HIGHLIGHTS

- Since 2009, the School’s faculty members have written or co-authored 10 scholarly books, 198 refereed journal articles, 82 book chapters, 243 refereed conference papers, 34 encyclopedia entries, 62 non-refereed articles, 45 book reviews and 6 textbooks.

- To support conference, panel and other opportunities, the School allots pre-tenure faculty members $2,000 a year for travel and tenured faculty members $1,500 a year for travel.

- Faculty members are now working on research projects with grant funding of more than $46 million. Especially in health communication, faculty members have received several large federal grants as co-investigators or principal investigators in cooperation with other campus units in the last few years.

- Joan Cates, a member of the Interdisciplinary Health Communication program is the lead principal investigator on a $2.4 million NIH grant to encourage HPV vaccinations in preteens.

Above: Assistant Professor Daniel Kreiss, researcher on the impact of new technologies on politics and journalism and author of Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama.
Introduction

The School has a rich tradition of academic research and creative activity. That tradition continues thanks to the School’s faculty members, graduate students and support staff. Their work not only informs the academy but also serves the profession of journalism-mass communication.

A strong foundation of funding helps those efforts flourish. The School is fortunate to have 16 endowed professorships (two of which have just been added) that give faculty members not only salary supplements but also allow them to travel to meetings and to support research. Faculty members also bring in sizable grants from such organizations as the National Institutes of Health, Centers for Disease Control and Prevention, Knight Foundation and Doris Duke Charitable Trust.

Many graduate students conduct research through their Park Fellowships, which are discussed in Standard 7 of this self-study.

Faculty members have also been co-investigators on multi-million-dollar grants that support their research. For example, Professor Seth Noar is co-investigator and associate director of the communication core of a $19.4-million grant from the National Cancer Institute for 2013-15 aimed at improved communication about the harmful effects of tobacco use. Associate Professor Heidi Hennink-Kaminski served as a co-investigator on a $2.7-million grant from the Doris Duke Charitable Foundation to increase public awareness of shaken-baby syndrome. Joan Cates, senior lecturer in the Interdisciplinary Health Communication (IHC) program, is the lead investigator in a $2.4-million, four-year NIH grant to study normalizing HPV vaccinations in pre-teens. She will lead the research and partner with the Schools of Medicine, Nursing and Public Health at UNC-CH and policy leaders at Duke University.

Here are some recent highlights in scholarship, research and creative, grouped by subject area:

Political communication. Assistant Professor Daniel Kreiss wrote Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama, which gets at cutting-edge use of social media in politics. The book has attracted considerable attention in the popular press. Dan Riffe, Richard Cole Eminent professor, co-authored articles in Atlantic Journal of Communication and Southern Communication Journal, among others. He has been editor of Journalism & Mass Communication Quarterly for years and stepped aside from the editorship in summer 2014.

Community journalism. Penelope Muse Abernathy, Knight Chair in journalism and digital media economics, wrote the book Saving Community Journalism, examining how newspaper companies can adapt to the digital era. Jock Lauterer, director of the Carolina Community Journalism Project, wrote a new edition of his textbook, Community Journalism: Relentlessly Local, that was published in Mandarin in China.

Health communication. Assistant Professor Nori Comello conducts research about how young people use health messages in decision-making in risky behaviors. Her work has been published in Journal of Health Psychology, Media Psychology and numerous other journals. Professor Seth Noar examines health-behavior theories, message design and mass media campaigns. He has published in many top health and communication journals.

Media law. This has been a strong area in the School for years. Today’s media law faculty includes Cathy Packer, W. Horace Carter Distinguished Professor and co-director of the UNC-CH Center for Media Law and Policy. She is also editor of the North Carolina Media Law Handbook. Two other faculty members – Assistant Professor Tori Ekstrand and Associate Professor Michael Hoefges – have published widely.

Media history. Associate Professor Barbara Friedman has published in Journalism and Mass Communication History and other journals and has served as editor of American Journalism. Professor Chris Roush wrote a biography of the famed Vermont Royster, who was editor of “The Wall Street Journal” and a Pulitzer Prize-winning columnist on the paper from 1958 to 1971.

Digital media. Assistant Professor Steven King is experimenting with cutting-edge technologies and user interfaces, including a Kinect-style device for news. Associate Professor Terence Oliver has created motion graphics for
websites of numerous clients, including Fidelity Investments and AT&T.

**Reporting and editing.** Associate Professor Andy Bechtel co-authored an online course on copy editing for print and digital media for the Poynter Institute’s NewsU website; the course is part of a certificate program run by Poynter and the American Copy Editors Society. Jan Yopp, the Walter Spearman professor, co-wrote the textbook *Reaching Audiences: A Guide to Media Writing*, which is in its sixth edition. Associate Professor Ryan Thornburg joined as a co-author for the fifth edition. Thornburg is sole author of another text, *Producing Online News*.

**Documentary films.** Assistant Professor Chad Stevens created *Overburden*, a film about the coal industry in West Virginia. An excerpt was published on National Geographic’s website; a rough-cut screening was held in mid-2014 with the premiere set for 2015. Charlie Tuggle, the Reese Felts distinguished professor, was executive producer of *Las Abuelas de Plaza de Mayo and the Search for Identity*, a film examining human-rights abuses in 1970s Argentina that has been screened more than 250 times in the United States and abroad.

### 1. Describe the institution’s mission regarding scholarship by faculty and the unit’s policies for achieving that mission.

Research productivity has been a foundation element of the School since Neil Luxon was named dean in 1953. In subsequent years, prolific and innovative researchers have elevated and maintained the School’s scholarly profile, including such acclaimed scholars as Margaret Blanchard, Jane Brown, Wayne Danielson, Max McCombs, Phil Meyer, Don Shaw and Bob Stevenson.

The culture of and commitment to scholarly inquiry that those and other internationally recognized leaders in journalism and mass communication created continues to provide direction to the School’s faculty members and graduate programs. In the period analyzed for this self-study (2009-14), faculty members in the School have written or co-authored more than 10 scholarly books, 199 refereed journal articles, 82 book chapters and 250 refereed conference papers. They have written 34 encyclopedia entries, 95 non-refereed articles, 46 book reviews and 6 textbooks. (This section of the self-study comprises the work of full-time faculty members, whether tenure-track or fixed-term, during the past six years. It does not include work by faculty members who retired prior to June 2014 or left the university for other personal or professional reasons.)


In several ways, the School’s research faculty is undergoing the transition and renewal that occurs with the retirement of senior scholars such as Meyer, Brown and Shaw. The School has successfully recruited new young scholars on the basis of strong research records or potential and has committed resources (in teaching-load assignments, research assistantships, seed grants, and travel and equipment support) to new hires and other junior faculty members.

Research expectations specified in the School’s tenure and promotion polices are communicated orally and in writing to new and potential faculty members during recruitment, in annual meetings with the dean, through mentoring with senior colleagues, during the third-year comprehensive review, in the sixth-year tenure process, and during post-tenure reviews (every fifth year.) Research faculty members are typically given a two-course-per-semester teaching assignment and assigned research assistants as available. Virtually all research faculty members have a research assistant each. Faculty members on the professional track typically teach two courses in one semester and three the next and are expected to have continuous and focused creative and applied research activities.

In 2012-13, the dean established a faculty-administered research center seed-grant program designed to encourage faculty members to develop projects that could lead to larger, external awards. While the seed-grant program is not limited to junior faculty members, it was conceived as supporting the influx of new people as the School undergoes the transition and renewal noted above. Most of the recipients have been at the associate or assistant professor levels.

In fact, 43 percent of refereed journal articles and of refereed conference papers in the last five years were...
authored or co-authored by faculty members at the associate and assistant professor levels. Of course, the fact that full professors, who constitute roughly 40 percent of the tenure-track faculty, wrote half the refereed articles and papers (as noted in the grid on page 5 of this Standard) speaks to their productivity.

Nonetheless, the productivity of the less-senior faculty has also influenced shifts in the substantive focus of School scholarship, primarily because of growth in health-communication research and complementary research programs on media effects and on environmental and health risk. At the same time, however, the School continues to be recognized for its education of media law scholars at the graduate level, and several faculty members do qualitative and quantitative (survey) research on political communication and public opinion.

The School’s Interdisciplinary Health Communication (IHC) program currently provides a central conceptual focus for funded research on health campaigns, for media-effects studies and for surveys on environmental-risk perception among marginalized citizens of the state and far beyond. The IHC program reflects the strong sense of collaboration in the School – not only among several faculty members and a number of graduate students in that field – but also with faculty members in other UNC-CH disciplines (the IHC is a collaborative program with the School of Public Health.)

Besides health communication, other fields show collaboration in the School, which offers a dual-degree graduate program with the School of Law at UNC-CH. Many faculty members and graduate student researchers also work in collaboration with the university’s Odum Institute for Research in Social Science.

While the high level of faculty research productivity helps elevate and maintain the School’s profile, it also contributes fundamentally to the nature and effectiveness of graduate student education and preparation for graduate students’ careers as teachers and scholars. For example, doctoral students in the School have won three successive Nafziger-White-Salwen Outstanding Dissertation Awards from AEJMC (faculty members in the School have advised a total of eight winners of this award) and two joint International Communication Association-National Communication Association Outstanding Health Communication Dissertation Awards.

In addition to producing publishable research in classes and seminars, graduate students are important partners in faculty research, co-authoring numerous publications with faculty members. The students enjoy many opportunities to conduct independent research, with access to resources such as the School’s research lab, the university’s Odum Institute, the School’s eye-tracking equipment, and School and external research funds. Graduate student researchers maintain a strong research presence, presenting papers—and often winning “top-student” honors—at annual conferences of AEJMC, ICA, AEJMC Southeast Regional and Midwest Association for Public Opinion Research (MAPOR.) As an example, at the past five AEJMC conferences, the School’s doctoral students averaged 22 paper acceptances per year, with a peak of 34 papers in 2009 in Boston.

In May 2013, the School’s research center initiated an annual, day-long Spring Research Colloquium to permit graduate students to share work among peers and faculty members. The colloquium features an internationally recognized keynote speaker, and graduate students present papers in sessions moderated by faculty members. Both the May 2013 and May 2014 spring colloquia showed a broad array of substantive, epistemological and methodological perspectives. Similarly, the School’s endowed Junck Research Colloquia allow faculty and scholars from the School, the university and the field to present diverse scholarship on a regular basis, typically about 10 speakers per semester. (Ms. Junck received her master’s degree from the School years ago and now is CEO of Lee Enterprises and chairman of the board of Associated Press.)


The work of professional-track faculty members, while not scholarship in the traditional sense, contributes to knowledge within the teaching aspect of the academy, particularly in textbooks, applied research that benefits the media profession, and applied techniques that improve information delivery. The two Knight Chairs along with other professional-track faculty members have maintained the School’s visibility through books, documentaries, websites, keynote presentations and speeches, blogs and visual tools that have attracted national attention and established those individuals as leaders in their respective fields. Work by faculty members in the professional tenure track is highly valued, and some of that work is noted in the introduction to this standard.
2. Define the group of faculty whose work is included in this section and state time restrictions used to incorporate activities of faculty who were not employed by the unit during all of the previous six years.

This section of the self-study comprises the work of full-time faculty members during the past six years. It does not include work by faculty members who have retired prior to June 2014 or left the university for personal or professional reasons or work by part-time fixed-term lecturers.

3. Using the grid that follows, provide counts of the unit’s productivity in scholarship for the past six years by activity, first for the unit as a whole and then for individuals broken down by academic rank. The grid should capture relevant activity by all full-time faculty members. Provide the total number of individuals in each rank in place of XX.

The grid is on the following page.

Please note: Table information is accurate as of June 2014, before faculty promotions took effect.
Scholarly Productivity for the Past Six Years (as of June, 2014.)

<table>
<thead>
<tr>
<th>Scholarship, Research, Creative and Professional Activities</th>
<th>By Unit</th>
<th>Full Profesors (16)</th>
<th>Associate Professors (17)</th>
<th>Assistant Professors (9)</th>
<th>Other Faculty (5)</th>
<th>Total (47)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awards and Honors</td>
<td>85</td>
<td>17</td>
<td>46</td>
<td>11</td>
<td>11</td>
<td>85</td>
</tr>
<tr>
<td>Grants Received Internal</td>
<td>43</td>
<td>21</td>
<td>14</td>
<td>8</td>
<td></td>
<td>43</td>
</tr>
<tr>
<td>Grants Received External</td>
<td>61</td>
<td>15</td>
<td>22</td>
<td>13</td>
<td>11</td>
<td>61</td>
</tr>
<tr>
<td>Scholarly Books, Sole- or Co-authored</td>
<td>10</td>
<td>8</td>
<td>1</td>
<td>1</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>Textbooks, Sole- or Co-authored</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Books Edited</td>
<td>82</td>
<td>41</td>
<td>26</td>
<td>12</td>
<td>3</td>
<td>82</td>
</tr>
<tr>
<td>Book Chapters</td>
<td>199</td>
<td>98</td>
<td>56</td>
<td>31</td>
<td>14</td>
<td>199</td>
</tr>
<tr>
<td>Monographs</td>
<td>250</td>
<td>130</td>
<td>75</td>
<td>33</td>
<td>12</td>
<td>250</td>
</tr>
<tr>
<td>Articles in Refereed Journals</td>
<td>56</td>
<td>13</td>
<td>10</td>
<td>33</td>
<td></td>
<td>56</td>
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<tr>
<td>Invited Academic Papers</td>
<td>34</td>
<td>21</td>
<td>3</td>
<td>9</td>
<td>1</td>
<td>34</td>
</tr>
<tr>
<td>Encyclopedia Entries</td>
<td>46</td>
<td>4</td>
<td>22</td>
<td>18</td>
<td>2</td>
<td>46</td>
</tr>
<tr>
<td>Book Reviews</td>
<td>95</td>
<td>33</td>
<td>29</td>
<td>29</td>
<td>4</td>
<td>95</td>
</tr>
<tr>
<td>Articles in Non-Refereed Publications</td>
<td>19</td>
<td>9</td>
<td>6</td>
<td>4</td>
<td></td>
<td>19</td>
</tr>
<tr>
<td>Juried Creative Works</td>
<td>100</td>
<td>23</td>
<td>29</td>
<td>44</td>
<td>4</td>
<td>100</td>
</tr>
<tr>
<td>Non-Juried Creative Works</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>1092</td>
<td>438</td>
<td>342</td>
<td>250</td>
<td>62</td>
<td>1092</td>
</tr>
</tbody>
</table>
4. List the scholarly, research, creative and professional activities of each member of the full-time faculty in the past six years.

The activities for each of the full-time faculty members, tenure-track or fixed-term, are included at the end of this Standard (Supplemental 5-A.) School faculty members are extremely productive, and activities range from articles in top-tier journals to websites to documentary films. The list at the end of this Standard does not include presentations to government agencies and professional organizations, such as the American Copy Editors Society or Society of American Business Editors and Writers, because such presentations, while important, constitute service. Most of the activities listed also reflect content in the grid in item 3 of this Standard.

5. Provide relevant sections of faculty guides, manuals or other documents in which the unit specifies expectations for scholarship, research and creative and professional activity in criteria for hiring, promotion and tenure.

The School’s Policies and Procedures Manual outlines the process for hiring a new faculty member. The manual will be available in the team’s workroom. The outline does not include any language on determining the qualifications for a new position. That is determined by the faculty and is included in the job description for each specific faculty position. Once an area of faculty need is determined by the dean and the general faculty, the dean develops a job description with input from faculty members, especially the faculty member who will chair the search. Usually the chair comes from the specialization of the search. The proposed job description is circulated among the full-time faculty in advance of a faculty meeting called to discuss the search process. The job description is approved by a faculty vote. Criteria for the position – such as terminal degree expected, professional experience, topic-area knowledge, such as marketing or digital communications – are specified in the job description approved by the faculty.

The School has two tenure tracks: the Research Tenure Track and the Professional Tenure Track. The expectations for each track are an indication of the type of qualifications expected at hiring and beyond.

The Research Tenure Track

Page 15 of the School’s Policies and Procedures Manual defines the Research Tenure Track as the traditional academic track:

Faculty members with a Ph.D. are in this track by definition unless they have been hired specifically to be in the professional track; faculty without the Ph.D. may be in the research tenure track because of their superior research records. An individual may not move from one track to the other after the initial appointment.

For promotion and tenure, faculty members (in the Research Tenure Track) are expected to have established a national, and in some cases international, reputation as scholars; to be outstanding teachers; to have begun establishing a significant service record; and to have begun serving regularly as members, and possibly chairs, of master’s and doctoral committees.

Pages 16 and 17 of the policies specify expectations of scholarship in the research tenure track:

In reappointment, promotion and tenure decisions, the following criteria regarding research and publication are applied:

- Faculty members in this track are expected to be productive scholars. Promotion to associate professor with tenure requires evidence that the individual has begun to build a nationwide reputation as a scholar in his or her field. Promotion to full professor requires evidence that the individual has established a national, and in some instances international, reputation in his or her field based on scholarly work.

- No set number of publications is required. Both quality and quantity are important. Collaborative and interdisciplinary work are valued. The reputation and quality of the journals in which refereed articles are published are considered. Reappointment, promotion and tenure require evidence of continuous scholarly productivity. Thus, a gap on a CV — a year or more during which little or no work is published or presented at academic conferences — requires explanation and justification (e.g., the faculty member was working on a book or had undertaken a major administrative or service responsibility.)

- The relative weight given to various types of publications is generally reflected in the order in which they are to be listed on the CV.

- Published research is more important than papers presented at scholarly meetings. While conference
presentations are valuable and serve to enhance a faculty member's national and international visibility, all faculty members should plan to convert their conference papers into publications as soon as possible after presentation.

- In the case of co-authored work, evaluators often have trouble sorting out the extent of the individual's contribution. For co-authored works, the faculty member must explain the relative roles of the authors, especially when multiple works have the same authors, and indicate the significance of author order.

- Faculty members are encouraged to seek external funding for their research. Such efforts should be noted on their CV and will be evaluated in promotion and reappointment decisions.

- In appropriate circumstances, research published in a foreign language will be considered if qualified reviewers fluent in that language can be enlisted to evaluate the research. Foreign publications must be balanced by English-language publications.

The committee, tenured full and associate professors, and external reviewers will consider the candidate's total scholarly record with these questions as guidelines:

- Has the scholarly work been regular, continuous and focused, or sporadic and diffused?

- Has the work been perceived as significant in the field? (Evidence of significance might consist of, among other things, publication in top journals; citation by others; awards; invitations to publish in anthologies, collections and/or books; use by others in classes; appointment to editorial boards and editor positions.)

- Is the work, as a whole, theoretically based and appropriately grounded in existing literature? Is the methodology consistently sound? Are studies well executed? Are conclusions appropriate? Is the writing appropriate for the intended audience?

- Is the work innovative? Does it have the potential to significantly move the field in new directions? Does the work break new ground and advance concepts, ideas or approaches that transcend the ordinary?

The Professional Tenure Track

On page 16, the policies define faculty members in the Professional Tenure Track:

- Faculty members in this track must have significant professional experience and significant teaching experience or the promise of excellence in teaching when appointed. Occasionally a faculty member holding a Ph.D. may have had primarily a professional, rather than an academic, career and may be hired into the professional track. A faculty member may not move from one track to the other after the initial appointment.

For promotion and tenure, faculty members are expected to have established a national, and in some cases international, reputation in their field of creative activity; to be outstanding teachers; to have a significant service record; and to have begun serving regularly as members, and possible chairs, of master's committees.

The expectations for creative activity and applied research for faculty in the professional tenure track are outlined on pages 17-19 in the guidelines:

In reappointment, promotion and tenure decisions, the following criteria regarding creative activity are applied:

- Faculty members in this track are expected to regularly engage in applied research or creative or engaged activity appropriate to their areas of expertise and interests. The nature of such work will vary widely depending on the faculty member's field of practice. For example, professional faculty members may publish their work in traditional scholarly journals, publications aimed at educators, trade publications and/or general circulation publications. They might write textbooks or books targeting particular professional audiences or the general public. They might conduct research that is presented to industry groups. Or they might write government or corporate policy documents or create projects with media organizations that help to advance the industry-academic dialogue. Likewise, audio, visual and multimedia works might be publicly presented and disseminated in whatever manner and to whatever audience is most appropriate for the work.

- Faculty members in this track should clearly explain in their CV's the impact of their creative activity or applied research as it applies to specific issues or problems, such as those within the media or communications industry. Such impact could be quantified, such as numbers of people affected or policies implemented and resulting effects.

- Promotion to associate professor with tenure requires evidence that the individual has begun to build a national reputation in his or her field. Promotion to full professor within the professional track requires a national, or in some cases an international, reputation within his or her field based on creative work.

- No set number of publications or projects is required. Both quantity and quality are important. Collaborative
and interdisciplinary work is valued. The reputation and quality of the venues in which the faculty member’s work appears are considered. Quality of published material and creative works may also be evaluated by their ability to win national awards or be accepted by juries for major exhibits. In the case of new or emerging forms of publication or presentation, faculty members should provide the metrics by which the work can be evaluated. Faculty members must also clarify their individual contributions to work that is group- or student-produced.

- Reappointment, promotion and tenure require evidence of continuous creative or applied research productivity. Thus, gaps on a CV — a year or more during which little or no work is published or presented — require explanation and justification (e.g., the faculty member was working on a book or had undertaken a major administrative or service responsibility.)

- The relative weight given to various types of publications and creative works is generally reflected in the order in which they are to be listed on the CV. It is recognized, though, that the CV bibliography categories listed below may require some modification for professional-track faculty members, especially those whose work is not print-based.

- Published works are more important than oral presentations at scholarly, professional or educational meetings and workshops. Works reaching a national or international audience carry more weight than those for regional, state or local audiences. Local or regional material may, however, be upgraded to national stature by the winning of national awards or recognition.

- Consideration is given to whether a work is co-authored or co-created. Evaluators have trouble sorting out the extent of the individual’s contribution in such cases, and single-authored works provide a clearer picture of the individual’s creative contribution. In the case of co-authored works, the faculty member must explain the relative roles of the authors, especially when multiple works have the same authors, and indicate the significance of author order.

- Faculty members who supervise or coordinate student projects, whether part of course requirements, student group advising or a special program, must clearly explain their role in the final product if they want to list this work under creative activity. For example, faculty members should explain the role of producer, coach or editor in the appropriate teaching, service or creative activity statement.

- Faculty members are encouraged to seek external funding for their research and/or creative work. Such efforts should be noted on their CV and will be evaluated in promotion and re-appointment decisions.

- In appropriate circumstances, works published in a foreign language will be considered if qualified reviewers fluent in that language can be enlisted to evaluate the work. Foreign works must be balanced by English-language works.

The School’s Committee on Appointments, Promotion and Tenure, the tenured full professors and associate professors, and external reviewers will consider the candidate’s total professional/creative record with these questions as guidelines:

- Has the work been regular, continuous and focused, or sporadic and diffused?
- Has the work been perceived as significant in the field? (Evidence of significance might consist of, among other things, publication in prestigious venues; awards; citation by others; invitations to participate in professional panels or programs and/or to publish in anthologies, collections and/or books; use by others in classes; appointment to editorial boards and editor positions.)

- Does the work, as a whole, demonstrate high standards, innovative approaches, professional excellence and/or creativity? Does the work break new ground and advance concepts, ideas or approaches that transcend the ordinary? Is the writing or other mode of expression appropriate for the intended audience?

### New Forms of Communication in Either Tenure Track

The School’s guidelines recognize the changing nature of research and creative activity and delivery methods. On page 14, the policies note:

**New forms of scholarship and creative activities.** Faculty may have new forms of scholarship and creative work. That work can come in the form of databases, blogs, websites and other forms that do not resemble traditional journal articles or monographs. The School recognizes that digitally published work is not always peer-reviewed prior to publication and dissemination. Also, faculty often must devote considerable amounts of time to mastering new technologies and methods.

The faculty member him- or herself must accept some of the burden of (a) deciding which work should be evaluated in a tenure or promotion case (most likely in
consultation with mentors or the dean), and (b) providing a clear account in the research/creative statement of the goals and significance of such work in terms of audience and contribution to the faculty member’s overall research/creative program.

For example, the faculty member should discuss:

- the communities included;
- the frequency and depth of collaboration;
- if the activity is ongoing, such as one that is open to constant revision—and even revision by multiple users;
- outcomes, impact, or presentation of results in multiple forms (audio, video, blogs); and
- the creation of enabling software or databases, web site templates, work processes, etc., that require skill and time but are more oriented to facilitating the work of others than producing finished conclusions of one’s own.

**University Policies**

The School’s Policies and Procedures Manual also includes guidelines for hiring, reappointment and promotion of fixed-term faculty members in line with guidelines adopted in the university’s College of Arts and Sciences. The manual is included in the appendices found in the team’s workroom.

**6. Describe the institution’s policy regarding sabbaticals, leaves of absence with or without pay, etc.**

UNC-CH, unlike similar institutions, does not have a system providing a faculty member with a sabbatical every seven years. The university, however, offers “leaves with pay” on an extremely competitive basis.

Faculty members who have been at the university for at least five years may apply for a leave of one semester. Decisions on applications for leaves are made in collaboration with deans and the university’s provost-executive vice chancellor. School faculty members must compete against faculty members from across the campus for the average of 20 paid leaves the university grants each year. Receiving a university-paid leave is an honor.

In fall 2006, the School launched a competitive leave program for full-time professors and associate professors, as well as assistant professors who had passed their third-year review. One leave was granted each semester. The last leave was granted in fall 2011 as a result of reduced available funding. The leave program began in conjunction with summer grants to aid faculty research and creative activity. The grant program dwindled to three in summer 2009 and one in summer 2010 before it ended because of a lack of funds. The increased number of outside research grants won by faculty members in the School has helped make up that deficit and has helped support research and creative activity greatly. More information about grants is in point 8 of this Standard.

**7. List faculty who have taken sabbaticals in the past six years, with a brief description of the resulting activities.**

Professor **Pat Davison** took a leave with pay in spring 2010, spending part of that time in Alaska on various photography and video projects. He produced a short documentary film called *Fishing Generations* that was published on the “Anchorage Daily News” website.

Associate Professor **Heidi Hennink-Kaminski** took a leave with pay in fall 2010. She completed two manuscripts for publication that were accepted by *Sexuality and Culture* and *Health, Culture and Society*. She also oversaw a telephone survey to replicate baseline data for a grant project funded by the national Centers for Disease Control and Prevention.

Professor **Jean Folkerts** took a leave with pay in fall 2011 as she transitioned from serving as dean back to regular teaching. She used the time to refresh her classroom skills, prepare for courses and review the latest research in media history. Upon returning to the classroom, she led a graduate-level seminar, and several of her students had papers accepted at academic conferences.

Associate Professor **Sri Kalyanaraman** took a leave with pay in fall 2011. He gave invited talks to universities in India, Singapore and Hong Kong, and he conducted preliminary research on two projects. Kalyanaraman also took a leave with pay in fall 2013. He gave invited talks at universities in Germany and conducted research on a book project. (He resigned June 30, 2014, to go to the University of Florida in a higher position.)

Professor **Anne Johnston** took a leave with pay in spring 2014, granted through the university’s competitive-leave program. She conducted research on media coverage...
of sex-trafficking, writing two academic papers. One was accepted for presentation at the International Communication Association conference and has been submitted to the Journal of Human Trafficking; the other was presented at the AEJMC conference. Her research in this area is ongoing.

8. Describe the travel funding, grant support or other methods or programs the unit uses to encourage scholarship, research and creative and professional activity.

The School has a full-time grants administrator (a staff member) who assists faculty members in writing grants to secure external funds for their research and creative activity. Having this person in the School has increased the number of external grants and helped gain larger grants. This activity is essential because with state budget cuts, the School has a much-reduced pool of funds to pay for travel for research, creative or professional activities. The grants administrator is Jennifer Gallina.

Faculty members also have benefitted from university-wide grants, particularly University Research Council grants and Junior Faculty Development Awards. Each of the School’s junior faculty members in their pre-tenure time has secured one of the latter awards to aid their research or creative activity.

The School has used its funds to assist faculty members’ research and creative activities. Those funds were larger before continued, statewide budget cuts in 2006-13. The current dean initiated an internal seed-grant program in fall 2012. Faculty members can propose a project that they will then use as a basis for seeking additional funding. These School grants are $5,000 each.

For many years, the School supported scholars with funding to attend national and international conferences to present their work. Then came state budget cuts and reductions in income from the School’s Foundation because of the nation’s economic situation, so such funding decreased. The current dean initiated a policy to ensure that some travel funds are available for faculty members who have papers accepted or are moderating panels at conferences, for example. **Junior faculty members are allotted $2,000 a year for travel, and other full-time, tenured faculty members are allotted $1,500 a year for travel.** If a faculty member needs additional funding above that level, the dean decides on a case-by-case basis. In a few instances, faculty members who hold endowed chairs and have a professorship stipend have contributed some funds for junior faculty members’ travel.

For faculty members who are editors of academic journals, such as American Journalism, that are housed in the School, the dean provides support in the form of a course release and administrative support.

In 2013-14, the School instituted a series of periodic workshops after general faculty meetings for hands-on experience in learning about digital tools. (School faculty meetings, held several times a semester, are nearly always on a Friday, so these workshops are on Friday afternoons.) Faculty and staff requested regular professional development classes in the strategic plan named A Path Forward. This year School faculty and staff members taught workshops, which covered WordPress and blogging; Storify to create stories or timelines using social media; Sakai, the course-learning management system at UNC-CH; Twitter; Google Analytics; and Premiere Pro for video editing.

9. List faculty who have taken advantage of those programs during the past six years, with a brief description of the resulting activities.

**University Research Council Grant Recipients**

**Assistant Professor Nori Comello**

- **$4,864;** principal investigator for work on “Developing Reaction-Time Measures of Behavioral Willingness to Engage in Risky Behaviors for Use in Health-Communication Research;” December 2010-12.

**Professor Pat Davison**

- **$3,000;** to complete his “Canada’s Main Street” documentary photo project; 2013.

**Associate Professor Sri Kalyanaraman and Professor Chris Roush**

- **$5,000;** to conduct a study: “Enhancing Literacy in Business Journalism: The effects of numeracy and presentation formats;” 2013.

**Professor Charlie Tuggle**

- **$2,000;** to complete his Las Abeulas documentary; 2010.
Junior Faculty Development Award Recipients

Assistant Professor Nori Comello

• $7,500; for “Online Social Games for Health and Potential to Support Cancer Survivorship;” 2013.

Assistant Professor Trevy McDonald

• $7,500; for oral history interviews of black press journalists who covered the March on Washington for Jobs and Freedom; 2013.

Associate Professor Terence Oliver

• $7,500; to further his skills in digital innovation and motion graphics. He wrote two articles and presented an hour-long standing-room-only presentation on motion graphics to industry professionals and educators at the Society for News Design’s 2012 International Workshop, where 19 countries were represented; 2012.

Assistant Professor Chad Stevens

• $7,500; to continue work on a documentary on mountain-top removal in coal mining in the Appalachian region of the United States. The documentary was released in rough-cut in mid-July 2014 with a premiere set for 2015; 2012-13.

Associate Professor Ryan Thornburg

• $7,500; to develop online modules to accompany his textbook, Producing Online News; 2011.

Other University Grant Recipients

Assistant Professor Nori Comello

• $12,545; development and assessment of visual elements of online health-assessment tools; Lineberger Cancer Center, UNC-CH; August 2013-present.

Professor Pat Davison

• $2,300; for planning a project with the University of Navarra, Pamplona, Spain; European Travel Assistance Grant, Center for Global Initiatives, UNC-CH; 2012.

• $2,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Office of the Vice Provost; 2012.

• $2,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Office of the Vice Chancellor for Research and Economic Development; 2012.

• $1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Renaissance Computing Institute; 2012.

• $1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Center for Global Initiatives; 2012.

• $1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Water Institute; 2012.

• $1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Institute for the Environment; 2012.

• $1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Center for Galapagos Studies; 2012.

• $1,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Global Research Institute; 2012.

• $15,000; for a documentary multimedia project in the Galapagos Islands; UNC-CH Office of the Vice Chancellor for Research and Economic Development; 2009.

Associate Professor Barbara Friedman

• $5,000; Thorp Faculty Engaged Scholar program; Carolina Center for Public Service; 2014-16.

Associate Professor Heidi Hennink-Kaminski

• $500; Funding for research participant incentives for social marketing campaigns course; UNC-CH Ueltschi Service-Learning Course Support Grant; Spring 2014.

• $500; Funding for research participant incentives for social marketing campaigns course; UNC-CH Ueltschi Service-Learning Course Development Grant; Fall 2009.

• $2,000; Award to design a social marketing campaigns service-learning course; UNC-CH Ueltschi Service-Learning Course Development Grant; Fall 2009.

Professor Anne Johnston

• $5,000; Thorp Faculty Engaged Scholar program; Carolina Center for Public Service; 2014-16.
Professor Tom Linden

- $10,000; to complete a half-hour television program called “Environmental Heroes” to air on UNC-TV (North Carolina Public Television Support for Scholarship); Creative Activity or Research in the Humanities and Fine Arts award; May 2010.

Associate Professor Terence Oliver

- $3,500; To produce a motion graphic featuring one of the honorees in conjunction with the AT&T Heritage Calendar; Stone Center Faculty Grant in Art, Culture and Creativity; 2013.

Assistant Professor Chad Stevens

- $8,862; to continue work on a documentary on mountain-top removal in coal mining in the Appalachian region of the U.S. The rough-cut of the documentary was aired in mid-2014; UNC-CH Arts and Humanities award for Scholarship, Creative Activity or Research in the Humanities and Fine Arts; May 2010.

- $5,000; with English Professor Jane Thrailkill. Documenting End-of-Life Experiences: A Multi-Media Approach. An interdisciplinary seminar that would prepare teams of students to create five-minute multi-media narratives about end-of-life care experiences; UNC-CH College of Arts and Sciences Interdisciplinary Initiatives; 2012-13.

Professor Lucila Vargas

- $1,200; Course-enhancement grant; APPLES, UNC Service-learning program; Fall 2010.

- $1,000; Course-enhancement grant; APPLES, UNC Service-learning program; Fall 2009.

School Seed-Grant Recipients

Associate Professor Lois Boynton

- $5,000; to pursue research about ethics in introductory public relations courses through content analysis and an online survey; Summer 2009.

Associate Professor Michael Hoefges

- $10,000; for commercial speech research for law review article, and related articles and book chapters; Summer 2009.

Professor Anne Johnston and Associate Professor Barbara Friedman

- $5,000; to develop online resources to aid news coverage of sex-trafficking; February 2014.

Associate Professor Sri Kalyanaraman

- $5,000; as the principal investigator for Virtual Frames, a research study to test the design and dissemination of persuasive health messages and the effect on individuals’ perceptions of health benefits or losses; 2013.

Assistant Professor Daniel Kreiss

- $5,000; to begin initial research on a book titled Networked Ward Politics: Campaigning, Parties, and Databases in the Information Age; Fall 2012.

Assistant Professor Trevy McDonald

- $5,000; for Phase 2 of a project to document the work of black press journalists who covered the March on Washington for Jobs and Freedom. A 60-minute documentary will incorporate the oral history interviews with photos and film footage from that historic day; 2013.

Professor Seth Noar

- $5,000; to conduct a meta-analysis of the graphic cigarette warning label experimental literature; 2013.

Associate Professor Ryan Thornburg

- $5,000; for a project to create and make publicly available a set of state and local public datasets from multiple jurisdictions; 2013.

Professor Charlie Tuggle

- $3,000; to complete his documentary Las Abeulas. The documentary has aired in numerous locales, including the Carter Center in 2014; 2010.

Other Important Grants Recipients

Knight Professor Penny Muse Abernathy

- $75,000; Community Newspaper Project; McCormick Foundation; 2011.

- $10,000; Community Newspaper Project; Hussman Foundation; 2012.
• $275,000; shared with Associate Professor Ryan Thornburg; Knight Foundation; Knight News Challenge Grant; 2011-13.

Assistant Professor Queenie Byars
• $2,500; for Heelprint Communications, a student-run agency, to conduct peer-to-peer marketing; U.S. State Department; March 2013.
• $25,000; to continue funding of the Chuck Stone Program for Diversity in Education and Media, a six-day summer writing workshop for students of diversity who wish to study and pursue careers in journalism and mass communication; gift by anonymous School alumnus; June 2012.
• $10,000; to fund a follow-on, career-mentoring program for Chuck Stone Program participants to assist them with the transition from high school to college and establishing programs to help them network with industry mentors; Gannett Foundation; April 2012.
• $10,000; to fund computers, flat-screen displays and equipment purchases for Heelprint Communications; private gift; May 2011.

Associate Professor Francesca Dillman Carpentier
• $121,000; Eunice Kennedy Shriver National Institute of Child Health and Human Development, with Principal Investigator Rukmalie Jayakody (Penn State University); 2010-15.

Lecturer John Clark
• $35,000; with lecturer Sara Peach; John S. and James L. Knight Foundation; Knight Prototype Fund Grant; April 2014.
• $50,000; for Reese News Laboratory; Carnegie Corporation of New York; 100kin10 Grant; 2012-13.

Associate Professor Paul Cuadros
• $75,000; for Scholars’ Latino Initiative (SLI), UNC-CH, investigate how SLI can scale up from UNC-CH and form its own independent organization; Oak Foundation, Geneva, Switzerland; Planning Grant; June 2012.
• $50,000; grant helps fund the college education of Latino high school students through the Scholars’ Latino Initiative, UNC-CH; Oak Foundation, Geneva, Switzerland; Scholarship Grant; January 2012.

• $30,000; for the Scholars’ Latino Initiative, a college-mentoring and preparatory program aimed at helping Latino high school students achieve their dream of higher education. SLI mentors 130 students at seven high schools and three other universities; Z. Smith Reynolds Foundation; Capacity Grant; 2011-12.
• $50,000; grant helps fund the college education of Latino high school students; Oak Foundation, Geneva, Switzerland; Scholarship Grant; January 2011.

Professor Pat Davison
• Fulbright grant to Japan for 2014-15 to produce a documentary video on Japan’s aging society; Fulbright Scholar Award for Journalism in Japan; Council for International Exchange of Scholars; 2014.

Professor Jean Folkerts
• $55,240; to co-produce a report about graduate education in journalism; Columbia University and Carnegie Corporation; 2010-11.

Associate Professor Barbara Friedman
• $41,785; co-principal investigator (with Professor Anne Johnston) for Specialized Reporting Institute on news reporting of sex-trafficking; Robert R. McCormick Foundation-Poynter Institute grant; January 2013.
• $1,250; Joseph McKerns Research Grant Award; American Journalism Historians Association; 2009.
• $1,000; for Faculty Development; Baskett-Mosse Award; AEJMC; 2009.

Professor of the Practice Ferrel Guillory
• $10,000; in support of the NewsLunch series and other initiatives of the UNC program on Public Life; Strategic Initiatives Grant from UNC System President Tom Ross; FY 2013-14.

Associate Professor Heidi Hennink-Kaminski
• $2,276,988; co-investigator for Our Year of Healthy Living: A social marketing intervention for child care and home; National Heart, Lung and Blood Institute; 2013-18.
• $7,651,702; co-investigator for UNC Clinical and Translational Science Award; NIH’s National Center for Advancing Translational Services (NCATS); 2013-18.
• $100,000; co-investigator for BCBS Healthy School Meal Pilot – Social Marketing and Evaluation Plan; Blue Cross Blue Shield Foundation of North Carolina; 2012-14.
• $171,422; co-investigator for UNC Clinical and Translational Science Award; NIH’s National Center for Advancing Translational Services (NCATS); 2008-13.


• $2.6 million; co-investigator for “The Period of Purple Crying: Keeping Babies Safe in North Carolina;” Centers for Disease Control and Prevention; 2007-12.

Associate Professor Sri Kalyanaraman

• $700,000; co-investigator, Increasing Attention to Smoking Risk Messages Among College Students; National Institutes of Health; 2007-10.

Assistant Professor Steven King

• $35,000; for FilmSync app; Knight Foundation Prototype Grant; 2014.

Senior Lecturer Jock Lauterer

• $27,500; to fund a staff position (teen-mentoring coordinator) for the Northeast Central Durham Community “VOICE” newspaper for three years; Z. Smith Reynolds grant; 2011-14.

• $15,000; to help support the “VOICE” newspaper; Capitol Broadcasting Company; seed grant; 2011-13.

• $2,000; to help support the “VOICE” newspaper; N. C. Mutual Life Insurance Company; seed grant; 2011.

• $25,000; to help launch the “VOICE” newspaper; Z. Smith Reynolds Foundation; seed grant; 2009-11.

Professor Seth Noar

• $2 million; co-principal investigator to systematically review the cigarette graphic warning label literature and to conduct a randomized trial testing the efficacy of cigarette warning labels in changing smoking behavior; National Cancer Institute; 2013-15.

• $19.4 million; co-investigator and associate director, communication core to work with the Center for Regulatory Research on Tobacco Communications (CRRTC) in conducting three integrated projects over five years to advance an understanding of effective communication about the harm of cigarettes and other tobacco products across the lifespan and among diverse populations; National Cancer Institute; 2013-18.

• $1,499,596; co-investigator to work with Comprehensive Cancer Control Collaborative of North Carolina (4CNC), a collaborating center of the national Cancer Prevention and Control Research Network, to focus on building community-academic partnerships to support cancer prevention and control; Centers for Disease Control and Prevention (CDC); 2009-14.

• $1,641,043; health communication specialist for the Social and Behavioral Sciences Core in the Center for AIDS Research (CFAR) assists HIV/AIDS investigators with measurement and interventions and accessing vulnerable populations; National Institutes of Health (NIH); 2011-16.

• $99,522; co-investigator to evaluate the ability of a social ecological intervention that includes social marketing to increase fruit and vegetable consumption among elementary school students in North Carolina; Blue Cross Blue Shield Foundation of North Carolina; 2012-14.

• $618,411; principal investigator to develop and pilot test a computer-based tailored safer-sex intervention for heterosexually active, African-American STI clinic patients; National Institute of Mental Health (NIMH); 2008-12.

• $34,462; principal investigator to identify reliable and valid measures for testing behavioral theory in four domains: diet, physical activity, smoking cessation and colorectal cancer screening; National Cancer Institute (NCI); 2011-12.

Professor Cathy Packer

• $5,000; to create an online course; UNC General Administration for E-Learning-Online Program Development grant; 2009.

Professor Chris Roush

• $5,000; to create an online database reporting course for Latino journalists who are working in the United States and covering Latino communities; International Center for Journalists; August 2013.

• $120,000; to launch Talking Biz 2, a website devoted to analyzing the relationship between business journalists and companies. The funding provided for two years of financial support for the site; Award from two private donors; site launched Sept. 1, 2012.

• $2,800; conducted two-week business journalism module at Universidad de los Andes, Santiago, Chile; Fulbright Senior Specialists Program, U.S. Department of State; May-June 2012.

• $4,000; to run a business journalism workshop in New York City for college business journalism students across the country; Bloomberg LP; Oct. 21-23, 2010.
- $4,500; to run a business journalism workshop in New York City for college business journalism students across the country; Society of American Business Editors and Writers; Oct. 21-23, 2010.

- $25,000; to run a business journalism workshop in New York City for college business journalism students across the country; Progress Energy; Oct. 22-24, 2009.

**Associate Professor Laura Ruel**

- $429,750; over three years to support participation in the national News21 and Carnegie-Knight Initiative on the Future of Journalism Education, a national initiative to advance the U.S. news business by helping revitalize schools of journalism; John S. and James L. Knight Foundation; 2009-12.

- $20 million; eye-tracking research investigator in project on how to optimally communicate FDA authority over tobacco products; U.S. Food and Drug Administration (FDA) and the National Institutes of Health (NIH) via UNC Center for Regulatory Research on Tobacco Communication (CRRTC); 2013.

**Professor JoAnn Sciarrino**

- $50,000; UNC Digital Lab Grant, AT&T; February 2013.

**Associate Professor Janas Sinclair**

- $44,400; investigator from one of four collaborating institutions: University of Pennsylvania, University of Rochester, University of Cincinnati and UNC-Chapel Hill; National Institute of Environmental Health Sciences; 2013-14.

- $2,950; co-principal investigator; Page Legacy Scholars, Arthur W. Page Center; 2009-10.

**Assistant Professor Chad A. Stevens**

- $35,000; shared with Assistant Professor Steven King to produce Film Sync, a synchronized second screen app to be used during the documentary or news video viewing experience; Knight Foundation’s Knight Prototype Fund; 2014.

- Documentary film *Overburden*, formerly *A Thousand Little Cuts*, accepted for fiscal sponsorship by the Southern Documentary Fund; this competitive award allows the documentary project to receive tax-deductible donations via the Southern Documentary Fund’s 501(c)(3) status; 2014.

**Associate Professor Ryan Thornburg**

- $78,968; one of five recipients of this invitation-only grant to support research on use of digital public data in newsrooms; Google Computational Journalism Research Program; February 2014.

- $275,000; for developing a sustainable editorial and business model for the OpenBlock Web application at rural newspapers; Knight News Challenge grant; 2011-13.
Supplemental 5-A: Scholarly, Professional and Creative Works by Individual Faculty Members (Both Tenure-Track and Fixed-Term.)

This list provides the information requested in point 4 of this Standard. Because of its length, the information is given here separately.

Full-time and fixed-term faculty members are evaluated only on teaching and service, based on university criteria for reappointment and promotion, though some do publish.

A few faculty members had few or no publications during this self-study period because of their heavy administrative duties in addition to teaching and service, such as current Dean Susan King, former Dean Jean Folkerts and Dr. Dulcie Straughan, who was senior associate dean for years and then interim dean after that. Only faculty members who had publications are listed here. No publications in press or out for review are included, although there are many of them.

Faculty members use different styles for listing their publications and other works. In this compilation, we follow their preferences. Consequently, the names of publications and some other style specifics vary from one faculty member to another in the following list.

Penny Muse Abernathy
Knight Chair in Journalism and Digital Media Economics

Books


Book Chapters

Refereed Journal Articles

Refereed Research Papers
**Nonjuried Creative Work**

Savingcommunityjournalism.com (also businessofnews.unc.edu): An instructional website (using a WordPress template) that is designed for use by both professionals (publishers, editors and advertising directors of community newspapers) and professors of community journalism and media management. The site can be used either in conjunction with the book, Saving Community Journalism: The Path to Profitability, or as a stand-alone course.

The Whiteville Experience: Implementing a New Strategy: (To be published August 2014). This multi-media case study, hosted on the Columbia University site, caseconsortium@Columbia, will be featured on the home page and will be free for all journalism and business professors who use the site.

The Information News of Communities: A major research report on the shift in ownership of newspapers over the last decade (as private equity and investment firms have swooped up outlets previously owned by families or by traditional news companies such as the New York Times or Media General). To be presented in fall 2014 at the Pew Research Center in Washington and in conjunction with a major Pew study on the evolving information ecosystems of three different communities in the U.S. (ranging in size from 50,000 to 600,000).

The Business of News: A regular blog dealing with issues related to the news business, focusing specifically on newspapers of all types (including ethnic weeklies and alternative weeklies), as well as start-up digital news sites focusing on community issues.

@businessofnews: Twitter postings focusing on the news business. Followers include several deans (or former deans), presidents of major news organizations (such as the World Association of Newspapers), and journalists who cover the news business.

Businessofnews.unc.edu/sites//: A precursor to the current site, savingcommunityjournalism.com. This site was designed by UNC Creative Services and was used as an online instructional site that supported and supplemented various day-long workshops with publishers and editors of community newspapers in North Carolina, West Virginia, Illinois, New York and Kentucky. It consisted of five lessons that walked publishers through the strategy process.

**Dr. Deb Aikat**

**Associate Professor**

**Book chapters**


Encyclopedia entries


Refereed journal articles


Refereed conference research papers


Collaboration Is Redefining Bollywood and Regional Indian Cinema,” refereed research paper presented to the 61st annual conference “Communication @ the Center” of the International Communication Association, Boston, May 22-26, 2011.


Dr. Spencer Barnes, Ed.D.
Assistant Professor

Book Reviews


Policy papers/presentations


Andy Bechtel
Associate Professor

Book chapters


Refereed journal articles

“Spot the Spam: How To Use Unwanted E-mail To Show How Grammar And Punctuation Affect Credibility,” The Community College Journalist, Summer 2009 Special Issue, p. 7, August 2009.

Refereed conference papers

“Spot the Spam: How To Use Unwanted E-mail To Show How Grammar And Punctuation Affect Credibility,” presented at the Great Ideas For Teachers (GIFT) program at the national conference of the Association for Education in Journalism and Mass Communication, Boston, Mass., August 2009.

Reviews


Articles in professional publications

“Research Shows Editing Counts,” ACES, the newsletter of the American Copy Editors Society, p. 5, April-May 2011.
“A Real Count Could Turn Editors on to Twitter,” ACES, p. 10, September-October 2009.

**Non-juried Creative Work**

“The Fundamentals of Editing,” an online course for NewsU, the e-learning site of The Poynter Institute, September 2013. https://www.newsu.org/courses/fundamentals-editing

“The Editor’s Desk,” a blog about writing and editing that averages about 1,000 visits per week. Linked to from about 30 other sites and blogs; cited by noted websites Romensko and Regret the Error. June 2006-present. http://editdesk.wordpress.com

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**Dr. Lois Boynton**  
**Associate Professor**

**Book chapters**


**Refereed journal articles**


**Refereed conference research papers**


**Book reviews**


Napoleon Byars
Associate Professor (retired in June 2014)

Book chapters


Reviews


Non-juried creative work


Other


Napoleon Byars. “Super Power Without a Mojo: President Obama’s First National Security Policy” editorial published in Verbatim.org JOMC Weblogs. October 6,


Queenie Byars  
Assistant Professor (retired in June 2014)

Book chapters

Queenie Byars. “Faculty Diversity Must Be the Culture of the Campus,” coauthored by Joe Bob Hester for Diversity That Works, edited by Ralph Izard. (Manship School of Mass Communication, Louisiana State University, 2009), 53-61.

Encyclopedia entries


Reviews


Articles in professional publications


Non-juried creative work


Queenie Byars. Director of UNC Verbatim: Our world. Their words, http://uncverbatim.weebly.com/ a student online blog record of public comments made by individuals or official statements issued on behalf of organizations that highlights to students the dynamic nature of communication and encourages public discussion.

Consulting professor and course developer for the Saylor Foundation. Create comprehensive course blueprint, including learning objectives for online crisis communication course as part of the open course movement funded by Microstrategy founder and CEO Michael Saylor, a pioneer in massive open online course (MOOC) global initiative. Washington, D.C. February 2013- present.


Dr. Nori Comello
Assistant Professor

Book chapters


Refereed journal articles


Refereed conference research papers


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**Paul Cuadros**  
**Associate Professor**

**Book chapters**


**Refereed journal articles**


**Articles in professional publications**


Nonjuried creative work


“The Paul Cuadros Photographic Collection 1993-2001,” The North Carolina Collection Photographic Archives at the Louis Round Wilson Special Collections Library donated in 2010. Archived, collected, prepared and wrote captions and notes on each individual photograph for archival purposes for the Wilson Special Collections Library on Latinos in the American South. “The Paul Cuadros Photographic Collection” was donated to the library in 2010 and is available for scholars, researchers, and others to use free of charge as it relates to their study and research on the “Great Latino Migration of the 21st Century.” The archive is active, and future contributions are open from Paul Cuadros.

David Cupp
Senior Lecturer

Book chapters


Reviews

Manuscript reviews and critiques for authors of articles submitted for publication in the AEJMC journal Electronic News:

“What ‘They’ Want From ‘Us’: Industry Expectations of Journalism Graduates.” 2009

Patrick Davison
Professor

Juried creative works


Executive Producer, Producer, and Story Editor, Living Galapagos 2012. Galapagos Islands, Ecuador, 2012, in collaboration with the UNC Center for Galapagos Studies and the Galapagos Academic Institute of the Arts and Sciences. Completely rebuilt project including a database of content including 2009 and 2012 projects.

Executive Producer, Producer, and Story Editor, Reframing Mexico, Mexico City 2011, in collaboration with Tec de Monterrey. 2011

Executive Producer, Producer, and Story Editor, Now What, Argentina? Buenos Aires, 2010, in collaboration with Universidad Catolica de Argentina, 19 mixed media videos, motion graphics, infographics, panoramic photos, time lapse features, multiple sidebar features.

Galapagos Islands, Ecuador, 2009, Original Galapagos project in collaboration with UNC Center for Galapagos Studies and the Galapagos Academic Institute of the Arts and Sciences.

Executive Producer, Producer, and Story Editor, Carolina Photojournalism Workshops.


Port City Stories, Wilmington, NC, 2012, 19 short documentary videos.


Little Switzerland Stories, Little Switzerland, NC, 2010, 17 mixed media videos.

Being Asheville, Asheville, NC, 2009, 18 mixed media videos.

Nonjuried creative work

Executive Producer, Producer, and Story Editor. Multimedia storytelling projects from documentary photojournalism students.

Faultlines: Race, Class and Education in Durham, North Carolina
http://faultlinesnc.com/ 2014, 5 videos, 1 data interactive, 1 long-form text narrative, multiple infographics.


Hardship and Hope, Economic Hardship on Tobacco Road.


Durham Performing Arts Center, four-camera time lapse.

Commissioned by Aurora/Novus Select for Apple Computer, 2011.


Photo Essays, Contributions to Books, Magazines, Newspapers and Web

Canada’s Main Street. 2005-2013, 30 photos, ongoing photo essay.


CIRI Corporation, 2010. Commissioned to photograph a tour and a resort property for this native Alaskan corporation. Images used online and for corporate communications.

Proxibid, 2010, Still photographer and second video camera for a corporate promotional video.


Conceive magazine, 2010, Portrait of Jennifer Hartzog, 1 photo.

Dr. Francesca Dillman Carpentier
Associate Professor

Book chapters


Encyclopedia entries


Refereed journal articles


Dillman Carpentier, F., Northup, C. T., & Parrott, M. S. (2014). Revisiting media priming effects of sexual depictions:
Replication, extension, and consideration of sexual depiction strength. Media Psychology, 17, 34-54.


Refereed conference research papers


priming effects. Presented at the annual meeting of the International Communication Association, Phoenix.

Dillman Carpentier, F. R. (2011, May). Reconsidering accessibility as the mechanism for priming and agenda setting: Using the moderating effects of presentation context to understand the role of accessibility. Presented at the annual meeting of the International Communication Association, Boston.


Reviews

Dr. Victoria Smith Ekstrand  
Assistant Professor

**Book chapters**


**Encyclopedia entries**


**Law review articles**


**Refereed journal articles**


**Invited articles**


**Refereed research papers**


**Articles in professional publications**


Dr. Jean Folkerts  
Alumni Distinguished Professor and Former Dean (retired in June 2014)  

Books  

Dr. Barbara G. Friedman  
Associate Professor  

Book chapters  

Refereed journal articles  

Refereed conference research papers  
**Articles in nonrefereed publications**


**Reviews**


**Nonjuried creative work**


**Dr. Rhonda Gibson
Associate Professor**

**Refereed journal articles**


**Refereed conference research papers**

“Exemplifying risk: Contrast versus assimilation effects in risk perception and vaccination intentions” by Lynette Holman, Sherine El-Toukhy and Rhonda Gibson. Paper presented to the Communicating Science, Health, Environment and Risk Division of the Association for Education in Journalism and Mass Communication, August 2013. Winner of Top Faculty Paper Award.


“Effects of quantitative literacy and information interference on the processing of numbers in the news” by Coy Callison,
Rhonda Gibson, and Dolf Zillmann. Paper presented to the Newspaper Division of the Association for Education in Journalism and Mass Communication, August 2010.

**Ferrel Guillory**  
Professor of the Practice

**Book chapter**


**Refereed journal articles**

“The South in Red and Purple: Southernized Republicans, Diverse Democrats,” In Southern Cultures, Fall 2012.

“On the Temper of the Times,” an oral history interview with author Jack Bass, In Southern Cultures, Fall 2012


**Policy papers**

The State of the South, 2010-11, co-author of report to the region’s leadership and citizens, produced and published by MDC, a nonprofit research firm in Durham, N.C., http://mdcinc.org/resources/state-of-the-south

**Dr. Heidi Hennink-Kaminski**  
Associate Professor

**Book chapters**


**Refereed journal articles**


**Refereed conference research papers**


**Dr. Joe Bob Hester**

**Associate Professor**

**Book chapters**


**Refereed conference research papers**


**Dr. Michael Hoefges**

**Associate Professor**

**Book chapters**


Dewhirst, Timothy, R. Michael Hoefges and Carol J. Pardun (listed alphabetically) (2d ed. 2014), “Tobacco Advertising,” in Carol J. Pardun (ed.), Advertising and Society: An Introduction, Malden, MA: John Wiley & Sons, Inc. (my contribution to this chapter was the section titled “The strong First Amendment right to promote lawful products” updated from the 2009 edition)

Hoefges, R. Michael, Carol J. Pardun and Jef Richards (listed alphabetically) (2009), “Tobacco Advertising” in Advertising and Society: Controversies and Consequences, Malden, MA: Blackwell Publishing, Ltd. (my contribution to this chapter was the section titled “Tobacco Advertising: The Strong First Amendment Right to Promote Lawful Products”)

Dr. Anne Johnston
James H. Shumaker Term Professor

Book chapters


Refereed journal articles


Refereed conference research papers


Reviews


Nonjuried creative work

Dr. Sri Kalyanaraman  
Associate Professor (resigned to go to another university, June 2014)  

Book  

Refereed journal articles  


Li, C., & Kalyanaraman, S. (2013). "I, me, mine" or "Us, we, ours?" The influence of cultural psychology on Web-based customization. Media Psychology, 16(3), 272-294.  


Li, C., & Kalyanaraman, S. (2010). What if the Web content and the Web ad are in two different languages: A code-switching effect test,” in Easwar Iyer and Robin Coulter (Eds.), Proceedings of the AMA Summer Educators’ Conference, pp. 127.  


Refereed conference research papers


Steven King
Assistant Professor

Juried creative works


Dr. Daniel Kreiss
Assistant Professor

Books


Law review articles


Refereed journal articles


Refereed conference papers


Presented at the Information, Communication and Society-Oxford Internet Institute, A Decade in Internet Time symposium, Oxford University, Oxford, United Kingdom. (2011, September).
Presented at the Network Politics: Objects, Subjects and New Political Affects symposium, Ryerson University, Toronto. (2010, October).


Reviews


Jock Lauterer
Senior Lecturer

Books


**Book chapters**

Foreword for book, “Introduction to Community Newspapers in the U.S” by Associate Professor Chen Kai of the Communication University of China, January 2012, Nan Fang Daily Press.


**Refereed conference research papers**


Juried paper accepted and presentation titled, “Toto, I don’t think we’re just in Kansas anymore: how U.S. Community Newspapers are Serving as Models for the Chinese,” at the annual “Community Journalism and Community-Building Symposium, Charleston, S.C., Oct., 2010, sponsored by the National Newspaper Association and the Huck Boyd National Center for Community Media at Kansas State University.

**Non-juried creative work**


Established the Jock Lauterer Collection at Wilson Library; donated 6,000 negatives and hundreds of photographs from the ‘60s, particularly civil rights and anti-war demonstrations at Chapel Hill. Spring 2002. Photos figured prominently in 2010 spring exhibit on student activism in the ‘60s; Wilson Library Documents Collection, UNC, and in the Speaker Ban Marker dedication, spring 2011.

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**Thomas Linden, M.D.**

**Glaxo Wellcome Distinguished Professor of Medical Journalism**

**Books**


**Articles in professional publications**


**Dr. Trevy McDonald**  
Assistant Professor

**Encyclopedia entries**


**Reviews**


**Articles in professional publications**


**Dana McMahan**  
Professor of the Practice

**Books**


**Refereed journal articles**


**Refereed conference research papers**

Dana McMahan, panel member. “Interdisciplinary Entrepreneurship Education: Highlighting innovative cross disciplinary educational approaches that encourage entrepreneurial thinking,” Deshpande Consortium for Innovation & Entrepreneurship in Higher Education, Second Annual Symposium, panel presenter, University of Massachusetts, Lowell,


**Articles in professional publications:**


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**Dr. Seth M. Noar**

**Professor**

**Books**


**Book chapters**


Encyclopedia entries


Invited papers


Refereed journal articles


Noar, S. M., & *Mehtrotra, P. (2011). Toward a new methodological paradigm for testing theories of health behavior and health
behavior change. Patient Education & Counseling, 82(3), 468-474.


Terence Oliver
Associate Professor

Articles in professional publications


Infographic tips on poynter.org. The site post also examined how students were challenged to find a story focus, develop reporting sources, parse research, and illustrate entire infographic packages from scratch. March 2012


Contributor to “Embracing New Media,” April 2011. Adobe’s customer success publication on how UNC-Chapel Hill students are excelling in new ways of storytelling. April 2011.

Nonjuried creative work

Creator, motion graphics to be featured on Tallie.com. June 2014.


Creator, Heart Disease Motion Graphic, WomenHeart: The National Coalition for Women with Heart Disease. August 2012.

Created artwork and art directed Chicago Bears Motion Graphic. August-December, 2012.


Art director, explanatory motion graphic for Edthena, a web site for teachers and technology. March 2012

Art director, Teach For Us Motion Graphic, March 2012.

Creator, Hero motion graphic for Journey Group, Inc. of Charlottesville, Virginia for national campaign to promote heroism and volunteerism. November 2011.

Art director and contributor of graphics for national TV show intro motion graphic

Art director two motion graphics, consultant, Graying of Aids, project published on MSNBC. Fall 2010

Creator, Thematic Motion Graphic Campaign for the “Believe” theme campaign for WOCC Church in Durham, North Carolina. Fall 2010.


Artist, Book Tour Illustration, for Michael Eric Dyson’s international book tour, speaking engagements and on websites. Dyson, a noted scholar, is a regular contributor for CNN, MSNBC and other major news stations. Fall 2009

**Dr. Cathy Packer**  
Horace Carter Distinguished Professor

**Books**


**Book chapters**


**Law review articles**


**Reviews**


**Dr. Daniel Riffe**  
Richard Cole Eminent Professor

**Books**


**Book chapters**


“The Effectiveness of Random, Consecutive Day and Constructed Week Samples in Newspaper Content Analysis.” D. Riffe, C.

**Refereed journal articles**


**Non-refereed journal articles**

Refereed conference research papers


“Community Conflict, News Coverage, and Mountaintop Mining in Appalachia: A Content Analysis of Major State and Mining Community Newspapers.” K. Hedding and D. Riffe. Accepted for presentation at Annual Convention, AEJMC, Montreal, 2014.

“The Investigative DNA: An Analysis of the Role of Local Television Investigative Journalists.” J. Abdenour and D. Riffe. Accepted for presentation at Annual Convention, AEJMC, Montreal, 2014.


“Perceived Hostile Media Bias, Presumed Media Influence, and Opinions about Immigrants and Immigration.” B. Weberling,


Chris Roush
Walter E. Hussman Sr. Distinguished Professor
Senior Associate Dean for Undergraduate Studies
Professor
Books
Book chapters
Encyclopedia entries
Reviews


Articles in professional publications


Laura Ruel
Hugh Morton Distinguished Scholar
Associate Professor

Refereed journal articles


Refereed conference research papers


Reviews


Articles in professional publications

Regular columnist for the Online Journalism Review (ojr.org), a widely circulated publication of the Knight Digital Media Center, a partnership between the USC Annenberg School of Communication and the UC-Berkeley Graduate School of Journalism. Columns include:

“Engaging audiences in stories about climate change and the environment,” Periodismo, medios de comunicación y cambio
climático, ed. Leon, Bienvindeio (Salamanca, España: Comunicación Social, 2014).


**Juried creative works**


**Non-juried creative work**

Ruel, Laura, Ignacia Errazuriz, Maria and Besprosvan, Karina. “Eyetracking and Usabiltiy of Chilean Websites,” Published by DiSEL: Digital Storytelling Effects Lab. March 2009

**JoAnn Sciarrino**  
**Knight Chair in Digital Advertising and Marketing**

**Refereed journal article**


**Non-juried Creative Work**

Contributor, UNC Digital Lab Blog


**Dr. Donald L. Shaw**  
**Kenan Professor Emeritus**

**Book chapters**


**Refereed journal articles**


Refereed conference research papers

“A Tremendous and Baleful Aspect: Conscription in the Civil War through the Pages of Federal and Confederate Newspapers in 1863,” Paper presented on Thursday, November 9, 2013, at the Symposium on the 19th Century Press, the Civil War, and Free Expression, University of Tennessee, Chattanooga. By Thomas C. Terry and Donald L. Shaw.

Donald Shaw, with Caitlin Hourigan and Tom Terry, “Celebrating Forefathers...or Picnicking with Firecrackers? A Content Analysis of American Newspaper Celebrations of the July 4th Independence Day Celebrations,” Presented in Chattanooga, Tennessee, at the Symposium, on 19th Century Press, the Civil War, and Free Expression at the University of Tennessee at Chattanooga, Sept. 12, 2010.


Donald Shaw. “A Disappointed Lion Withdraws from a Sheepfold: Turning Points in History—Was Gettysburg One?” Paper presented at the Symposium on the 19th Century Press, the Civil War and Free Expression,” University of Tennessee at Chattanooga, Nov. 10, 2011. (Authors, in order, Taylor Rankin, Donald Shaw, Spencer Barnes, Thomas Terry, with Kaylon Kirk, Brittany Hayes, and Peter Von Stein)

Donald Shaw. “The Media and Social Instability,” Presentation to Mleague, Communication University, Beijing, China,


Award of Excellence (with Co-authors) for: Paper (with Caitlin Hourigan and Tom Terry) “Celebrating Forefathers...or Picnicking with Firecrackers? A Content Analysis of American Newspaper Celebrations of the July 4th Independence Day Celebrations,” Presented in Chattanooga, Tennessee, at the Symposium, on 19th Century Press, the Civil War, and Free Expression at the University of Tennessee at Chattanooga, Sept. 12, 2010.

Reviews


Dr. Janas Sinclair
Adjunct Associate Professor
(retired as a faculty member June, 2013; remains affiliated as an unpaid adjunct)

Book chapters


Encyclopedia entries


Refereed journal articles


Refereed conference research papers


**Reviews**


Chad A. Stevens  
Assistant Professor

**Book chapters**


**Articles in professional publications**

National Geographic Proof photography blog, Seeing the Unseen Appalachia: Overburden, a Documentary Film. June 6, 2014.

**Reviews**


**Professional media collaborations**


**Documentary filmmaking**


**Non-juried creative works**


Witness: Defining Conservation Photography, Forward Thinking Museum, Forward Thinking Museum is an innovative, online museum hosting world-renowned artists in a variety of media. Exhibition of the film. April 2011.

Appalachia!, Dairy Barn Arts Center, Exhibition of three photographs in the national, juried photography exhibition, Athens, Ohio. September 2010.

Western Kentucky University Hearst Exhibition 1990-2009, Western Kentucky University Mass Media and Technology Hall Gallery, Group photography exhibition, Bowling Green, Ky., February 2010.

Intended Consequences, Galapagos Art Space, Exhibition of the film and accompanying photography, Brooklyn, N.Y., September 2009.

**Documentary filmmaking**

In Coal Country, a Community Fights for Wind, National Geographic Magazine. This short documentary was published with the April 2014 feature article, Can Coal Ever Be Clean?. March 20, 2014.


**Licensed work**

Iraq, 10 Years On, CNN.com, Excerpts of a previous documentary, Marlboro Marine (Role: Editor and Producer), were incorporated in this short documentary that premiered on CNN as part of their coverage of the 10 year anniversary of the beginning of the Iraq War. Broadcast date: March 19, 2013.

Sanctity of Sanctuary: Paul Strauss and the Equinox Farm directed by Blis Hanousek DeVault, Footage featured in this documentary, winner of Best Environmental Film at the Byron Bay International Film Festival. Broadcast date: March 2013.

If God is Willing And Da Creek Don’t Rise directed by Spike Lee, HBO Documentaries, Footage featured in this four-hour documentary focusing on the rebirth of New Orleans five years after Hurricane Katrina, Role: Cinematography. Broadcast date: August 2010


Harnessing Coal River Wind in Appalachia with Lorelei Scarbro, Copenhagen Climate Conference, Footage licensed for the international climate conference for public presentation and online broadcast, Role: Cinematography. Broadcast date: December 2009.

How to Boil a Frog directed by Jon Cooksey, Footage featured in How to Boil a Frog, an 88-minute documentary about climate change. Role: Cinematography. Broadcast date: 2010.

Barack Obama’s Coal Conundrum, BBC News, Footage licensed for the BBC online and international television broadcast, Role: Cinematography. Broadcast date: December 2009.

Coal in Kentucky, University of Kentucky, Footage featured in Coal in Kentucky, a one-hour documentary about the role of coal in Kentucky’s history and economy. Role: Cinematography. Broadcast date: October 2009.

Face-off at Coal River Mountain, Al Jazeera, Footage licensed for the Al Jazeera online and international television broadcast, Role: Cinematography. Broadcast date: July 2009.

**Professional Media Collaborations**


**Photography Published on Online News Publications**

West Virginia’s Complicated Relationship with Mining, CNN.com, A selection of 15 photographs focused on mountaintop removal coal mining, March 31, 2013.

Lisa Jackson’s Choice on Dec. 1st: Crucify Appalachia or Stand Up to Big Coal Lobby by Jeff Biggers, Huffington Post, Photography publication. Nov. 29, 2010.


Coal River Wind Project public service announcement, Hulu. 2009.

Foundation Rwanda public service announcement, Hulu. 2009.

**John Sweeney**  
**Distinguished Professor in Sports Communication**

**Book chapters**


**Articles in professional publications**


**Nonjuried creative works**

www.stormandlight.com The Storm and Light Report. Web site developed on “Storm and Light forecasting” series. Subjects include: Baseball, Football, Soccer, Golf, Mountaineering, Summer Movies, Blues, Broadway, Congress, Miami Beach, Las Vegas, Egyptian tourism, Newspaper Industry, Floral industry, California wine industry.

Ryan Thornburg
Associate Professor

Books


Book chapters


Refereed journal articles


Articles in professional publications


Non-juried Creative Work


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Dr. C. A. Tuggle
Reese Felts Distinguished Professor

Books


Book chapters


Refereed journal articles


Refereed conference research papers


**Dr. Lucila Vargas**  
**Julian W. Scheer Term Professor**

**Books**


**Book chapter**


**Encyclopedia entries**


**Refereed conference proceedings**


**Review**


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**Jan Yopp**  
**Walter Spearman Professor**  
**Dean of the Summer School**

**Books**
