

School of Journalism – Reaccreditation Summary

Teaching and Learning

Major Accomplishments

The last decade has been a time of rapid structural and technological change in our field. Readership and viewership are declining in the 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. We have revised curriculum, added content to our courses, and purchased technology to keep ahead of changes.

In addition, we have looked for opportunities to develop new programs that keep up with these changes and let us take advantage of the unique opportunities offered by the fact we are located in Indianapolis.

Besides being the home of several professional sports teams, Indianapolis has become the home of numerous athletic organizations, both amateur and professional, including the NCAA. Because of the opportunity this offers to bring expertise into the classroom and provide internships for students, we added an undergraduate sequence in sports journalism in 2009 and started the nation's first M.A. program in sports journalism in 2010.

Indianapolis has become a center for health and life sciences in recent years. As with the sports program, we started an MA degree in Health and Science in 2008 to take advantage of the special expertise and resources here.

We started our first M.A. program, Management of Public Relations, in the fall of 2007.

Current Status

Our enrollments are growing, and our students are well prepared both in terms of skills and knowledge to enter this quickly changing field, we understand that change will continue, so we must continually refine our curriculum and future plans. We are currently revising our 5-year plan.

Plans for the Next 5 Years

We plan to increase enrollments in our graduate and undergraduate programs while providing students with high quality education. We plan to hire outstanding scholars and professionals as our program grows. Also, we will study our undergraduate journalism sequence to see if we can shift the focus to take advantage of the unique resources on campus and in the city and state.

Research and Creative Activity Major Accomplishments

Our faculty has continuously produced high quality scholarship and creative projects during the past 10 years.

Professor Jonas Bjork has written four book chapters during this period. Topics included the general history of the press and journalism in Germany in the 19th century, the role of serialized fiction in the Swedish-American press, imports of U.S. programs to Sweden in the first decades of Swedish television, and a broad history of the leading Swedish-language weekly in Minneapolis. He has produced 11 journal articles in journals ranging from *Scandinavian Studies* to the *Historical Journal of Film, Radio and Television*. He has presented 24 papers at conferences.

Professor Sherry Ricchiardi-Folwell has written 40 articles for the *American Journalism Review*, one of the top journals of journalism criticism. Her specialization for AJR has been coverage of international issues. Many chronicled the lives of journalists in peril and scrutinized coverage of the conflicts in Iraq and Afghanistan. Much of the analysis had to do with drastic cutbacks in foreign coverage and what that meant to the watchdog role of media and public's awareness of important policy issues. Professor Ricchiardi-Folwell won the National Press Club award for press criticism in 2006 and 2009.

Our newest tenure-track faculty member Assistant Professor Pam Laucella has a book (in press). *Jesse Owens, the press, and the 1936 Berlin Olympic Games*. In G. Hodges (Ed.), *Studies in African American history and culture series*. New York Routledge. In addition she also published a book chapter on sport branding and five referred journal articles in journals ranging from *Journal of Sports Media* to *Journal of youth sport*.

Professor James Brown was one of the editors of *Long Journey Home: Oral Histories of Contemporary Delaware Indians*, published in 2007. It was awarded first place for nonfiction books by the Society for Professional Journalists. A grant from Conoco Philips helped fund the project.

Lecturers Julie Vincent and Robert Dittmer published a book, *Shades of Green*, which offers an action plan for reducing environmental impact in everyday life.

Current Status: We listed a position for a half-time staff member with a research background to serve as a research grant specialist. This will expedite the ability of our faculty to seek out and apply for research grants.

Plans for the Next 5 Years

We plan to seek grants, especially in the areas of sports communication and health literacy and to hire more research faculty as funding becomes available.

Best Practices

Accomplishments

We have worked to provide research and career experiences for our graduate and undergraduate students.

We partnered with the NCAA to operate a student news bureau at last spring's Final Four in Indianapolis. The news bureau included 12 students from the IUPUI and IUB campuses who filed dozens of stories, pictures, and blogs to 72 commercial and student publications across the nation. This was the first time the NCAA had permitted a student group to cover these games.

Student Media set up and managed web coverage of the Hoosier State Press Association annual meeting last winter. The Journalism Student Association became a partner with HSPA to bring the annual meeting to IUPUI so that journalism students here can have an opportunity to attend the training workshops and see the state's award winners in the annual HSPA contest.

We launched the first formal sports journalism internship program for students at IUPUI and Bloomington. The students interned at ESPN, the Associated Press, the *Los Angeles Times*, the *Chicago Tribune*, the Big Ten Network, NCAA National Headquarters, the *Indianapolis Star*, the Indianapolis Colts, and Indiana Fever.

A journalism research class partnered with *USA Today* on a comprehensive project that researched the compensation of college basketball coaches. The students' work was the basis for a story published on the front page of *USA Today* the day before the Final Four.

We established a student run public relations agency called Jaguar Communications. The student organization serves real-world clients with public relations planning and tactical activities to support organizational goals, and serves students by providing real-world experience.

Current status:

Our sports research class will work on another research project with *USA Today* this spring, and students are currently applying for the sports internships.

Plans for the Next 5 Years

We plan to develop more research opportunities for our undergraduate students and provide more hands-on experiences for our students, like the Final Four coverage and Jaguar Communications.

Campus Climate for Diversity Accomplishments

We have continually added material to our courses to make sure students understand that journalists must respect and understand diversity, be knowledgeable about other cultures and subcultures, and learn to report fairly about them. Also they must understand the current failings of the news media in this area, including neglect of minority communities in coverage, and stereotypical coverage.

We were awarded a \$35,000 grant from the McCormick Foundation last spring for the first Diversity Sports Media Institute, an intensive, week long program for high school students from Indianapolis and Chicago. They learned about sports media, interviewed prominent sports personalities, and produced a 30-minute television program and Website. WFYI, the public television station in Indianapolis, aired the program last fall.

We organized and hosted a panel called The Diversity Divide last spring that was broadcast on the Big Ten Network and attended by 200 faculty, students and community members. The panelists included representatives from Fox Sports, The *New York Times*, ESPN in New York, and Associated Press Sports Editors. The panel won an award for coverage of diversity issues from the Indiana chapter of the Society for Professional Journalists.

James Brown was one of the editors of *Long Journey Home: Oral Histories of Contemporary Delaware Indians*. It was awarded first place for nonfiction books by the Indiana chapter of the Society for Professional Journalists. A grant from Conoco Philips helped fund the project. It was published in 2007.

We are helping our students establish a student chapter of the National Association of Black Journalists on campus and are aiding their plans to publish a digital newsletter.

Current Status

We are stepping up recruiting efforts among high school students in an effort to increase our diversity. Faculty and staff attended college fairs and a Journalism Education Association session for high school students last fall.

Plans for the Next 5 Years

We will continually work to increase the number of minorities in our student population and on our faculty and staff.

The McCormick Foundation has approved a \$50,000 grant for Diversity Sports Media Institutes in Indianapolis and Chicago next summer. We will seek grants to make this an annual event.

Civic Engagement

Major Accomplishments

We launched the National Sports Journalism Center website (<http://sportsjournalism.org>) last fall. It is designed to be the nation's definitive source of news, information and commentary on the sports media industry, as well as a marketing tool to attract students to our academic programs. The NSJC site has attracted more than two million page views in a year.

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.

We have worked during the past ten years to make civic engagement an important part of the educational experience for our journalism and public relations students. For example, our journalism classes last fall conducted major reporting projects, involving the funding of education in Indiana and what life is like in the Latino community in Indianapolis.

Our public relations classes help non-profit organizations in the community develop better ways to communicate with their various publics. Service learning is a routine part of some public relations courses each semester.

We work closely with media organizations and encourage them to hold meetings and conferences on campus. Examples are the Hoosier State Press Association, the Associated Press Sports Editors and the Indiana Public Relations Society.

We host a number of public panels and speakers from our field who might be of interest to the larger community. For example we held a speaker event in the Campus Center last fall with Pulitzer Prize winner H.G. "Buzz" Bissinger, the contributing editor of *Vanity Fair* magazine and author and creator of *Friday Night Lights*.

Current Status:

We are currently planning for an Associated Press Sport Editors meeting and a Hoosier State Press Association and Associated Press job fair. Both will be held on campus this spring.

Plans for the Next 5 Years

We plan to bring more speakers to campus, host more panels, and invite more professional organizations to meet here in the future.

Collaboration

Major Accomplishments

We are currently working with representatives of Student Life and External Relations to reestablish a student newspaper on campus. This will be an independent weekly tabloid run by students with a publications board overseeing it. It will be mainly advertising supported and will be open to students from all areas of the university.

Journalism constructed a state-of-the-art television studio in the in the Campus Center last year. In the fall we began production of a weekly newsmagazine called SMCTV (Student Media Center TV) and made it available on a student media website. A journalism faculty member supervised the program, but students from all areas of the university were involved in the production.

In terms of curriculum, we developed a 19-credit hour minor in Advertising that we launched last fall. We worked closely with the Kelley School of Business to design a version of the minor that will be appropriate for some of their marketing students.

We are working to transition control of our two computer classrooms to University Information Technology Services. UITS will update the technology and make them available to other units on campus. In the past, only journalism students have used them.

Current Status

We are holding organizational meetings with students student editors get the newspaper underway, and hope to begin publication in February. We will solicit volunteers and resume the television news magazine program later this month. UITS is currently upgrading technology and software in the two computer classrooms.

Plans for the Next 5 Years

We will pursue collaboration with other units on campus where our courses have related content, such as health related areas with our MA in health and science, sports journalism with business, law, and health, and public affairs journalism with SPEA.

We plan to increase the presence of both the new student newspaper and the television news magazine program. Our long-range goal is to have a converged newsroom with students using multiple tools to produce stories for the paper, television, and the web.