HIGHLIGHTS

• In keeping with the university’s commitment to serve the people and organizations in North Carolina, the School’s faculty members are recognized for their extensive and wide-ranging service to the state, nation and beyond.

• To stress the power and importance of the First Amendment at UNC-CH and beyond, School faculty members in media law work with students to sponsor a campus-wide day of activities celebrating First Amendment freedoms each year.

• The School has several established, funded lecture series that bring some of the best and brightest minds in the profession and in academe to the campus annually for public speeches.

• The School’s Professional Education Program continues to evolve and grow, serving hundreds of professionals not only in North Carolina but also nationally and from abroad.

Above: The School hosts international journalists each year as part of the U.S. State Department’s Edward R. Murrow Program for Journalists.
1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.

Both public and professional service are considered a top priority by the School, as shown through signature initiatives including the Professional Education Program, the UNC Center for Media Law and Policy, a number of lecture series, and pro bono classroom work by students and faculty. Another example is “Carolina Week,” the School’s TV news show, which is discussed in Standard 6 of this self-study. It is a weekly program directed, anchored and reported by our students under direction of one of our faculty members. Area broadcasters often carry its content.

Professional Education

In 1998, the Professional Education Program was formally named as a School entity with its own staff and budget. Since then, it has sought to provide more and more programs. The mission is to offer frequent, timely and informative sessions on skills and concepts that participants can immediately apply in the workplace. Programs range from those designed to help experienced journalists stay current in today’s communication landscape to partnerships with corporations to provide executive training for their employees.

The School frequently offers seminars and workshops that cover all areas taught in the School but mostly in journalism, public relations and advertising. More and more programs for international professionals are being put on as well. Louise Spieler, senior associate dean for strategy and administration, works with faculty members and professionals to set the scope of each these professional-education programs. Michael Penny, assistant director of the program, handles all logistics.

The School offers an online Certificate in Technology and Communication aimed at working professionals seeking to update their communication skills. The certificate comprises three graduate-level courses: “Writing for Digital Media,” “Visual Communication and Multimedia” and “Database and Web Research” (to be replaced by “Digital Data and Analytics” in spring 2015.) Students completing all three courses earn the certificate.

Historically, the School offered programs to serve professionals and academics, of course. Two programs go back for years and are still held today because of their importance:

Multimedia Bootcamp. Chad Stevens, assistant professor, now leads the Multimedia Bootcamp, an intensive, weeklong training program to teach journalists, academics and communication professionals how to create a video package in five days.

Now in its 14th year, the boot camp has evolved to provide training that earlier participants said they needed. Stevens recently redesigned the program to give an introduction to video production and how to create a website for the video. Participants had said they wanted more time on each.

Newspaper Academy. Jock Lauterer, senior lecturer, has championed the Newspaper Academy, which is now in its 13th year. Each May, the academy, in cooperation with the N.C. Press Association, offers 15 to 20 sessions during a daylong program aimed at newspaper reporters, editors, designers and photographers. The program draws up to 100 journalists from throughout North Carolina, offering instruction and inspiration for a group sorely lacking in training options. The 2014 program featured sessions taught by seven faculty members: Andy Bechtel, John Clark, Paul Cuadros, Barbara Friedman, Anne Johnston, Jock Lauterer and Chris Roush.

In 2011, the School sponsored a program called Life After -30-. It provided journalists who were faced with the
prospect of layoffs, reorganizations and changing job duties with advice on how to recast their careers and identify skills that could be transferred to other jobs. Participants heard from ex-journalists who had made the switch to a second career and how they navigated the transition, and from career counselors who helped them identify skills that should be highlighted as valuable.

In 2012, the Interactive Designer Workshop was launched. Led by Steven King, assistant professor, this weeklong program focuses on teaching participants how to create an interactive website using CSS, HTML and JavaScript. Instructors have included professionals from washingtonpost.com, PBS.com and “The New York Times.”

In 2013, the School sponsored a workshop on “Reporting Sex Trafficking: A Local Problem with Global Dimensions,” which was funded by the Robert R. McCormick Foundation. Professor Anne Johnston and Associate Professor Barbara Friedman led the workshop to provide journalists with tools and approaches necessary to recognize, understand and report sex trafficking in their communities. Further information about this project can be found in Standard 3.

The School has recently started a partnership with multinational energy corporation ExxonMobil to provide training for their global public and government affairs personnel. Recognizing that a good number of our faculty members possess the skills and knowledge needed to improve companies’ internal communications, this corporation has engaged the School to provide workshops and exercises that can be used by employees throughout the organization. Rhonda Gibson, associate professor, Ferrel Guillory, professor of the practice, and Paul O’Connor, lecturer, led the first program. Other journalism faculty members will join them on future programs.

Conferences and workshops with an international focus have increased in recent years, many of them growing out of the School’s greatly expanded Visiting International Scholars (VIS) program, which is discussed in Standard 3. These sessions benefit not only the international journalists and the academics who participate but also expose our own faculty members and students to wide-ranging discussions with people from other countries and cultures. The School has arranged a number of programs for Korean journalists, for example. These conferences have featured speakers from the School and university along with visits to media companies in North Carolina, Washington, D.C., Atlanta and New York City. These conferences were:

- The Media’s Role in U.S. Politics and Elections, Korean Broadcast Journalists Association, August and October 2011.
- New Media Workshop, Korea News Editors Association, November 2011.
- New Media in Broadcast Television, Korea Producers and Directors Educational Institute, June 2012.

Since 2005, the School has participated in the Edward R. Murrow Program for Journalists, which is sponsored by the U.S. Department of State. It is organized by region and language and each year brings 100-150 journalists to the United States. The program aims to examine the rights and responsibilities of a free press in a democracy; observe operational practices, standards and institutions of the media in the United States; provide insight into the social, economic and political structures of the U.S.; and offer professional-development seminars highlighting current trends and challenges in the media.

In 2009-11, the School was the host for Murrow delegations from countries throughout Europe. Since 2012, the School had Arabic-speaking journalists from the Middle East and North Africa. The most recent Murrow participants were from Algeria, Bahrain, Egypt, Iraq, Jordan, Lebanon, Mauritania, Morocco, Oman, Palestinian Territories, Qatar and Tunisia.

Each Murrow program features a week of programming including discussions with students about the media and journalism education in the U.S., visits to local newspapers, radio and TV stations, faculty presentations about current issues in journalism, and an introduction to North Carolina politics including a visit to a polling place. Students and faculty members interact with the journalists, leading to better understanding of the region.

Each semester the Center for Strategic and International Studies (CSIS), a non-profit organization based in Washington, D.C., sends an experienced professional journalist from a European country to the School for about a week. The person lectures to classes and interacts with faculty members and students informally. CSIS funds the visits.

The Professional Education Program has worked with Ferrel Guillyory, a professor of the practice in the School, to put on programs to give journalists a deeper understanding of North Carolina politics. For example, using the 2012 Democratic National Convention in Charlotte as a backdrop, Guillory organized a panel of UNC-CH experts
to discuss the political and socioeconomic situation of North Carolina and the South on the first day of the convention. Reporters and editors from media organizations throughout the country attended. It was held at “The Charlotte Observer,” with whom the School partnered for this Democratic Convention event. In 2013, a roundtable discussion was held for journalists to discuss challenges the state was facing and changes in the political landscape. State politicians such as the deputy budget director and the state treasurer spoke.

The Professional Education Program is proud of its cooperation with a variety of industry organizations, corporate partners and academic groups that frequently cosponsor events. The groups include:

- DeWitt Wallace Center for Media and Democracy, Duke University.
- National Public Radio.
- CNN.
- Bloomberg.
- Carolina Center for the Study of the Middle East and Muslim Civilizations.
- UNC-CH European Studies Center.
- “The Charlotte Observer.”
- Thomson-Reuters.
- N.C. Board of Elections.
- “The News & Observer.”
- WUNC Radio.
- WRAL-TV.
- UNC-TV.

A list of Professional Education programs organized since 2009 is included at the end of this Standard (Supplemental 8-A.)

**UNC Center for Media Law and Policy**

The UNC Center for Media Law and Policy was launched in 2007 and is recognized in A Path Forward (a strategic vision for the School discussed in Standard 1), as one of the major thought centers of the School. The center, which is run jointly by the School and the UNC School of Law, provides a forum for study and debate about the broad array of media law and policy issues facing North Carolina, the nation and the world. Its work ranges from traditional media to new communication technologies, including social media, the Internet and mobile technology. Professor Cathy Packer has been the principal School faculty member involved, although others are active as well, including Associate Professor Michael Hoefges and Assistant Professor Tori Ekstrand.

Center events that have drawn national attention include a partnership with the Online News Association (ONA) to present the third-annual Law School for Digital Journalists at ONA’s annual conference in Atlanta in 2013. The intensive day of classes covered what digital journalists need to know about how the law affects their professional lives. The ONA’s membership comprises people whose principal livelihood involves gathering or producing news for digital presentation.

In 2013, the center sponsored the inaugural Wade H. Hargrove Communications Law and Policy Colloquium. Speakers were David Barrett, chairman and CEO of Hearst Television Inc., and Ben Sherwood, president of ABC News. They spoke about “The Future of Television News.” A dinner in conjunction with the colloquium brought together media lawyers and communications executives from across the nation plus a number of students and faculty members. This is now becoming an annual event.

At the state level, the center provides programs to address the needs of the news media and citizens. For example, with a grant from the Carnegie and Knight foundations, the center held a workshop in 2012 to explore how Internet, cable television, satellite television and mobile broadband service providers could help to meet the current need for local accountability journalism. This is one of the issues raised by the 2011 FCC report “Information Needs of Communities.” The center also has convened a working group that aims to provide free video of proceedings of the N.C. General Assembly.

At the university level, the center has organized a campus-wide, all-day First Amendment Day celebration for the last six years. Students learn about the importance of each of the rights protected by the First Amendment, the need to be tolerant when others exercise their rights, and a public university’s special role as a marketplace of ideas. In 2013-14, the keynote speaker was Bruce Brown, executive director of the Reporters Committee for Freedom of the Press. He spoke about the Obama Administration and the media. In 2014-2015, Greg Lukianoff spoke about university-based First Amendment issues.

**School-Sponsored Lecture Series**

The School serves the profession through several annual lecture series, all of which are open to the public. The lectures are delivered by some of the nation’s most prominent journalists and communicators. Large audiences of students, faculty, professionals and members of the local community attend. The series are:
**Nelson Benton Lecture Series.** Family and friends of Nelson Benton established this series in 1988 after Benton died. He had been a correspondent for CBS for more than 20 years. Speakers have included:

- 2008: Bill Schneider, senior policy analyst, CNN.

**Reed-Sarratt Distinguished Lecture Series.** This has brought some of the best and brightest minds in the field to the university to discuss matters of importance and concern, of philosophy and principle. Recent speakers have included:

- Spring 2012: Paul Steiger, editor-in-chief, CEO and president, ProPublica.

**Roy H. Park Distinguished Lecture Series.** This series brings outstanding mass communication professionals to the campus each year with the goal of enriching the educational experience of our undergraduates and graduate students, and of presenting speakers of interest to the public:

- April 2014: Dana Perino, FOX news host and former press secretary to President George W. Bush.
- April 2012: Roger Ailes, chairman and CEO of FOX News.
- April 2011: David Kirkpatrick, author of “The Facebook Effect: Ten Lessons from Facebook.”
- October 2009: Jason Kilar, CEO, Hulu: “Sex, Lies & Online Video: From Howell Hall to Hulu.”

**Women in Media Leadership Series.** Dean King created this series in 2013 to bring influential women leaders and communicators to campus to share their experiences and mentor students. The speakers through September 2014 were:

- September 2014: Jacqueline Charles, Haiti correspondent, “Miami Herald.”
- March 2014: Amanda Bennett, Pulitzer Prize-winning author.
- October 2013: Mary Junck, CEO of Lee Enterprises and chairman of the board of directors of Associated Press.
- September 2013: Brooke Baldwin, CNN anchor.
- April 2013: Tia McCollors, author.
- February 2013: Kayla Tausche, CNBC correspondent.

**Service-Learning Opportunities in the Classroom**

The School’s commitment to public service originates in the classroom, inspiring students to make a difference during their time at Carolina and instilling a spirit for public service in the future. For example, each semester students in all sections of the required, lab-based JOMC 232, “Public Relations Writing,” course (80 to 100 students in all) work with nonprofit or government agencies to provide pro bono public relations expertise as part of the UNC-CH APPLES Service Learning Program. Client organizations have included Piedmont Community Health, A Helping Hand, Cornucopia Cancer Support Center, YMCA, Upward Bound, N.C. Department on Aging, Orange County Rape Crisis Center, Habitat for Humanity, Carnivore Preservation Trust, and Hillel Foundation for Jewish Campus Life. Associate Professor Lois Boynton and Professor Dulcie Straughan lead the coordination efforts for these partnerships.

Students in JOMC 333, “Video Communication for Public Relations and Advertising,” develop public service announcements and short video programs each semester under the leadership of Bruce Curran, an adjunct instructor in the School for many years. Several of these efforts have received public attention. Nonprofit and government clients have included Nourish International, TIC-NC (tick-borne disease prevention), Chapel Hill Fire Department, Full Frame Film Festival, Astronaut Scholarship Foundation and the national Center for Infectious Disease Research. The program developed for the Chapel Hill Fire Department has been used as a model for fire departments across the nation, and the program for the Astronaut Scholarship Foundation was presented at the organization’s 30th anniversary.
2. Provide brochures and other publications that describe the unit’s professional and public service.

A selection of brochures that show the School’s professional and public service are included on the following pages. A complete collection of brochures will be available in the appendices in the team’s workroom.
Examples of “Brochures and publications that describe the School’s professional and public service.”
The Race Beat: History and Legacy

a roundtable discussion among acclaimed reporters and editors who covered the American civil rights movement
moderated by Hank Klibanoff, co-author of the Pulitzer Prize-winning “The Race Beat”
with panelists Hodding Carter III, Joseph Cumming, Moses Newson and Gene Roberts

Oct. 14, 2010
5:30 p.m.
Carroll Hall auditorium

Free and open to the public
the Roy H. Park Distinguished Lecture Series

Roger Ailes
Chairman and CEO
FOX News

April 12, 2012, 5:30 p.m.
Carroll Hall Auditorium

jomc.unc.edu/ailes

Please use the hashtag #ailesunc when tweeting about this event.
The South and Presidential Politics 2012
Red States and Purple States
The Charlotte Observer Sunday, Sept. 2

11:30 a.m. **BRUNCH**

Noon **WELCOME AND OPENING REMARKS**
Susan King, dean, UNC School of Journalism and Mass Communication
Rick Thames, editor, The Charlotte Observer

**THE STATE OF THE SOUTH**
Ferrel Guillory, professor of the practice, UNC School of Journalism and Mass Communication
Scott Keeter, director of survey research, Pew Research Center

12:30 p.m. **RED STATES AND PURPLE STATES**
MODERATOR:
Judy Woodruff, senior correspondent, PBS NewsHour

PANELISTS:
Hodding Carter, University Professor of Leadership and Public Policy
Peter Coclanis, Albert Ray Newsome Distinguished Professor of History; director, Global Research Institute
Kareem Crayton, associate professor of law
Jacquelyn Hall, Julia Cherry Spruill Professor of History; senior research fellow, Southern Oral History Program
Gene Nichol, Boyd Tinsley Distinguished Professor of Law; director, Center on Poverty, Work and Opportunity
Jesse White, adjunct professor of government; former executive director, Southern Growth Policies Board

1:30 p.m. **Q&A AND DISCUSSION**

2:00 p.m. **ADJOURNMENT**
Reed Sarratt Distinguished Lecture

Matthew Winkler
Editor-in-Chief
Bloomberg
NEWS

“2012: The Economy Election”

Oct. 16, 2012, 5:30 p.m.
George Watts Hill Alumni Center

jomc.unc.edu/winkler

/uncjschool #WinklerUNC
women in media leadership

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL
SCHOOL OF JOURNALISM AND MASS COMMUNICATION

JAN. 17, 2013, 4 p.m.
NELSON MANDELA AUDITORIUM
FEDEX GLOBAL EDUCATION CENTER

featuring

BEV PERDUE
FORMER GOVERNOR OF NORTH CAROLINA
Welcome to the Multimedia Bootcamp brought to you by the School of Journalism and Mass Communication at the University of North Carolina Chapel Hill.

The UNC Multimedia Bootcamp is designed for professional communicators and journalists who seek an immersive workshop experience in documentary video storytelling. The intensive, hands-on training environment introduces participants to project planning strategies, video content gathering, visual composition, audio recording, interviewing techniques for character-driven storytelling and non-linear video editing in Adobe Premiere Pro.

Expectations

For you to get the most out of this experience we expect to start on time, work a full day and for you to overcome challenges as you learn new concepts. In the second half of the week the lab will be open after hours for optional extra time to work on your project.

Faculty

Chad A. Stevens is a documentary filmmaker, journalist and a professor at UNC where he teaches photojournalism and filmmaking and is a producer for the award-winning Powering A Nation project. Most recently, he was a documentary producer/editor at MediaStorm. Currently he is working on a feature length documentary film, A Thousand Little Cuts, exploring the conflict over energy extraction in Appalachia.

Catherine Orr is a multimedia journalist specializing in documentary storytelling. She received her bachelor’s degree from the College of William and Mary and recently completed her master’s degree at the University of North Carolina, where she was a Roy H. Park Fellow. Catherine was a contributing multimedia producer for the award-winning project “Now What, Argentina?” and a multimedia producer and project manager for the acclaimed “CPJW-Little Switzerland Stories.” She recently released her thesis project, “Dreams Delayed,” a multimedia documentary project about people whose daily lives are affected by college access for undocumented students.

Elena Rue is the Director of the Lewis Hine Documentary Fellowship Program at the Center for Documentary Studies at Duke University. She teaches photography and multimedia courses the University of North Carolina at Chapel Hill and is the co-founder of StoryMineMedia (http://www.storyminemedia.com/), a visual storytelling company based out of Carrboro, NC, that specializes in documentary stories for nonprofits.
Pearl Hacks
a hackathon for college and high school women interested in technology

Saturday, March 22 and Sunday, March 23
Carroll Hall
More info: pearlhacks.com
Friday, Oct. 24, 2014

11 a.m.
Welcome
Dean Susan King
UNC School of Journalism and Mass Communication

Contemporary Democracy in a Multicultural Society
Frank Baumgartner, UNC Department of Political Science
Charles Price, UNC Department of Anthropology
Andrea Benjamin, UNC Department of Political Science
Paul Cuadros, UNC School of Journalism and Mass Communication

Moderator:
Assistant professor Daniel Kreiss, UNC School of Journalism and Mass Communication

12:30 p.m.
Lunch
Barry Saunders, columnist for The News & Observer

1:45 p.m.
Civil Rights Then and Now
Charmaine McKissick-Melton, N.C. Central University Dept. of Mass Communication
Jarvis Hall, N.C. Central University Department of Political Science
Anita Brown-Graham, N.C. State University Institute for Emerging Issues
Paul Delaney, veteran N.Y. Times editor and correspondent who covered civil rights issues

Moderator:
Assistant professor Trevy McDonald, UNC School of Journalism and Mass Communication
3. Describe the unit’s contact with alumni, professionals and professional organizations to keep curriculum and instruction, whether online or onsite, current and to promote the exchange of ideas. (Alumni and professional involvement in the assessment process will be discussed in Standard 9.)

For many years, the School has had an active advisory board, and a number of people on the original board have, at their request, remained on the board because of their loyalty to the School. New members continue to be added, of course, and membership covers traditional media through cutting-edge digital communication. Some are School alumni; some are not.

The current 48-member Board of Advisers is comprised of leading journalists, media and communication professionals, and executives. Meeting twice a year, the board discusses School plans and advises on how to best reach School goals. Board members provide insight about industry trends and how that may affect the curriculum. Many board members also speak to classes or student groups when they are on the campus. Edward H. Vick, retired chairman and chief operating officer of Young & Rubicam, is the chair of the board. Board members are:

- Joe Benton, NASA TV (retired.)
- Wendy Bounds, senior director of video and TV, “Consumer Reports.”
- Lisa Church, president, eMarketer.
- Brandon Cooke, global chief marketing officer, McCartyBowen.
- Susan Credle, CCO, Leo Burnett USA, Inc.
- Sabrina Crow, managing director of local television client services and senior vice president, Nielsen Media Research, Inc. (retired.)
- Joel Curran, vice chancellor for communications and public affairs, UNC-CH.
- Donald W. Curtis, chairman and CEO, Curtis Media Group.
- Clyde Ensslin, financial services professional, Capitol Financial Partners.
- Ken Eudy, CEO, Capstrat.
- Joyce Fitzpatrick, owner and president, Fitzpatrick Communications.
- Randall Fraser, independent telecommunications professional.
- Robert Friedman, vice president for programming and scheduling, Sundance Channel.
- Deborah Fullerton, associate vice president, USC Health Sciences Public Relations and Marketing.
- Sam Fulwood, senior fellow, Center for American Progress.
- Shailendra Ghorpade, head of international business operations, MetLife Bank (retired.)
- Bill Goodwyn, president and CEO, Discovery Education.
- Wade Hargrove, partner, Brooks, Pierce, McLendon, Humphrey & Leonard, L.L.P.
- Bryant Haskins, strategic communications counselor, Otter Creek Communications.
- Meg Merrill Holt, marketing segment manager, IBM.
- Tom Howe, former director and general manager, UNC-TV.
- Kenny Irby, director of community relations, Poynter Institute for Media Studies.
- Jamie Jacobson, vice president, Adams & Longino Advertising.
- Larry Keith, retired editorial projects director, “Sports Illustrated.”
- Brian Kelly, president, BEK Ventures, LLC.
- William Keyes, president, Institute for Responsible Citizenship.
- Jason Kilar, CEO, The Fremont Project.
- David Kirk, business development, RR Donnelly Digital Solutions Group.
- Sarah Lamm, public relations director, Rivers Agency.
- Barb Lee, owner and executive producer, Point Made Films.
- Donna Leinwand, reporter, “USA Today.”
- Draggan Mihailovich, producer, CBS “60 Minutes.”
- Janet Northen, partner and director of agency communication, McKinney.
- David Oakley, president and founding partner, BooneOakley.
- Roy H. “Trip” Park III, illustrator and animator, Trip Park Productions.
- Roy H. Park Jr., president, Triad Foundation Board, and chairman and CEO, Park Outdoor Advertising.
- Cathy S. Roche, vice chair, CSR Communications, LLC.
- Merrill Rose, consultant, Merrill Rose LLC.
- Susan Ross, co-founder and partner, moss+ross.
- J. Walker Smith Jr., global executive chairman, The Futures Company.
- Gene Upchurch, owner and consultant, Gene Upchurch.
- Stacy Wall, director, Imperial Woodpecker.
- Jim Wallace, retired curator and director of imaging, print and photography, Smithsonian Institution.
- David Woronoff, publisher, “The Pilot.”

Another way that faculty and staff members keep current with changes in the professional world is through
engagement with media and communication leaders at conferences and other events. Faculty members are active in the following professional organizations:

- American Bar Association
- American Copy Editors Society
- Association for Practical and Professional Ethics (APPE.)
- Business and Media Institute
- CBS Television Network Affiliates Board
- Compassion Med International Board
- Interactive Journalism National Board
- Media Bloggers Association
- National Association of Black Journalists
- National Association of News Executives
- National Association of Science Writers
- N.C. Association of Broadcasters
- N.C. Open-Government Coalition
- N.C. Press Association
- N.C. “Science Now” Advisory Committee, N.C. Center for Public Television
- Online News Association
- Public Relations Society of America (PRSA.)
- Radio-Television Digital News Association
- Radio-Television News Directors Association – Carolinas RTNDA-C
- Society of American Business Editors and Writers
- Society of Environmental Journalists
- Society of Midland Authors
- Society for News Design
- Society of Professional Journalists
- Triangle Association of Black Journalists
- Women’s Forum of North Carolina

Hearst Visiting Professionals Program

Professionals and some academics are invited to speak to classes and meet with faculty members and students in the School each year through this longstanding program. Speakers from the past six years include:

2012-13 Hearst Visitors

- Dan Childs, 2002 graduate of the School’s master’s program and recently named managing editor of medical coverage, ABC News.
- Martin Gee, art director, designer and illustrator, “The Boston Globe.”
- Richard Griffiths, vice president and senior editorial director, CNN.
- Jackie Jones, marketing and communications manager, BMW.
- Professor Md. Abu Naser, Oakland University in Michigan.
- Rashaun Rucker, assistant director of photo and video, “Detroit Free Press.”
- Chuck Tobin, media lawyer with Holland & Knight, Washington, D.C.
- Eric Tung, social media strategy consultant.

2011-12 Hearst Visitors

- Dr. Celeste Bustamante, expert on Mexican TV, University of Arizona.
- Gary Chapman, Atlanta-based freelance photojournalist specializing in humanitarian and NGO documentary photographs.
- Richard Griffiths, vice president and senior editorial director, CNN.
- John Grimwade, designer, Conde Nast publications.
- Dr. James Hickey, Korean War veteran.
- Chris Higginbotham, public outreach manager, Blue Grass Chemical Stockpile Outreach Office.
- Andre Lee, documentary filmmaker.
- Matthew Rhoades, global creative director, Nike.
- Jed Williams, program director for BIA/Kelsey’s Social Local Media in Washington, D.C.

2010-11 Hearst Visitors

- Jim Bunn, health journalist, Global Health Communications.
- Dr. Celeste Bustamante, expert on Mexican TV, University of Arizona.
- Rodrigo Cervantes, editor, MundoHispanico newspaper in Atlanta.
- Richard Griffiths, vice president and senior editorial director, CNN.
• Leah Hughes, assistant editor, “Our State” magazine.
• Ed Kashi, multimedia journalist and filmmaker, and Julie Winokur, filmmaker.
• Sanford MacLauren, director of corporate communications, U.S. Marine Corps.
• Sean McNaughton, senior editor, “National Geographic.”
• Jim O’Shea, head of the Chicago News Cooperative.
• Steve Reiss, style editor, “The Washington Post.”
• Chris Rhoades, chief designer, Mercedes-Benz.
• Kendra Stewart, master of public administration program, College of Charleston.
• Chris Tyree, founder-president, ReAct Media.
• Vinny Warren, owner, Escape Pod advertising agency.
• Ed Wasserman, Knight professor at Washington and Lee University.
• Jason Zengerle, freelance magazine writer and former staff member, “The New Republic.”

2009-10 Hearst Visitors

• Dr. Celeste Bustamante, expert on Mexican TV, University of Arizona.
• Rodrigo Cervantes, editor, Mundo Hispanico in Atlanta.
• Megan Collins, director of events and entertainment, Baltimore Ravens.
• Annie Crawley, freelance photojournalist.
• Ricardo Elizondo, executive editor, “Reforma” newspaper in Mexico City.
• Charlene Haykel, strategic analyst, The Haykel Group.
• Robin Hilmantel, editorial assistant, “Cosmopolitan.”
• Hank Klibanoff, managing editor of news, “The Atlanta Journal-Constitution.”
• Margaret Maron, author of 26 novels and two collections of short stories.
• John P. “Pat” Philbin, former FEMA external relations director.
• Steve Reiss, style editor, “The Washington Post.”
• Carlton Stowers, contributing editor, “American Way” magazine.
• Travis Tygart, CEO and general manager of the U.S. Anti-Doping Agency.
• Karen Parker, “The Winston-Salem Journal.”
• Robin Hilmantel, editorial assistant, “Cosmopolitan.”
• Susan Sidebottom, freelance photographer.
• Kim Stone, executive vice president, Miami Heat.

2008-09 Hearst Visitors

• Telisha Bryan, assistant copydesk chief, “Cosmopolitan” magazine.
• Trey Buchholz, CEO and founder, First Serve, a social-outreach program using tennis to inspire academic achievement for disadvantaged children.
• Dr. Celeste Bustamante, expert on Mexican TV, University of Arizona.
• Rodrigo Cervantes, editor, Mundo Hispanico in Atlanta.

Innovative Classroom Connections

The School offers several innovative experiences that directly align faculty members and students with industry professionals – either through partnerships in the classroom or on-campus events. These experiences help the School keep abreast of industry changes and in some cases allow faculty members and students to work on emerging
real-world projects that provide inspired thinking to the profession.

One example is the Next World Workshop, a fall event organized by Professors John Sweeney and JoAnn Sciarro in the advertising sequence. Well-known practitioners share their views about where the field is headed. The workshop was first offered in 2013 and featured Darryl Evans, vice president of advertising and marketing communication at AT&T, and two people from the BooneOakley agency: David Oakley, creative director, and Greg Johnson, president. In 2014, the workshop focused on the emerging prosperity of small, entrepreneurial firms.

In 2013, Chad Stevens, assistant professor, collaborated with “National Geographic” magazine to design a new visual communication entrepreneurship course in which a class of 12 students worked on a real-world client project. It included the creation of 38 videos profiling the most influential “National Geographic” photographers and the production of a two-minute trailer and a seven-minute film. The videos are showcased on “National Geographic” digital platforms, and the trailers were published in the October 2013 photography special issue. The short film premiered at the Visa pour L’Image international photography festival in Perpignan, France, in September 2013. Students in the course transcribed, crafted and edited 24 of the videos and assisted in the development of the film. Each week the class interacted virtually with editors from the magazine, receiving feedback on their work.

Since 2009, students interested in art direction, new-product development and entrepreneurialism have had the opportunity to participate in the Workroom class created by Dana McMahan, a professor of the practice. Workroom began as a volunteer group and evolved into a 3-credit class. It provides hands-on design and entrepreneurial training with a national client. Students get an inside look at how a brand positions itself in the marketplace. They meet creative professionals from across the industry and participate in the visioning and development process. Students have partnered with leading brands such as Vietri Inc., American Eagle and Burt’s Bees to design products and develop businesses. The next step for Workroom is to become a part of the university-wide entrepreneurship minor.

Since 2010, the School has partnered with FOX Sports in FOX Sports’ university program to involve students in solving real-world communication challenges. In 2013-14, students in the advertising campaigns class competed against one another to create a comprehensive marketing campaign for NASCAR Speedweeks. Students on the winning team joined the production team of FOX Sports 1 and NASCAR in 2014 to produce the national advertising campaign they called “Life on NASCAR.”

4. List examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year.) Please do not refer team members to faculty vitae for this information. Do not include service to the unit or institution; this information should be presented in Standard 4.

Individual faculty members serve the profession and public in important ways. Below are key professional and public service activities by a number of faculty members over the past six years, both tenure-track and fixed-term, starting with the dean and then by faculty members in alphabetical order. (The list follows individual faculty members’ styles of notation.)

Susan King
- Member, Board of Advisors, WUNC Radio.
- Member, UNC-TV Study Panel focused on the future of the PBS station in North Carolina.
- Trustee, IREX, a nonprofit focused on development with particular emphasis on building an independent media in emerging economies.
- Member, Board of Directors, BBC Global Media Action.

Penny Abernathy
- Convener, “Journalism in the Service of Democracy: A Summit of Deans, Faculty, Students, and Journalists” to The Paley Center for Media.
Deb Aikat
- Member, Accrediting Council on Education in Journalism and Mass Communications (ACEJMC.)
- Member, AEJMC Committee on Professional Freedom & Responsibility.
- Member, Public Insight Network, American Public Media.
- Manuscript reviewer, *Journal of Magazine and New Media Research, Journalism and Communication Monographs, Journalism and Mass Communication Quarterly*.

Spencer Barnes
- Panelist, Industrial Design Society of America (IDSA) Portfolio Review and Networking Event.
- Reviewer, *Journalism and Mass Communication Quarterly*.

Andy Bechtel
- Moderator, American Copy Editors Society conference and member of the ACES executive committee, 2009-13.
- Panelist, “The State of Things” radio program on WUNC-FM.
- Panelist, “Fact Checking and Avoiding Errors,” national conference of Capitolbeat, the national organization of state government reporters and Editors.

Lois Boynton
- Manuscript reviewer: *Electronic News Journal*.
- Book reviews: for *Journalism History and Journalism and Mass Communication Quarterly*.
- Presenter, Orange County Health Department, professional workshop on risk and crisis communication.
- Co-chair, Research committee, AEJMC Public Relations Division.

Napoleon Byars (retired June 2014)
- Workshop presenter, “War Between the Lines: The Military & the Media,” attended by Air Force senior leaders, public affairs officers and aerospace industry communicators, Air & Space Conference.
- Panelist, “Blurring the Lines between Reporting & Analysis,” The O’Reilly Factor, Fox News Channel.

Queenie Byars (retired June 2014)
- Recruiter and participant, HBCU Student News Media Conference & Job Fair, hosted by North Carolina Central University.
- Participant, AEJMC diversity panel/workshop.
- Reviewer, *Case Studies in Strategic Communication*.
- Speaker, “Embracing Entrepreneurship,” North Carolina Public Relations and Marketing Seminar panel, NC PRSA.

Francesca Dillman Carpentier
- Chair, Mass Communication & Society Division, co-chair Professional Freedom & Responsibility, AEJMC.
- Secretary, Mass Communication Division and Information System Division, ICA.
- Editorial Board member: *Media Psychology and Mass Communication and Society*, reviewer; *Electronic News; Open Communication Journal*.

John Clark
- Panelist, “Learning from the Best: How Leading Media & Entertainment Companies are Doing Online Video Right,” Business Video Network.
- Presenter, “Telling the Story with Video – Easily,” North Carolina City County Communicators.
Richard Cole
- Member, Lee Enterprises Inc., national Board of Directors.
- Consultant to several state governments in the U.S. and universities in the U.S., Mexico, China, Puerto Rico, Russia, Cuba, Chile and the United Arab Emirates.

Nori Comello
- Consultant on research and evaluation methods, U.S. High Speed Rail Association.
- Judge, National Council of Farmer Cooperatives Information Fair.

Paul Cuadros
- Fundraising organizer for Paul Braxton Soccer Field, Siler City, N.C.

David Cupp
- Panelist, Broadcast Education Association (BEA) National Conference.
- Workshop presenter, Radio Television Digital News Association (RTDNA) of the Carolinas.
- Executive committee member, Radio-Television Journalism Division; vice-head, research chair and secretary, Electronic News Division, AEJMC.
- Consultant, PBS program “Nightly Business Report.”

Patrick Davison
- Judge, Fulbright/National Geographic Fellowship.
- Presenter, “Multimedia Projects,” Multimedia Visions Conference, Pictures of the Year International and College Photographer of the Year.
- Judge, Re:Act Media Re:Invent Competition.

Tori Ekstrand
- Editorial board member, *American Journalism.*
- Chair, Professional Freedom and Responsibility, AEJMC Law Division.
- Panelist, “Critical Legal Studies and Information Law, Cardozo Law School.

Valerie Fields
- Chairman of the Board, Miracle Ministries, Inc.
- Vice President of Small Business, Executive Committee, Board of Directors, Greater Raleigh Chamber of Commerce.

Barbara Friedman
- Member, Emerging Scholars Committee, presidential appointment, AEJMC.
- Mid-winter Chair, Commission on the Status of Women, AEJMC.
- Editorial board member, *Journalism History.*
Rhonda Gibson

- Division Head, research chair, vice-head programming chair, AEJMC GLBT Interest Group.
- Reviewer, *Journalism and Mass Communication Quarterly* and *Media Psychology*.

Ferrel Guillory

- Member, Board of Trustees, North Carolina Center for the Advancement of Teaching, appointed by Governor Bev Perdue.
- Member, Council on the Southern Community, Southern Growth Policies Board, appointed by Governor Mike Easley.
- Member, Governor’s Email Records Review Panel.

Jim Hefner


Heidi Hennink-Kaminski

- Member, Executive Committee, Advertising Division, AEJMC.
- Organizer and Moderator, “Brands under fire: The importance of authenticity, transparency and trust,” Association for Education in Journalism and Mass Communication Conference, Chicago, IL.

Joe Bob Hester

- Webmaster, *Journal of Advertising Education* and AEJMC Advertising Division.
- Member, Editorial Board, *Journal of Advertising Education*.

Michael Hoefges

- Member, American Bar Association, Section of Antitrust Law, Committee on Advertising Disputes and Litigation, Committee on Consumer Protection and Forum on Communication Law.
- Member, Publications Committee, Association for Education in Journalism and Mass Communication (AEJMC.).
- Member, National Advertising Review Board (NARB), panels chaired include: Appeal of the NAD Final Decision Regarding Advertising for Oracle Exadata Systems – Oracle Corporation (IBM Corporation, challenger); Appeal of the NAD Final Decision Regarding Advertising for MaxPerks Bonus Rewards – OfficeMax North America, Inc. (Office Depot, Inc., challenger); Appeal of the NAD Final Decision Regarding Advertising for Staples Rewards Program – Staples (Office Depot, Inc., challenger); Appeal of the NAD Final Decision Regarding Advertising for IDEAL Sweetener – Heartland Sweeteners, LLC (Merisant Company, challenger); and Appeal of the NAD Final Decision Regarding Advertising for Sprint’s 3G Network – Nextel Corporation (Sprint) (Cellco Partnership d/b/a/ Verizon Wireless, challenger.)

Anne Johnston

- Book reviewer, “Daisy Petals and Mushroom Clouds: LBJ, Barry Goldwater, and the Ad That Changed American Convention or Conference Participation.”

Sri Kalyanaraman (moved to another university in June 2014)

Steven King

- Board member, Interactive Journalism.
- Panel moderator, “Current state and Future of Data Journalism”, Interactive Journalism Conference, with Hannah Fairfield of NYTimes and Jeremy Bowers of NPR.
- Member, curriculum advisory panel for photography and videography courses, North Carolina Virtual Public School.
- Speaker, “Video Journalism at The Washington Post,” at The Mountain Workshops (a leading national photojournalism and multimedia journalism workshop.)
- Judge, national Emmy Awards.

Daniel Kreiss

- Grant reviewer, National Science Foundation: Science, Technology, and Society Program.

Jock Lauterer

- Workshop Leader, Weekly Community Newspaper Division, Pennsylvania Press Association and Arkansas Press Association Annual Conference.
- Panelist, “Community Newspapers are Surviving: But for How Long?” for the Community Journalism Interest Group, AEJMC.

Dana McMahan

- Member, capital campaign committee for the expansion of Kidzu Children’s Museum.
- President and vice-president, board of directors and chair, marketing committee of SECU Family House at UNC Hospitals.
- Member, advisory board, Chapel Hill Preservation Society, 2007-2009.

Seth Noar

- Member, Women at Risk Subcommittee, HIV Prevention Trials Network.
- Secretary, Health Communication Division, International Communication Association.

Trevy McDonald

- Parliamentarian, Triangle Association of Black Journalists (TABJ.)
- Judge, Headliner national/local television news awards competition, 2011-2012.
- Program Chair, Triangle Association of Black Journalists (TABJ), Durham, NC. Event planning and marketing of TABJ Programming including panels on “The Role of Social Media for Today’s Journalist,” and “The Impact of the Economy on the Media Industry.”
- Judge, Media Business Projects. Introduction to Mass Communication course (Brett Chambers professor.)

Tom Linden

- External Reviewer, United Arab Emirates Commission for Academic Accreditation, Royal University Hospital’s Certificate Program in Medical Communication, Sharjah, United Arab Emirates.
- Member, North Carolina “Science Now” Advisory Committee, North Carolina Center for Public Television (UNC-TV);
- Member, Advisory Council, prisma.com (Revista de Ciências da Informação e da Comunicação), CETAC (Centro de Estudos em Tecnologias, Artes e Ciências da Comunicação), Universidade do Porto, Portugal.
- Member, Advisory Board, Addiction Studies Institute for Journalists, Wake Forest University School of Medicine.

**Terence Oliver**
- Judge, Delaware Press Association’s Communications Contest.
- Beta Tester, Adobe’s CS6 software programs.
- Judge, North Carolina Media Association photography contest.

**Cathy Packer**
- Discussant, Law and Policy Division, AEJMC Southeast Colloquium.
- Reviewer, AEJMC Law and Policy Division.
- Speaker, “Edward Snowden and Julian Assange: Heroes or Terrorists” and “The Law and Future of the U.S. Media” at the University of Navarra, Pamplona, Spain.
- Speaker, “Freedom of Expression and Media Law in the United States” for the U.S. State Department’s Edward R. Murrow Program for Journalists.

**Dan Riffe**
- Former Editor, Journalism & Mass Communication Quarterly.

**Chris Roush**
- Lecturer, Universidad de Los Andes, Santiago, Chile.
- Instructor, online personal finance journalism courses for Latino journalists, International Center for Journalists.
- Research Director, Society of American Business Editors and Writers, a non-profit organization for business journalists.

**Laura Ruel**
- Speaker, “Making the stories of climate change personal,” to conference on Communication and Climate Change, University of Navarra, Pamplona, Spain.
- Speaker, “Multimedia Trends in Western Media,” Zhengzhou Chinese Media Workshop.

**JoAnn Sciarrino**
- Speaker, “The Impact of Brand Attachment on Online Diffusion,” to BBDO.

**Brian Southwell**
- Speaker, "Social Networks and Popular Understanding of Science and Health. “ National Institute on Minority Health and Health Disparities.
- Speaker, “Energy Information Engagement Among the Poor,” New York State Energy Research and Development Authority.
- Senior Editor, Health Communication.

**Chad Stevens**
- Presenter, “Multimedia Storytelling,” to the Open Society Foundation's Documentary Photography Project, Tbilisi, Georgia.
- Panelist, “Innovative Storytellers,” Columbia University Graduate School of Journalism, presented by the Tow Center and the Alfred I. duPont Awards for outstanding journalism.

**Dulcie Straughan**
- Editorial board member, Public Relations Review.
• Member, ACEJMC, with site visits to seven Universities since 2008.
• Reviewer, AEJMC public relations research division.

**John Sweeney**

• Reviewer, *Journal of Advertising Education*.
• Member, editorial board of the *International Journal of Sports Communication*.

**Ryan Thornburg**

• Member, inaugural Advisory Committee. Reporter’s Lab. DeWitt Wallace Center for Media and Democracy, Duke University.
• Reviewer, World Journalism Education Congress conference, Ghamstown, South Africa.
• Lead instructor, “Social Media for Journalists,” MOOC course for the Knight Center for Journalism in the Americas at The University of Texas at Austin.
• Workshop leader, “Launching a Digital News Site” for *Arab journalists at the International Center for Journalists*, on behalf of Webmedia Group.

**Lucila Vargas**

• Instructor, Media literacy course, Hispanic Youth Forum sponsored by the non-profit El Pueblo, Inc. Chapel Hill, N.C.
• Member, Editorial boards for *Communication Theory, Global Media Journal, and International Journal of Hispanic Media*.
• Director, Radio Pa’lante, a youth weekly radio program produced by Latina/o teens at WCOMLP-FM 103.5 Carrboro, NC.

**Jan Yopp**

• Member, Executive Committee, North American Association of Summer Sessions.
• President, N.C. Association of Summer Sessions.

5. **Describe the role of professional and public service in promotion and tenure decisions. Describe travel funding or other support by the unit for faculty involvement in academic and professional associations and related activities.**

Professional and public service activities are expected of all faculty members and are obviously part of promotion and tenure decisions. Activities are also part of a faculty member’s record in post-tenure decisions. The School has traditionally emphasized such service, assessing it as one of the three areas of excellence for faculty members (along with teaching and research or creative activity.) The university, of course, also expects faculty members to engage in such service, and the provost’s office now requires faculty members to list their activities not only in teaching but also in professional service and in research or creative activity.

Faculty members are encouraged to become active in professional and academic organizations. The School has a rich history of faculty members’ holding officer positions in such groups, including AEJMC, the International Communication Association and the National Communication Association, to name only a few. In addition, several faculty members have served as editors of academic journals that have been housed in the School (*Journalism & Mass Communication Quarterly, American Journalism and Media Psychology.*) Editors receive appropriate course releases and teaching assistants for their work. Faculty members often present papers at meetings and chair or participate on conference panels.

For many years, the School has provided travel support for a faculty member who presents a conference paper or moderates a panel session or has other appropriate duties at a convention. That applies to faculty members in both the research and professional tenure tracks. As budgets have tightened in recent years, however, the dean has had to set a limit on travel funds per faculty member and has prioritized assistance to pre-tenured faculty. At present, assistant professors receive up to $2,000 per year and associate professors and full professors receive up to $1,500
per year. Funds may be available from alternate sources to ensure that junior faculty members can attend conferences (e.g., from untapped research funds allotted to an endowed professorship.) Most full professors have named positions with professorships that provide travel support.

6. Describe the unit’s support of scholastic (high school) journalism, including workshops, visiting lectures, critiques of student work, etc.

N.C. Scholastic Media Association

Since 1938 the School has provided support for scholastic journalism. The School houses the N.C. Scholastic Media Association (NCSMA), which develops and implements a range of scholastic journalism programs. To help fund these programs, NCSMA coordinates faculty judging of several competitions, including the Lowell Thomas Travel Journalism Competition sponsored by the Society of American Travel Writers Foundation. NCSMA receives a portion of judging fees to sustain its outreach services.

NCSMA taps into a network of some 25 high school journalism teachers who serve as its board of advisers. In fall 2013, this group completed a Common Core journalism standards project, resulting in a presentation on journalism curriculum standards posted on the NCSMA site and available to teachers and administrators throughout the state and beyond.

Monica Hill, Director, NC Scholastic Media Association, directs all NCSMA activities. She has a strong national reputation and won an AEJMC national award in 2013. She has served in high offices in national scholastic organizations.

Some NCSMA outreach programs include:

The N.C. College Media Association has been based in the School since 2007 and supports college media operations on public and private university and college campuses and provides instructional and networking opportunities for college journalists and media advisers. Each February a different college campus in the state serves as the host for the association’s annual one-day conference. Since 2008, the annual conference has been hosted by N.C. State University, Elon University, Appalachian State University, Winston-Salem State University, N.C. A&T State University and UNC-Asheville.

NCSMA puts on the annual four-day N.C. Scholastic Media Institute in conjunction with “The News & Observer” in Raleigh each summer. The institute attracts more than 300 high school students and teachers. It offers instruction in online news, newspapers, yearbooks, photojournalism, broadcast news, literary magazines, publication and digital design, and advising student media. NCSMA selects six high school students who serve as student officers and help plan the summer institute each year.

NCSMA also sponsors a statewide college student media contest. Each December college media advisers meet in Chapel Hill as volunteer judges for the association’s media contest.

Chuck Stone Program for Diversity in Education and Media

The Chuck Stone Program for Diversity in Education and Media supports young high school journalists across all types of diversity (including religion, ethnicity, socioeconomic status and gender) as they pursue careers in news and media. The program equips young people with skills and knowledge to inform and educate a diverse audience with sensitivity and awareness. Each year faculty directors select 12 rising high school seniors to participate in the fully funded one-week program. An anonymous donor provides the funding. The Gannett Foundation funds the Chuck Stone College Mentoring and Career Preparation Program for all Chuck Stone alumni, allowing those same faculty directors to stay connected to program alumni as they enter college and eventually the workforce. This is further discussed in Standard 3.

Carolina Sports Journalism Camp

Since 2012, 40 students throughout the country are selected each year to attend the Carolina Sports Journalism Camp, an annual four-day writing workshop. It is put on by Tim Crothers, an adjunct faculty member in the School, in collaboration with an advisory council of individuals from UNC-CH Athletics, UNC-CH Summer School, “The Washington Post,” “The News & Observer” and the Carolina Panthers. Advisory council members volunteer as instructors.

Carolina Association of Black Journalists (CABJ)

The School sponsors an annual one-day high school minority workshop sponsored by the Carolina Association of Black Journalists, the student chapter of National
Association of Black Journalists. This is further discussed in Standard 3.

Newspapers in Education (NIE)

For many years, the School has been home to the state office of NIE, a program of the N.C. Press Foundation that works closely with the School’s N.C. Scholastic Media Association to advocate for literacy and civic learning.

NIE developed projects that served young readers and their teachers and parents by providing training, curricula and other support for teaching and learning in homes and in schools. Some newspapers published stories written by and for young readers, maintained e-newsletters and blogs for young readers, teachers and parents, and engaged young readers by tweeting headlines of special interest to them.

Examples of NIE projects over the past six years include:

- Offering one- and two-day credit workshops for teachers throughout the state.
- Developing curricula on newswriting, the U.S. Constitution, elections, visual literacy, character and civic education, and other topics. Contracting to obtain other curricula and serialized stories for young readers to distribute through state newspapers.
- Working cooperatively with the N.C. Department of Public Instruction to distribute information to state newspapers on current educational standards and best practices.
- Creating and maintaining a website that supports the use of local and state news for teaching and learning.
- Offering webinars for teachers.

With the retirement of the NIE director in summer 2014, the North Carolina Press Foundation decided to end the NIE program.

7. Describe the unit’s method for communicating with alumni, such as newsletters or other publications. Attach copies of publications during the previous academic year. (These documents can be placed in the appendices binder.)

The School communicates with alumni through a mix of digital, broadcast and print materials, special events and gatherings, and direct person-to-person contacts. The communications reflect all work being done in the School, of course, but some emphasis is placed on immersive student experiences, faculty research that addresses real-world challenges, new digital efforts and innovation throughout the curriculum.

Alumni are contacted through:

Carolina Communicator. This is mailed to more than 8,000 alumni twice a year. The publication was converted from a 40-page alumni magazine to a square trifold with shorter stories that point to extended pieces or companion material online. The new format allows the School to reach more alumni more quickly and more frequently than the previous format, and is more cost effective to produce. It is also available online.

Carolina J-School News. This is a monthly emailed newsletter that goes to more than 10,000 alumni. It has information about coming events, videos from recent events, promotional videos, faculty research items, information about how to contribute to the School, social media links, and other ways to stay connected to the School.

Special events and receptions. The School holds a variety of events and receptions each year. Many are designed to attract alumni back to Chapel Hill, such as Homecoming, career fairs and prominent speakers. Others are held in cities and regions where our alumni are concentrated. Most feature a presentation from the dean or other faculty members.

Website. The School’s website (jomc.unc.edu) has about 150,000 unique visitors a year and about 900,000 page views a year. It is a source for general School news, examples of student work, calendar and event information, faculty and staff member biographies and contact information, giving opportunities, social media links and an interactive alumni database.

Social media platforms. The School uses Twitter (@uncjschool; 7,600-plus followers), Facebook (fb.com/uncjschool; 3,600-plus likes), YouTube (youtube.com/uncjschool; 63,000-plus video views) and Instagram (instagram.com/uncjschool; 300-plus followers.)

Many faculty and staff members maintain their own dialogues with alumni using various methods, of course. They are rightfully proud of their personal contacts. And the “Carolina Week,” “Carolina Connection” and “Sports Xtra” broadcast programs have their own websites and alumni listservs, through which former program participants exchange job information and stay in contact with one another. The science and medical journalism program
distributes a quarterly newsletter to its alumni.

**The School’s placement-career services office.** Jay Eubank, the School’s director of career services, has many contacts with alumni every year, of course, regarding job placement, internships and the like. His work is described in Standard 6.

**The School’s development office.** This office obviously plays an important role with alumni and others. The office is described in Standard 7.

Copies of School alumni publications will be provided for the site team in its workroom during the site visit.

8. Describe the involvement of alumni in the unit’s educational and public-service programs (placement, internships, fund-raising, curriculum development, etc.) and in advisory or visitors boards.

The School’s Board of Advisers has already been discussed in this Standard.

The School also has the **Journalism Alumni and Friends Association (JAFA),** which was formed in 1980. Through JAFA, alumni and friends mentor students, participate in social activities, promote the School in their communities and encourage others to support the School. JAFA has its own board, led by president Sarah Lamm. Members are:

- Andrea Blanford ‘10, morning news anchor, WNCT-TV.
- Bob Bryant ‘86, president and CEO, Team Works Marketing Inc.
- Annie Cauthren ‘04, VP and account supervisor, Ketchum Public Relations.
- Tom Clifford ‘76, executive news director, “The Post and Courier.”
- Jeff Eisenberg ‘05, product marketing manager, Google Inc.
- John Frank ‘04, political reporter, “The Denver Post.”
- Liz Hamner ‘03, account executive, Capstrat.
- Justin Lyons ‘06, director, public affairs, The Glover Park Group.
- Danita Morgan ‘81, development director, Urban Ministries of Wake County.
- Gregory Paige ‘06, MBA candidate, UCLA Anderson School of Management.
- Andrew Park ‘97 MA, director, global communication and branding, Information Services Group.
- Adam Rhew ‘08, business reporter, News 14 Carolina.
- Kayla Tausche ‘08, correspondent, CNBC.

Alumni play an important role in helping students land internships and entry-level positions. During each fall and spring break, the School works with JAFA to sponsor a networking trip to a major media market. Recent trips include New York, Washington, D.C., San Francisco, Chicago and Atlanta. In spring 2014, students on the San Francisco trip went to Silicon Valley and met with alumni at Google, Pixar, Electronic Arts, FleishmanHillard and Mother Jones magazine.

The School also offers **J-Link,** an online social network where students and alumni are able to create profiles and connect with each other. The site allows members to search the database for contact information on current students and alumni, post and read updates on career moves and personal news, and establish mentoring connections. The School’s Career Services office plays an important role in matching students with alumni seeking interns or employees.

School alumni obviously play an important role in fundraising. We enjoy the **annual support of 7.3 percent of our alumni,** and they continue to be the main source of annual support by individuals to our $40 million endowment. Those gifts have made possible about $300,000 in scholarships and awards given out each year plus $2 million in annual graduate student support (most of the graduate support by far comes from the Triad Foundation, which is headed by members of the Park family, which includes alumni.)

Our alumni are not only donors; they are fundraisers. They help to cultivate other alumni and seek out additional donors.
Supplemental Material:
Standard 8
Supplemental 8-A:
Professional Education Programs Organized by the School Since 2009

2014
- Edward R. Murrow Program for Journalists.
- Chuck Stone Symposium on Diversity.
- Corporate workshops on writing for global and public affairs communicators.
- Multimedia Boot Camp.
- Interactivity Workshop.
- Newspaper Academy.

2013
- Edward R. Murrow Program for Journalists.
- “Reporting Sex Trafficking: A Local Problem with Global Dimensions.”
- Multimedia Boot Camp.
- Interactivity Workshop.
- Newspaper Academy.

2012
- “Red States and Purple States, Democratic National Convention.”
- Edward R. Murrow Program for Journalists.
- Korean Producers and Directors Educational Institute, “New Media in Broadcast Television.”
- Multimedia Boot Camp.
- Newspaper Academy.

2011
- Edward R. Murrow Program for Journalists.
- “Life After -30-: How to Recast Your Journalism Career and Reinvent Yourself.”
- Korean Broadcast Journalist Association, “New Media Workshop.”
- UNC Library Media Training.
- Multimedia Boot Camp.
- Newspaper Academy.

2010
- Korean News Editors Association, “New Media Workshop.”
- Edward R. Murrow Program for Journalists.
- Multimedia Boot Camp.
- Newspaper Academy.
- American Association of Advertising Agencies, “How to Sell Creative to Clients.”
- Roundtable on National Security Issues Relating to Journalism and Reporting.
2009

- “Getting Started in Business News.”
- Edward R. Murrow Program for Journalists.
- Talecris writing workshop.
- Swedish Journalism Institute.
- Multimedia Boot Camp.
- Newspaper Academy.
- North Carolina Editorial Writers Roundtable.