-athletics-finances-database/54955804/1>

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**Activities planned for 2012-2013:**

During the spring semester, we will partner with *USA Today* and the Black Coaches Association again to to complete major research projects.

- ☒ 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 2011-2012:**

<!--[if !supportLists]-->

The Indiana Department of Homeland Security invited students to take part in a four-day exercise called Tornado Alley held the Muscatatuck Urban Training Center in Butlerville, IN. The exercise simulated an F5 tornado hitting the town of Greensburg, and gave officials, media personnel and first responders experience with catastrophic tornado response.

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.



Public Relations Classes in the school worked with a number of local, non-profit organizations to develop public relations campaigns. They included the Office of Sustainability, School of Dentistry, Walker Theatre, Heartland Truly Moving Pictures, IU Alumni Association, Indiana Canine Assistance Network (ICAN), and the Humane Society of Indianapolis.

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**Evidence of Progress for 2011-2012:**

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 2012-2013:**

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 2011-2012:**

We revised our curriculum to bring it into compliance with accreditation standards of the Association for Education in Journalism and Mass Communication. We plan to apply for accreditation in 2014.

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**Evidence of Progress for 2011-2012:**

The revised curriculum went into effect in Fall 2012.

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**Activities planned for 2012-2013:**

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

- ☑ Grow the Student Television Newscast

**Campus Planning Theme:** Teaching and Learning

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2011-2012:**

The student newscast stopped when student media lost space in the campus center that had housed the high definition television studio. The student media center was taken over by the Division of Student Life to use as office space.

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**Evidence of Progress for 2011-2012:**

A number of weekly programs had been produced before the studio space disappeared.

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**Activities planned for 2012-2013:**

Without space, none.

- ☑ Revive the Student Newspaper
  - Campus Planning Theme:**
  - Secondary Goals:**
  - Sub Unit:**
  - Time Frame:**
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**Actions taken for 2011-2012:**

The Campus Citizen reorganized for the new year, but student media lost their space in in Campus Center.

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**Evidence of Progress for 2011-2012:**

The newspaper published several monthly editions during the academic year.

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**Activities planned for 2012-2013:**

The newspaper will become a monthly magazine and temporarily use a conference room in the ITIC Building for weekly meetings. Apparently there are no plans to find space for the paper. The School of Journalism will help support the magazine by purchasing ads that promote our program.

- ▶ 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 2011-2012:**

We partnered with a number of news and sports organizations to provide internships for our students this past academic year. Students interned at such top organizations as: the *Chicago Tribune*, the *Indianapolis Star*, *USA Today*, the

year. Students interned at such top organizations as: the *Chicago Tribune*, the *Indianapolis Star*, *USA Today*, the *Reno Galette-Journal*, NCAA National Headquarters, the Indiana Pacers, the Indiana Ice, the Indianapolis Indians the National Baseball Hall of Fame, Major League Baseball.com, USA Football, Indy Car, WISH-TV, and the IUPUI Athletic Department.

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**Evidence of Progress for 2011-2012:**

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

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**Activities planned for 2012-2013:**

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

☒ Strengthen the National Sports Journalism Website

**Campus Planning Theme:** Civic Engagement

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2011-2012:**

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. The website also offers an outlet for stories about major sporting events in Indianapolis and elsewhere across the country covered by students in our sports journalism program.

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**Evidence of Progress for 2011-2012:**

The website now is averaging 22,000 unique visitors each month and was recently named one of the top 10 sports business blogs.

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**Activities planned for 2012-2013:**

We will continue to update and enhance content and the 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:**



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**Actions taken for 2011-2012:**

<!--[if !supportLists]--> • The School hosted the national conference for the Society of American Business and Economic Writers (SABEW) last spring. Guest speakers included: Mary Schapiro, Chairman of the U.S. Securities and Exchange Commission, Richard Cordray, Director, Consumer Financial Protection Bureau, James Farley, Jr., Group Vice President for Marketing at Ford Motor Company, and Indiana Governor Mitch Daniels.  
<http://sabew.org/events/sabew-indiana-2012/>

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**Evidence of Progress for 2011-2012:**


The organization brought about 200 writers from most of the major news organizations in the U.S. to IUPUI.

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**Activities planned for 2012-2013:**

We plan to hold more of these events.

 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 2011-2012:**

Professor Jonas Bjork published two book chapters: "Escapism and Entertainment: Serialized Fiction in Swedish-American Newspapers," in *Transnationalism and American Serial Fiction*, Patricia Okker, ed. (New York: Routledge, 2011) and "An End to Brotherhood? Swedes and Norwegians in America Discuss the 1905 Union Dissolution", in *Norwegians and Swedes in the United States: Friends & Neighbors*, Dag Blanck and Philip J. Anderson, Eds. (St. Paul, MN: Minnesota State Historical Society, 2011)

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Professor Pam Laucella, has completed work on a book that will be published shortly titled, *Jesse Owens, the Press, and the 1936 Berlin Olympic Games*. The book will be part of the G. Hodges (Ed.), *Studies in African American history and culture* series. New York: Routledge.

Professor Laucella, is working on a joint project with Penn State University's Center for Sports Journalism. It is an ongoing study of the demographics of hiring in sports media including print, electronic and digital outlets as well as university sports information departments.



Professor Kim Walker had two manuscripts accepted for publication: Bytes, and Pixels and Pieces of Information, in *Health Communication* and Thoracic Outlet Syndrome on the Top Consumer Health/Medical Websites: A Case for Continuing Healthy People 2020 Quality of Health-related Website Objectives, in *Journal of Communication in Healthcare*.

Professor Sherry Ricchardi published several articles in the *American Journalism Review* this year, including "Out of the Shadows: Sexual Violence Against Journalists," October/November 2011; and "Do Women Lead Differently," *American Journalism Review*, December 2011/January 2012.

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**Evidence of Progress for 2011-2012:**


Our academic faculty continues to produce research and creative activity.

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**Activities planned for 2012-2013:**

We will work to establish joint research projects with other units on campus.

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

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

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

**Secondary Goals:**

**Sub Unit:**

**Time Frame:**

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**Actions taken for 2011-2012:**

We offered a new course taught by Bill Foley, a Pulitzer Prize winning photojournalist who worked for the Associated Press and *Time* Magazine. The course was called "Great Photojournalism," open to both journalism and non-journalism majors who have an interest in visual communication.

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**Evidence of Progress for 2011-2012:**

The course received excellent reviews from students.

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**Activities planned for 2012-2013:**

We will offer it again next year and hope to attract more students from other programs.

- ☑ 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 2011-2012:**

The school conducted a six-month media relations training course for the Public Information Officers of the various departments under the umbrella of the Indiana Department of Public Safety. The departments included the Indiana Department of Homeland Security, the Indianapolis Metropolitan Police Department, the Indianapolis Fire Department, and Animal Care and Control.

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**Evidence of Progress for 2011-2012:**

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

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**Activities planned for 2012-2013:**

We will conduct follow-up sessions on topics with the organizations such as the use of social media.

- ▣ 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 2011-2012:**

For the third consecutive year, the school received 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 the \$50,000 grant, the school organized two weeklong workshops, one in Indianapolis and one in Chicago.



<http://journalism.indiana.edu/programs/dsmil2/>

Last fall, WFYI broadcast a 30-minute sports television program produced by high students who attended the second Diversity Sports Media Institute held at IUPUI.

We worked 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 organized a weekend of instruction on the IUPUI campus.

<http://apsportseditors.org/newsletter/anastasi-launches-diversity-fellowship-program/>

Each year the Black Coaches Association and the University of Central Florida produce racial/gender report cards on college and pro sports leagues and their hiring practices. Professor Pam Laucella and our sports journalism MA students are conducting the study of NCAA Division I men's college basketball programs this year.

<http://sportsjournalism.org/?s=diversity+institute>

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#### **Evidence of Progress for 2011-2012:**

The Diversity Sports Media Institute and the Associated Press Sports Editors diversity fellowship program were completed successfully.

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#### **Activities planned for 2012-2013:**

The McCormick Foundation will fund another Diversity Sports Media Institute next summer.

We will partner with Associated Press Sports Editors to host another diversity fellowship program next year.

### **Fiscal Health**

### **Reallocation Plan**

### **Other Question(s)**