2009-2010 Journalism

Section     Document Name
Fiscal Health     • JOUR.pdf

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 2009-2010:

We increased the number of internships available for our students and developed opportunities for students to interact with media professionals and to cover major sports events.

Evidence of Progress for 2009-2010:
We launched the first formal sports internship program for journalism students here and in Bloomington. As part of the program, students interned at ESPN, the Associated Press in New York, the *Los Angeles Times*, the Chicago Tribune, MLB.com, the Big Ten Network, the NCAA National Headquarters, the Indianapolis Star, ESPN Radio in Indianapolis, the Indianapolis Colts, the Indianapolis Indians, and the Indiana Fever.

Journalism students set up and managed Web coverage of the Hoosier State Press Association annual meeting. We have partnered with the Hoosier Press Association to bring their annual meeting to IUPUI. This will provide journalism students the opportunity to attend the training workshops and see the state's award winners in the annual HSPA contests.

We partnered with the NCAA to set up the first Student News Bureau at the Final Four in Indianapolis. The news bureau included 12 students from the IUPUI and Bloomington campuses, who covered the games and press conferences and filed dozens of stories, pictures, and blogs to 72 commercial and student publications across the country.

Activities planned for 2010-2011:

We plan to expand the number of internships.

We will set up and manage Web coverage of the Hoosier State Press Association annual meeting again.

☐ Hire new faculty as our program grows

**Campus Planning Theme:** Teaching and Learning
**Secondary Goals:**
**Sub Unit:**
**Time Frame:**

Actions taken for 2009-2010:

We advertised for a new lecturer position in public relations.

Evidence of Progress for 2009-2010:

The search committee selected Julie Vincent, a public relations professional with extensive experience, and she began teaching in the spring semester.

Activities planned for 2010-2011:

☐ Provide research opportunities for our students

**Campus Planning Theme:** Teaching and Learning, Research, Scholarship and Creative Activity
**Secondary Goals:**
**Sub Unit:**
**Time Frame:**

Actions taken for 2009-2010:
We added group research projects to a number of our classes.

Evidence of Progress for 2009-2010:

A spring Topics Colloquium course, which included students from both Indianapolis and Bloomington, partnered with USA Today to conduct a comprehensive research project on the compensation of college basketball coaches. The student's research was the basis for a story published on the front page of USA Today the day before the Final Four began here.

During the fall semester 2009, students in J414, International News-Gathering Systems, conducted a project called "Global Media Watch." The project grew out of the fact that mainstream news media in the United States have drastically reduced international coverage. The students monitored websites in developing countries to see how they defined and reported news. Also, they interviewed local journalists in Colombia, Bosnia-Herzegovina, Romania, Albania, and Zambia.

Activities planned for 2010-2011:

One of our sports journalism classes will partner with USA Today to complete another major research project in Spring 2011.

Also we are planning to add class research projects in some of our other Journalism courses. Two are planned for the fall 2010 semester. One will look at newspaper coverage of the education funding issue in the state, and the other will focus on issues facing Latinos in Marion County.

Provide service learning opportunities for our students

Campus Planning Theme: Teaching and Learning, Civic Engagement

Secondary Goals:

Sub Unit:

Time Frame:

Actions taken for 2009-2010:

Students in J428, Public Relations Planning and Research, worked with the Executive Director of Habitat for Humanity of Johnson County to produce an awareness and educational campaign. Also they worked with Public Action for Correctional Efforts (PACE) group, which helps felons reenter life after prison. The students rebranded the organization for its 50th anniversary and developed a media plan to use in future fundraising.

Students in J429, Public Relations Campaigns, worked to create a public awareness campaign for USO Indiana, which provides facilities for veterans and service members. The local chapter receives no national funding, so the campaign sought to increase donations and support for the group. The class also created a public relations campaign for AIM, Aftercare for Indiana through Mentoring. The group recruits and trains mentors who work with incarcerated youth at the Indiana Department of Corrections facilities.

Graduate Students in, J529, Public Relations Campaigns, worked with the Ruth Lilly Health Education Center to create an awareness campaign aimed at parents and teachers of middle school students to inform them about smokeless tobacco products. The graduate students also developed an educational campaign to inform middle school students...
tobacco products. The graduate students also developed an educational campaign to inform middle school students about the dangers of these products.

Evidence of Progress for 2009-2010:

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

Activities planned for 2010-2011:

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:

Actions taken for 2009-2010:

We held faculty discussions about the need to add content to our courses about the use and impact of social media such as blogs, Facebook, and tweets in our field.

Evidence of Progress for 2009-2010:

Faculty have added content about social media to our courses in journalism and public relations.

Activities planned for 2010-2011:

We will continue to add these components to courses and will discuss the development of a stand alone course on social media.

☐ continue to develop student media

☐ Revive the student newspaper

Campus Planning Theme:
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2009-2010:

We held discussion in the school and with others on campus about the lack of a student newspaper on campus.
Evidence of Progress for 2009-2010:

Activities planned for 2010-2011:

We plan to develop a design for a tabloid weekly newspaper, recruit students with newspaper interest or experience to write for it, and begin publication.

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:

Actions taken for 2009-2010:

We purchased the equipment and set up a state-of-the-art, high-definition television studio in the Student Media Center, located in the Campus Center building.

Evidence of Progress for 2009-2010:

The studio is now operating.

Activities planned for 2010-2011:

We plan to recruit both journalism and non-journalism students to work on the news magazine program, which will begin fall semester 2010. Also, we plan to run a course in Spring 2011 to equip students with the video and writing skills they will need to participate. We will encourage students from any department or school on campus to take the course or simply volunteer to work on the program.

Develop the premier sports journalism program in the country

Develop relationships with national sports organizations
  Campus Planning Theme: Civic Engagement
  Secondary Goals:
  Sub Unit:
  Time Frame:

Actions taken for 2009-2010:

We unveiled and dedicated the new Red Smith Award Hall of Fame in the Student Media Center. The Red Smith Award is widely considered the most prestigious honor in sports Journalism and is awarded annually by the Associated Press Sports Editors.
Evidence of Progress for 2009-2010:

We held a reception in the Student Media Center followed by a dinner keynoted by Bill Plaschke, an analyst for ESPN and columnist for the Los Angeles Times. Nearly 100 people attended the dinner including the senior vice president for news at ESPN, the sports editor of the New York Times, the sports editor of the Los Angeles Times, the sports editor of the Associated Press in New York, the president of the American Society of News Editors and other prominent journalists.

Activities planned for 2010-2011:

We plan to develop relationships with other sports organizations including the National Sportscasters and Sportswriters Association.

☑ Develop sports internship opportunities for our graduate and undergraduate students

Campus Planning Theme: Teaching and Learning, Best Practices
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2009-2010:

We launched a formal internship program for sports journalism students in both Indianapolis and Bloomington.

Evidence of Progress for 2009-2010:

This year students interned at ESPN, The Associated Press in New York, The Los Angeles Times, the Chicago Tribune, MLB.com, the Big Ten Network, the NCAA national headquarters, The Indianapolis Star, ESPN radio, the Indianapolis Colts, the Indianapolis Indians, and the Indiana Fever.

Activities planned for 2010-2011:

Continue to develop more 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:

Actions taken for 2009-2010:

The Graduate Academic Committee, the IU Board of Trustees, and the Indiana Commission for Higher Education approved the program.
Evidence of Progress for 2009-2010:

The faculty developed courses for the program.

Activities planned for 2010-2011:

The first students will begin the program in the Fall of 2010.

☐ Establish the National Sports Journalism Website
Campus Planning Theme: Civic Engagement
Secondary Goals:
Sub Unit:
Time Frame:

Actions taken for 2009-2010:

We launched the website and added content 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.

Evidence of Progress for 2009-2010:

To date the website has attracted more than two million page views.

Activities planned for 2010-2011:

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 2009-2010:

We hosted an all-day seminar at the Campus Center on March 10th, in partnership with Arizona State University and the Associated Press Sports Editors, called, "Investigating the Business of College Athletics."

We organized and hosted a panel on the growth in sports media at the national Society of Professional Journalists
We hosted a speaker event in the Campus Center with Pulitzer Prize winner H.G. "Buzz" Bissinger, the contributing editor of *Vanity Fair* magazine and author and creator of *Friday Night Lights*.

We held the second annual Public Relations in Health Care conference on April 8th. The two principle guest speakers were Katie Paine, a national expert on public relations measurement and Dr. Eric Wright of IUPUI's Center for Health Policy.

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**Evidence of Progress for 2009-2010:**

This was increase in the number of events held in previous years.

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**Activities planned for 2010-2011:**

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 Creative Activity
  - **Campus Planning Theme:** Research, Scholarship and Creative Activity
  - **Secondary Goals:**
  - **Sub Unit:**
  - **Time Frame:**

  **Actions taken for 2009-2010:**

  Professor Sherry Ricchiardi-Folwell published six articles in *American Journalism Review*.


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**Evidence of Progress for 2009-2010:**

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**Activities planned for 2010-2011:**

- Publish Journal Articles
  - **Campus Planning Theme:**
  - **Secondary Goals:**
  - **Sub Unit:**
  - **Time Frame:**

  **Actions taken for 2009-2010:**
Professor Pamela Laucella published an article in the *Journal of Sports Media* and co-authored articles in the *Journal of Intercollegiate Sport* and the *Journal of Youth Sport*. She wrote a chapter in *Branding in Sport* published by the Carolina Academic Press.

Professor Jonas Bjork wrote book chapters to be published in *Transnationalism and American Serial Fiction*, published by Routledge, and *Friends and Neighbors*, to be published by the Minnesota Historical Society. He had articles accepted in *Scandinavian Studies* and the *Historical Journal of Film, Radio and Television*.

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### Evidence of Progress for 2009-2010:

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### Activities Planned for 2010-2011:

- **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 2009-2010:

In April, the University approved our proposal for a 19-credit hour minor in Advertising.

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### Evidence of Progress for 2009-2010:

We completed final plans to launch the program, and worked with the Kelley School of Business to design a version of the minor that will be appropriate for some of their marketing students.

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### Activities Planned for 2010-2011:

The first courses in the minor are on the schedule for the next academic year.

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- **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 2009-2010:

We have developed a proposal to offer a six-month series of monthly workshops of Public Information Officers in the Indianapolis Department of Public Safety. Many have no training in communicating with the media or the general public.
Evidence of Progress for 2009-2010:

The proposal has been submitted to the Department of Public Safety.

Activities planned for 2010-2011:

If approved, we will conduct the workshops.

☑ 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:

Actions taken for 2009-2010:

We organized and hosted a panel, "The Diversity Divide," that was broadcast on the Big Ten Network. It included a number of sports journalists and the director of the Center for Diversity and Ethnicity in Sports, located at the University of Central Florida. The journalists included representatives from Fox Sports, The New York Times, ESPN in New York and Associated Press Sports Editors.

We were awarded a $35,000 grant from the McCormick Foundation to establish a Diversity Sports Media Institute, a week-long program for high school students from Indianapolis and Chicago.

Evidence of Progress for 2009-2010:

The "Diversity Divide" panel won an award for coverage of diversity issues from the Indiana chapter of the Society of Professional Journalists.

The Diversity Sports Media Institute was completed successfully last summer with 18 students. During the institute students interviewed sports personalities like basketball great Isiah Thomas, TNT analyst David Aldridge, IU basketball coach Tom Crean, and IUPUI coach Ron Hunter. Students then worked with instructors and WFYI to produce a 30-minute program that aired Thursday, September 20th on WFYI.

Activities planned for 2010-2011:

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

Fiscal Health
Reallocation Plan

Other Question(s)

1. Please describe faculty/staff participation in the planning process in your unit. What factors strongly influence your budget and planning priorities? Please give examples, which might include attracting and retaining undergraduates, strengthening graduate programs, building collaborative partnerships, increasing diversity in faculty and student populations.

The faculty is currently working on a new five-year plan, which should be completed by the end of January.

Our budget and planning priorities are influenced by the desire to initiate programs that are unique and give us an opportunity to achieve a national reputation. We also want to develop programs that provide educational advantages because of our location in Indianapolis. An example is our new M.A. program in sports journalism. Because of the large number of sports organizations in our community, there is a great deal of expertise available to bring into the classroom, and there are opportunities for our students to seek numerous internships.

Also we are just starting an MA degree in health and science public relations. Again this offers great opportunities to tap into expertise and develop internships because of the strong life sciences sector in the city and the state.

Another factor that strongly influences our budget and planning priorities are structural and technological advances in our field. Readership and viewershare are declining in traditional media and journalism content is moving onto new platforms on the web. Individual Journalists are now expected to construct news stories using a number of tools, including photography, video, and graphic design. In addition journalism organizations are exploring the uses of social media including Facebook and Twitter. This means we must have facilities that offer opportunities to learn and use the latest technology, and that we monitor our curriculum to make sure that our students will be competitive in the job marketplace. Examples are the move toward convergence in some of our skills courses, meaning our students must complete assignments using a number of different media. Also, we have added social media components to a number of our courses.

As we develop programs we want to increase the number of students at both the graduate and undergraduate level so we will be able to hire more full-time faculty in the school.

2. How do the plans within your unit align with the President’s Principles of Excellence and the Chancellor’s Guideposts? Please describe your process for integrating your unit’s plans with those of the campus.

Our future plans blend very well with those of the campus.

We are working to provide an excellent education by reviewing our five-year plan and revisiting our curriculum. We want to be sure we are offering knowledge, professional skills, and personal qualities (ethics, service learning, community involvement) that will let our students not only get jobs, but live a meaningful life while providing useful service to the larger community.

We continued to enhance faculty this year by hiring a new instructor with a strong professional background to teach and direct service learning in our public relations classes.

We encourage research by providing travel funds for faculty to present papers at professional conferences. Also, we will hire a part-time staff member to serve as a grant specialist. The person hired will search for and help write research grants. This should facilitate research productivity in the school.

Excellence in civic engagement is always an important part of the educational experience for students in journalism
and public relations. Our journalism classes this fall have conducted major reporting projects involving funding for education in the state and what life is like for Latinos living in Marion County. Our public relations classes are working with non-profit organizations in the community to develop better ways to communicate with their various publics. Our National Sports Journalism Center website has attracted more than two million hits from people across the country who are interested in sports and sports journalism.

3. What longer-term trends (5-10 years) exist in your discipline/field that will affect your unit?

Again, our field, like many others, is evolving quickly. As mentioned above, structural changes, technological developments and changing audience tastes affect our curriculum, the technology we are required to teach our students, and the knowledge and skills of the faculty we hire in the future.

4. If the University experiences further budget cuts, what existing and emerging programs/initiatives in your unit will be your highest priorities?

Our highest priorities would be our two new MA programs. They offer us a competitive advantage over other programs in the state and even in the country. They provide the best opportunity to build a national reputation and attract out-of-state students. In addition, we want to protect and enhance the strongest elements of our undergraduate program, especially those that take advantage of the opportunities and unique resources available because of our location in Indianapolis.