

2007-2008 School of Mass Communications
Annual Report

Executive Summary

The School of Mass Communications met or made significant progress toward its priorities and intentions for 2007-2008.

We completed a major revision of our undergraduate curriculum that resulted in more than a dozen new courses and significant changes to more than two dozen others.

We welcomed a new tenure-eligible journalism faculty member, Marcus Messner, and filled two of four vacant tenure-eligible positions as a result of faculty searches in 2007-2008. Dr. Tim Bajkiewicz (broadcast journalism) and Dr. Soo Yeon Hong (public relations) will join the faculty in August 2008. The other vacant positions will be filled by collateral faculty on one-year appointments while the School searches again in 2008-2009.

We exceeded our goal of recruiting 15 students into the first cohort of the new M.S. program in Multimedia Journalism; 16 students were admitted and accepted, but 2 of the students later deferred their enrollment and only 14 began classes in June 2008.

We enrolled 19 students in the 2007-2008 cohort for the Strategic Public Relations master's degree program, just 1 short of our goal of 20.

We increased the research/creative activity output of full-time faculty, with faculty on both tenure tracks (research and professional) increasing their productivity and visibility nationally and internationally. Despite the improvement, the School must continue to encourage and support increased scholarship from faculty.

We achieved our goal of increasing national and international recognition of student work through contests and competitions. 32 teams of advertising students received international, national and regional awards from the American Advertising Federation and The One Show. Broadcast and public relations students received recognition from the Hearst Foundation Awards and the Arthur W. Page Society, respectively.

The School's faculty received grant and contract funding for teaching, research and community outreach. Grants were used for research into leadership issues in public relations and on crisis communications, curriculum development and redesign, development of tutorials to enhance student engagement and learning, support for outreach to high school journalists and their teachers, and partnering with community organizations and neighborhoods to enable and empower them to communicate their needs and accomplishments. Two especially noteworthy community outreach programs were Create-Athon On Campus which brought students, faculty and advertising practitioners together in a 24-hour "pro bono" creative blitz to produce advertising and

marketing tools for 12 local not-for-profit organizations, and collaboration of faculty and students with the Greater Fulton Hill neighborhood to create and develop content for a neighborhood Web site under a “New Voices” grant.

The School’s faculty received awards during the year. Dr. Yan Jin won an Excellence in Research Award from the College of Humanities and Sciences and also the Top Paper Award in public relations at the annual conference of the Association for Education in Journalism and Mass Communication. Dr. Judy VanSlyke Turk received the Thomas Jefferson Award in recognition of lifetime contributions to public relations and public relations education from the Richmond Chapter of Public Relations Society of America.

The School developed a new assessment plan that will enable us to methodically monitor and track student learning and whether we are achieving our student learning objectives.

Contributions to the Institution

- Theme II, Initiative 1

School of Mass Communications administrators and faculty participated as discussion leaders for the freshman reading experience organized by University College.

Carol Mawyer, assistant director for student services and scholastic journalism, and **Natasha Long**, academic adviser for the School, collaborated with University College advisers to enable a smooth transition for freshman from University College advisers to School advising.

- Theme II, Initiative 4

Carol Mawyer, assistant director for student services and scholastic journalism, and **Scott Sherman**, assistant professor, served as faculty advisers for a mass communications dormitory learning community.

- Theme II, Initiative 5

The School of Mass Communications continued planning for a full Scholars program that would give Mass Communications Honors students the opportunity to complete 15 credit hours of Honors coursework, with implementation beginning in 2008-2009.

- Theme II, Initiative 6

The School of Mass Communications expanded its summer offerings at both the undergraduate and graduate level, enrolling the second cohort of students in its master’s degree program in strategic public relations.

- Theme II, Initiative 7

A new master’s degree program in multimedia journalism was approved, and the School of Mass Communications recruited 14 students into the program’s first cohort which began classes in June 2008.

The School of Mass Communications funded three assistantships for doctoral students in the Media, Art and Text program, affording those students opportunities to teach undergraduate classes.

- Theme III, Initiative 1

Even before the University developed its diversity plan, the School of Mass Communications operated under a diversity plan that has been in place since 2004 and against which the School monitors its progress with a formal year-end report.

- Theme III, Initiative 8

Even before enactment of a university requirement of a capstone senior experience, the School of Mass Communications had in place at least one capstone experience involving significant research in each of its sequences: advertising, journalism and public relations.

- Theme III, Initiative 10

Dr. Ernest F. Martin, Jr., associate professor in the School of Mass Communications, taught a special, three-week graduate course at Fudan University's School of Journalism in the fall of 2007. He also led a study tour of VCU public relations graduate students to Fudan and Beijing Foreign Studies Institute in the summer of 2007 and again in the summer of 2008.

- Theme V, Initiative 1

The School of Mass Communications continued to engage with high school journalism teachers and their students throughout Virginia by offering workshops for more than 500 high school journalism students and their teachers from 33 high schools across the state.

Dr. Judy VanSlyke Turk, Director, and Associate Professors **Jeffrey South**, **Debora Wenger** and **Peyton Rowe** received a national New Voices in Journalism grant that enabled School of Mass Communications faculty and students to partner with the Greater Fulton Hill neighborhood in Richmond to develop a neighborhood Web site and train "citizen journalists" to develop content for the site.

Associate Professor **Peyton Rowe** conceived of a campus version of a successful advertising agency – community non-profit collaboration to plan and implement CreateAthon-on-Campus, a 24-hour "blitz" of advertising and marketing work by School of Mass Communications students and faculty for the benefit of 12 Richmond-area non-profits.

Community "clients" were the focus for student projects in more than a dozen undergraduate classes in the School of Mass Communications, ranging from public relations research to advertising campaigns to advanced newsgathering.

Faculty in the School of Mass Communications provided training in how to handle interviews by journalists for a half dozen community organizations and Virginia state agencies.

Dr. Judy VanSlyke Turk, Director, served as a member of the College of Humanities and Sciences Community Engagement Advisory Council.

Highlights

- **Marcus Messner** joined the faculty as an assistant professor in the journalism sequence.
- Hired two new tenure-eligible faculty: **Dr. Soo Yeon Hong**, public relations (PhD Syracuse University) and **Dr. Timothy Bajkiewicz** (PhD University of North Carolina Chapel Hill) who will begin in August 2008.
- Hired an academic adviser, **Natasha Long**.
- Received College and University approval for major revisions to undergraduate curriculum that places the School's undergraduate program in the position of leading change in the professional disciplines of advertising, journalism and public relations.
- Received institutional approval for a dual degree in strategic public relations with Fudan University, with signing of the agreement scheduled for Fall 2008 and first Fudan students scheduled to enroll in Richmond in January 2009.
- Recruited a first class of 14 students into the new Multimedia Journalism master of science degree program.
- Recruited a class of 18 students into the School's Strategic Public Relations master of science degree program.
- Sponsored a very successful Create-aThon-on-Campus – the first ever extension of this project to a college campus – that engaged VCU faculty and students in producing pro bono advertising and marketing communication work on behalf of 12 not-for-profit community clients.
- Successfully nominated faculty for College and University awards: **Jeff South** for a University teaching award (pending), and **Yan Jin** for a College research/scholarship award (received).
- Saw a record number of undergraduate advertising students (32) win awards in regional and national AAF and One Show competitions.
- Received and implemented a grant from J-Lab and its New Voices project to create a Website for the Fulton Hill community of Richmond and train the neighborhood's residents to be community journalists on behalf of their neighborhood.
- Enlisted a record number of students and clients for the Capital News Service that provides coverage of the General Assembly to weekly and small daily newspapers and Websites throughout Virginia. Added multimedia coverage to content.
- Pioneered a successful Honors course, "Skunkworks for Media Innovation," that partnered VCU Honors students, Mass Communications faculty and Media General, Inc. in development of a Widget project that Media General plans to implement as a new information product.

- Weathered resignations of 5 faculty.

Teaching Activities

1. Number of students graduated

August 2007: 43 undergraduates (BS)

December 2007: 63 undergraduates (BS)

May 2008: 98 undergraduates (BS); 15 graduate students (MS – Strategic PR)

2. Number of students in each major

Total number of students (as of fall 2007):

1093 undergraduate (pre-major, major)

666 pre-majors

427 majors (Advertising Strategic 54; Advertising Creative 124; Broadcast Journalism 84; Print Journalism 61; Public Relations 104)

18 graduate students in Strategic Public Relations

3. Grants awarded related to teaching

- Professors **Jeff South** and **June Nicholson** received a \$2,217 Student Engagement Award from the College of Humanities and Sciences to create a comprehensive set of tutorials, assessments and other resources for mastering copyediting skills in the school's newswriting, journalism and public relations courses.
- Professor **Jeff South** and **Dr. Marcus Messner** were awarded a \$2,000 grant to support the redesign of MASC 151: Communications Technology and Global Society.
- The Center for Teaching Excellence awarded Professor **Jeff South** a tablet PC as a result of an open competition among faculty members interested in new technology in the classroom.
- Professors **Bridget Camden** and **Will Sims** secured a \$3,000 grant from the Advertising Women of New York (AWNY) to be awarded to advertising students in the form of scholarships. The amount was divided among three students.
- **Dr. Tracy Ryan** was awarded a Fulbright Senior Specialist Grant to work with the Argentine University of Business on curriculum development.
- **Dr. Tracy Ryan** received a \$2,000 General Education Curriculum Grant for the development of a new course for the College's General Education program.

- **Dr. Judy VanSlyke Turk**, Professors **Jeff South**, **Debra Wenger** and **Peyton Rowe** secured a New Voices Grant for \$12,000 funded by the Knight Foundation and administered through the J-Lab at the University of Maryland. VCU's project, which involved students in journalism classes as well as faculty, was designed to train local citizen journalists and build a news and information portal for Fulton Hill, a low income neighborhood in Richmond.
 - The Center for Teaching Excellence awarded **Dr. Marcus Messner** a \$2,250 grant to purchase two digital camcorders and a digital projector for use in MASC 303: General Assignment Reporting.
 - Professor **June Nicholson** received a \$4,000 grant from the Dow Jones Newspaper Fund to help support the School's Urban Journalism Workshop in summer 2008. The workshop encourages promising high school students to pursue careers in journalism. She also secured a \$3,300 grant from the Virginia Press Association for the UJW.
 - Professors **June Nicholson** and **Debra Wenger** were awarded a grant of \$4,500 to use toward the proposed Study Abroad Summer 2008 Covering Contemporary China 491-691 course. Too few students signed up for the course, so the grant was not used.
 - Other grants proposed include a MacArthur Digital Learning and Media Competition on the use of Second Life for education and Knight News Challenge for \$748,000 to create a digital, interactive news site and information service to help people in Northern Virginia make their daily commute both productive and informative. They were not funded.
4. Major curricular changes

Undergraduate

- The School began to implement its undergraduate Honors Curriculum, "Mass Communications Scholar" program. This program provides a curriculum for students to follow for graduation with a School Honors designation. A new course titled HONR 398 Skunkworks in Media Innovations was offered spring 2008.
- Following a year-long study by the faculty, the entire undergraduate curriculum was revised. The new curricula, which reflect both the University's and College's new general education requirements, will be implemented fall 2008. Highlights include a smaller group of foundation courses so that students enter the major more quickly; expanded multi-media instruction in journalism; a series of one-

credit 400-level PR courses to allow students to take additional “specialty” courses; and an advertising curriculum that more closely follows the design of the Brandcenter.

Graduate

- The School’s hosted its second cohort (18 students) for the graduate program in Strategic Public Relations. Fifteen students graduated in May 2008. (The remaining three will complete their degree requirements in August.) More than 19 students have been accepted for the 2008-2009 cohort; the exact number who will attend is still pending.
- The School accepted 16 students for admission into its new graduate degree in Multimedia Journalism. Fourteen enrolled when the program began June 6, 2008.
- The School continues to play an integral role in the new interdisciplinary Ph.D. in Media, Art and Text. In addition to supporting 2 graduate assistantships, the School provides faculty and equipment in support of the program. The School expects to continue its support of Ph.D. students in 2008 – 2009.

5. New programs/certificates

As noted last year, the Interactive Marketing Institute moved from the School of Business to the School of Mass Communications in 2005-06. IMI offers a series of modules that carry academic credit and for which a certificate can be earned. Eighteen sessions (over a period of 9 months) were conducted with approximately 20 students per session over the course of the academic year.

6. Technology changes in the classroom

- The School purchased and installed a new video/audio switcher for the television studio at a total cost of \$11,000, and upgraded the 20 PCs in 1118 (at a cost of \$1,200 each.)

7. Textbook publications/contributions

South, Jeffrey “Beyond ‘mir I druzhba’: The benefits of international media partnerships,” *Quill*. Vol. 95, No. 6, August 2007, 12-16.

South, Jeffrey “The Web’s hidden gems,” *Quill*. Vol. 95, No. 6, August 2007, 27-31.

South, Jeffrey “Fighting Oppression: Journalists need support where the press is less than free,” *Quill*. Vol. 95, No. 4, May 2007, 24-28.

Tuten, T. (2007). Deconstructing Identity: An Exercise to Clarify the Determinants of Brand Legitimacy. *Marketing Education Review*, 17 (1), 57-61.

August, R. & **Tuten, T.** (in press). Integrity in Qualitative Research: Preparing Ourselves, Preparing Our Students. Teaching and Learning: *The Journal of Natural Inquiry and Reflective Practice*, 22 (1).
<http://www.und.edu/dept/ehd/journal>.

Tuten, T. Conducting On-Line Surveys, In S. D. Gosling & J. A. Johnson (Eds.), *Advanced methods for behavioral research on the Internet*. Washington, DC: American Psychological Association, *forthcoming*.

Tuten, T. Focus Groups, Intensive Interviews, and Observation. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, Vision Press, *forthcoming*.

Tuten, T. Case Studies in Communication Research. In Sloan, D. & Zhou, S. (Eds). *Research Methods in Communication*, Vision Press, *forthcoming*.

Wenger, Debora and Potter, Debora (2007) *Advancing the Story: Broadcast Journalism in a Multimedia World*, CQ Press.

8. Teaching collaborations

- MASC 465/466 – VCU InSight has been team-taught since its inception in spring 2003. This is a demanding course for both students and faculty (with eight contact hours each week). The collaborative approach of two faculty and one adjunct faculty member involved has made this course and its product, a twice-monthly news magazine show airing on the local PBS affiliate, extremely successful for the School and the University.
- MASC 151 – Communication Technology and Global Society has been team taught several times in the past few years. It was team-taught by a senior (**South**) and a new (**Messner**) faculty member in fall 2007. This large enrollment course (200+) benefits from the team-teaching approach.
- HRNS 398 – Skunkworks (Media Innovation) was team taught for its inaugural section by Professors **Jeff South** and **Scott Sherman**. South (journalism faculty) looked at the facts of media innovation, while Sherman (advertising faculty) looked at the possibilities. The students developed a new media product for Media General, Inc.
- Several faculty teamed together to teach various modules in the Media, Art and Text Ph.D. program.

- In addition to the formal team-teaching noted above, there is an excellent collaborative spirit among the School's faculty, which leads to many "guest lectures" by colleagues in the department and numerous informal collaborative efforts across all of the disciplines.

9. Retention efforts and documented successes

The School continues to work hard to engage students in the Mass Comm community:

- The School hosted CreateAthon onCampus - the first time the program was ever offered on a college campus. This academic program for mass communications students culminated in a 24-hour creative blitz during Spring break. There were 12 Richmond area non-profits which benefited from the work of 43 student volunteers and 18 professional mentors who generated 75 projects at a \$133,780 value.
- Mass Comm advertising students are encouraged and supported by faculty to apply for local, regional and national competitions. One team won a gold in the national AAF show and another won a bronze award in the Richmond Show. Several students were recognized for their efforts at the One Show, an international competition.
- The School offers more than \$10,000 in scholarships to students.
- Mass Comm Convocation – an annual event each fall targeted to pre-majors to answer their questions, give them a chance to meet faculty and get them excited about the major.
- Mass Comm Week – an annual event that brings more than two dozen speakers/programs to the campus. Both pre-majors and majors are encouraged to participate.
- Student Advisory Board – 2007-08 marked the fourth year for this group of 12 students who meet monthly to assist the School in planning programming for students, to serve as ambassadors to other students and to let the School's administration know about any student concerns.
- Peer Advisers – Each semester the School has 5-6 peer advisers who hold office hours to help answer student questions.
- This past academic year the School's assistant director of student services and scholastic journalism associate director worked closely with the University College and its advisers to ensure that pre-majors were getting connected to the major and School and getting appropriate advice to matriculate into the major efficiently.
- Increased communication with pre-majors through e-mails and classroom visits by both the College pre-major adviser and the School's assistant director for student services and scholastic journalism.
- Increasing the number of graduate students teaching the 101 breakouts, creating excellent role models and mentors for freshmen.

- The School's retention rate (freshman to sophomore) has improved during the past few years, from 64.1 % in 2002 to over 70% in the last two years.

10. Service-learning or community based course

- **Dr. Yan Jin** created a service-learning component for her MASC 425 – PR Research course which included work with local organizations.
- **Dr. Ernie Martin** recruited “real” community clients for MASC 439 Public Relations Campaigns.

11. Student engagement initiatives

- Many noted under number 9.
- We continue to use a number of undergraduate students to assist faculty in teaching, research and creative projects. For example, the faculty member who teaches MASC 151 supervises five or six paid discussion leaders each semester to assist with the on-line portion of the MASC 151 course; students are frequently hired to assist with video projects and training;

12. Faculty development activities

Nearly every faculty member participated in at least one faculty development activity throughout the academic year, with most participating in several. Highlights include:

- An increase in the number of faculty attending and presenting at important national conferences including the Association for Education in Journalism and Mass Communications, Public Relations Society of America and the Society of Professional Journalists.
- Numerous faculty attended CTE workshops throughout the year.
- One faculty member is in his fourth (and final) year of an international Ph.D. program.

Scholarship (Research)

1. Publications (journalism and mass communications)

General books

Turk, Judy VanSlyke and Scanlan, Linda (2008), *The Evolution of Public Relations: Case Studies From Countries in Transition*, Third Edition, Institute for Public Relations: Gainesville, FL.

Textbooks

Book chapter(s)

Cameron, G. T., Pang, A. & **Jin, Yan.** (2007). Contingency theory: Strategic management of conflict in public relations. *Public Relations: From Theory to Practice* (Eds. Hansen-Horn & Dostal-Neff), Allyn & Bacon: Boston, MA.

Garrison, B., & **Messner, Marcus.** (2007). Online news. In H. Bidgoli (ed.) *The Handbook of Computer Networks*. New Cork: John Wiley & Sons, pp. 927-942, vol.3.

DiStaso, M. W., **Messner, Marcus.**, & Stacks, D. W. (2007). The wiki factor. A factor of reputation management. In S. C. Duhe (ed.). *New Media & Public Relations*. New Cork: Peter Lang.

Tuten, Tracy. (2008). The effect of reminders on data quality in Web-based surveys. In petrieff, Lena and Millar, Rada (Eds.) *Public Opinions Research Focus*. Nova Science Publisher: Huntington, NY.

Tuten, Tracy., Galesic, M. & Bosnjak, M. (2008). Optimizing response rates and data quality in Web surveys: The immediacy effect and prize values. In petrieff, Lena and Millar, Rada (Eds.) *Public Opinions Research Focus*. Nova Science Publisher: Huntington, NY.

Scholarly journal articles (refereed)

Jin, Yan., & Kelsay, C. J. (2008). The typology and dimensionality of litigation public relations: The HP board pretexting scandal case. *Public Relations Review*, Spring Issue.

Jin, Yan., Pang, A., & Cameron, G. T. (2007). Integrated Crisis Mapping: Toward a publics-based, emotion-driven conceptualization in crisis communication. *Sphera Public*, 7, 81-95.

Jin, Yan., & Cameron, G. T. (2007). The effects of threat type and duration on public relations professional's cognitive, affective and conative responses in crisis situations." *Journal of Public Relations Research*, 19(3), 255-281.

Jin, Yan., Pang, A., & Cameron, G. T. (2007). Different means to the same end: A Comparative contingency analysis of Singapore and China governments' management of the emotion and perception of their multiple publics during the

Severe Acute Respiratory Syndrome (SARS) crisis. *Journal of International Communication*, 13(1), 39-70.

Martin, Ernest. F. Jr. (2007). Using wave theory to maximize retail investor media communications. *International Journal of Strategic Communication*, 1(3), 191-206.

Messner, Marcus., & DiStaso, M. W. (2008). The source cycle: How traditional media and weblogs use each other as sources. *Journalism Studies*, 9(3), 447-463.

Messner, Marcus., & Garrison, B. (2007). Journalism's "dirty data" below researchers' radar. *Newspaper Research Journal*, 28(4), 88-100.

Messner, Marcus., & Terilli, S. (2007). Gates wide open: The impact of weblogs on the gatekeeping role of the traditional media in the 2004 presidential election. *Florida Communication Journal*, 35(1), 1-14.

Bosnjak, M., Bratko, D., Galesic, M. & **Tuten, Tracy.** (2008). Consumer personality and individual differences. *Journal of Business Research*, 60(6), 587-589.

Bosnjak, M., Galesic, M. & **Tuten, Tracy.** (2008). Personality determinants of online shopping: Explaining online purchase intentions using a hierarchical approach. *Journal of Business Research*, 60(6), 597-605.

August, R., & **Tuten, Tracy.** (2008). Integrity in qualitative research: Preparing ourselves, preparing our students. Teaching and learning: *The Journal of Natural Inquiry and Reflective Practice*, 22 (1).

Tuten, Tracy. (2007). Deconstructing identity: An exercise to clarify the determinants of brand legitimacy. *Marketing Education Review*, 17(1), 57-61.

Conference proceedings, papers, presentations, posters, abstracts, panels, workshops (refereed)

Pang, A., **Jin, Yan., & Cameron, G. T.** Second stage development of the Integrated Crisis Mapping (ICM) Model in crisis communication: Organizational strategies for crises that require high and low organizational engagements". The 11th Annual International Public Relations Research Conference, March 6-9, Miami, FL, 2008.

Jin, Yan., & Kelsay, C. J. The typology and dimensionality of litigation public relations: The HP board pretexting scandal case". PRSA Educators' Academy, PRSA International Conference, Philadelphia, PA, October 20-23,2007.

Pang, A., **Jin, Yan.**, & Cameron, G. T., Building an Integrated Crisis Mapping (ICM) model: Organizational strategies for a publics-driven, emotion-based conceptualization in crisis communication.” Public Relations Division of Annual Conference of Association for Education in Journalism and Mass Communication, Washington D.C., August 9-12, 2007. **Top Paper Award**

Pang, A., **Jin, Yan.**, & Cameron, G. T. (2007), Contingency theory of strategic conflict management: A decade of theory development, discovery, and dialogue. Public Relations Division of the Annual Conference of International Communication Association, San Francisco, CA, May, 2007.

Jin, Yan., Pang, A., & Cameron, G. T. (2007). “Toward a publics-driven, emotion-based approach in crisis communication: Testing the Integrated Crisis Mapping (ICM) model”. The 10th Annual International Public Relations Research Conference, March 8-11, Miami, FL, 2007.

Tuten, Tracy. Brand engagement via emerging platforms in social media. Processings of the Society for Marketing Advances, San Antonio, TX. November, 2007.

Tuten, Tracy. Leader-member exchange in public administration. Presentation at the 2007 National Academy of Public Administration, Washington DC. November, 2007.

Tuten, Tracy. & Dean, E. Involvement in virtual environments: Explaining participation in virtual social networks using the technology acceptance model. Presentation at the 2008 Advertising and Consumer Psychology, Philadelphia, PA. May, 2008.

Management/editing of scholarly publications, sections or divisions of publications, or products

Jin, Yan. Editorial Board of *Advertising Panorama* (*Advertising Research* from January 2006), Chinese Scholarly Journal on Advertising and Public Relations Research (Editor: G. Chen), since August 2005.

Messner, Marcus., Reviewer for book chapters (Online Social Networks, and Collaborative Online Lab Environments) the Encyclopedia of Social Interaction Technologies published by IGI Global. March, 2008.

South, Jeffrey. Panel Organizer and Moderator, PF&R panel titled “What the F***?! Dealing with offensive postings on news Web sites.” Community Journalism Interest Group, & Civic and Citizen Journalism Interest Group. AEJMC, 2008.

Turk, Judy VanSlyke. Associate Editor, *Journalism Studies*, an international scholarly refereed journal published by Routledge, Inc.

Management, planning, organization/coordination of seminars, conferences

Martin, Ernest F. Jr. Planning and organizing AUSACE program for English language papers, 2008.

Nicholson, June. Planning and organizing AUSACE program for Arabic language papers, 2008.

Turk, Judy VanSlyke, Coordinator, 2008 conference of Arab-U.S. Association of Communication Educators: hosted by VCU.

Messner, Marcus., Coordinator of the Communication Technology Division, AEJMC Midwinter Conference. Fall, 2007; Spring, 2008.

Participation in (lectures, papers, panels, posters, abstracts)

South, Jeffrey Panel Chair, VCU's 13th annual World Studies Student Research Conference. 11/02/07.

Tuten, Tracy. Participant, Survey Incentive Semina, AAPOR. Washington, DC. 3/10/08.

Reviewer for scholarly journals

Jin, Yan., Reviewer, *Asian Journal of Communication*, since 2007

Jin, Yan., Reviewer, *Journal of Contingency and Crisis Management*, since Summer 2006.

South, Jeffrey. Reviewer, *The Journal of Business Ethics*.

Turk, Judy VanSlyke. Reviewer, *PR Review*

Turk, Judy VanSlyke. Reviewer, *Public Relations Journal*

Tuten, Tracy. Reviewer, *Psychology & Marketing*.

Tuten, Tracy. Reviewer, *Management Review*.

Tuten, Tracy. Reviewer, *Journal of Marketing Communications*.

Tuten, Tracy. Reviewer, *Journal of Business Research*

Tuten, Tracy. Reviewer, *Journal of Advertising*.

Wenger, Debora., Editorial advisory board and reviewer, *Electronic News*, journal for the Radio-Television Journalism Division of AEJMC. 2006-present.

Reviewer for scholarly conference papers

Jin, Yan., Reviewer, the CT&M (Communication Theory & Methodology) Division of AEJMC (Association of Educators in Journalism and Mass Communication). 2008.

Jin, Yan., Reviewer, the PR Division of ICA (International Communication Association). 2007.

Messner, Marcus., Reviewer, the Communication Technology Division of the Association for Education in Journalism and Mass Communication. 2008.

Nicholson, June. Reviewer, AEJMC.

Rowe, Peyton. Reviewer, the Advertising Division Special Topics Papers, 2007.

South, Jeffrey. Reviewer, Civic and Citizen journalism interest Group, AEJMC. 2008.

Tuten, Tracy. Reviewer, Society for Marketing Advances.

Tuten, Tracy. Reviewer, AEJMC.

Research grants and proposals (accepted, pending, submitted, rejected)

Awarded:

Jin, Yan. “Emotional Leadership as a Key Dimension of PR Leadership: A Strategic Conflict Management Perspective,” Plank Center for Leadership in Public Relations, University of Alabama (\$7,320), 2007-2008. *Sole-PI*.

Jin, Yan. “Effects of Different Emotions on Public's Responses in Crisis,” College of Humanities and Sciences Scholarship Enhancement Awards, Virginia Commonwealth University (\$4,340), 2007-2008. *Sole-PI*.

Martin, Ernest F. Jr. “Increasing Organ Donation among the 50 Plus Age Demographic: Piloting an Age-Demographic Tailored Message.” Federal Grant from Department of Health and Human Services (\$262,000 for three years, 9/1/06-8/31/09). *CI*. With Kevin Myer, LifeNet (PI), Diane Dodd-McCue.

Interviews by media as a result of faculty expertise

Awards/honors for research achievement in mass communications (include nomination)

Excellence in Research Award, Yan Jin, College of Humanities and Sciences, Virginia Commonwealth University, April 2008

College of Humanities and Sciences Scholarship Enhancement Award. Yan Jin, "Effects of Different Emotions on Public's Responses in Crisis," College of Humanities and Sciences, Virginia Commonwealth University, \$4,340, 2007-2008

Top Paper Award, Yan Jin, Public Relations Division, the Annual Conference of Association for Education in Journalism and Mass Communication, 2007

Scholarship (Professional)

Publications:

Articles in professional publications:

Davis, Bonnie: "Kitchen Talk Elevates TV Anchor to Greatness," profile of WRC-TV news anchor Jim Vance, *NABJ Journal* Fall/Winter 2007.

Davis, Bonnie: "Former NABJ President Continues to Open Doors for Others," profile of Mervin Aubespain, formerly of *The Louisville Courier Journal*, Fall/Winter 2007.

Davis, Bonnie: "Dean Baquet: A Blast of Energy," profile of former *Los Angeles Times* Editor, now Washington bureau chief for *The New York Times*," cover story *NABJ Journal* Summer 2007.

Davis, Bonnie: "Ghana: Everything and More," *NABJ Journal* February 2008.

Davis, Bonnie: "Reporting in Ghana," *Quill* online edition, March 2008.

Davis, Bonnie: author nine profiles about prominent African-American leaders in the fields of art, education, politics, medicine, engineering and public service for a series published by Dominion, 2008.

Messner, Marcus: two newsletter articles for the AEJMC Communication Technology Division, January 26, 2008.

Nicholson, June: coordinator Journalism Education edition *Quill* magazine, national Society of Professional Journalists, August 2007.

South, Jeffrey: “Beyond ‘mir I druzhba, the benefits of international media partnerships,” *Quill* Vol. 95. No. 6, August 2007, pps 12-16.

South, Jeffrey: “The Web’s hidden gems,” *Quill*, Vol. 95, No.6, August 2007, pps. 27-31.

South, Jeffrey: Fighting oppression: Journalists need support where the press is less than free,” *Quill*, Vol. 95, No. 4, May 2007, pps. 24-28. A version of this story also appeared in the *Richmond Times-Dispatch*.

South, Jeffrey: “Crowdsourcing: Where civic, citizen journalism meet,” winter 2008 issue of the newsletter of the Civic and Citizen Journalism Interest Group, AEJMC

Articles, reviews, commentaries in newspapers/popular media:

Davis, Bonnie: “Cool Enough to Make You Shutter,” article on The Shutter Company, Metro Business cover story, *Richmond Times-Dispatch*, June 2007.

Davis, Bonnie: “Minority Council Changes With Times,” Sunday Business section, *Richmond Times-Dispatch*, May 2007.

Davis, Bonnie: “A good Clip,” Metro Business cover article, *Richmond Times-Dispatch*, May 2007.

Davis, Bonnie: “Underwater Adventures: BlackDophins Divers Teaching Young Richmonders The Sport of Scuba Diving,” Cover, Flair section, *Richmond Times-Dispatch* May 2007.

Davis, Bonnie: profile Ginny Rogan, Elegant Handlettering and Design, Metro Business, *Richmond Times-Dispatch*, August 2007.

Davis, Bonnie: “Home Watchers Etc Takes Worry Out of Travel, House Chores,” Metro Business, *Richmond Times-Dispatch* August 2007.

Davis, Bonnie: “Helping Stores Hook Their Customers,” Metro Business, the *Richmond Times-Dispatch*, August 2007.

Davis, Bonnie: “Selling Her Culture With Authority,” Metro Business, the *Richmond Times-Dispatch*, September 2007.

Davis, Bonnie: “Wine, Beer Shop Improves With Age,” Metro Business, *Richmond Times-Dispatch*, October 2007.

Davis, Bonnie: “Forgetfulness Leads to Invention of Pill Packet Machine for Home,” Metro Business, *Richmond Times-Dispatch*, June 2007.

Davis, Bonnie: “Managing Marital Bliss,” Metro Business, *Richmond Times-Dispatch*, November 2007.

Davis, Bonnie: “What’s A Sister To Do? Apparently Vote for a White Guy,” *Mix Magazine*, September 2007.

Davis, Bonnie: “Black Radio Finds Voice in Jena,” *Mix Magazine*, November 2007.

Davis, Bonnie: profile of saxophonist James Gates, *Richmond Times-Dispatch*, December 2007.

Davis, Bonnie: “To Ghana With Love, “ Cover Flair, *Richmond Times-Dispatch* February 2008.

Davis, Bonnie: “ MMC Program Addresses Poverty,” commentary, *Richmond Times-Dispatch* February 2008.

South, Jeffrey: “The Choice is Crystal Clear: Tap Water,” *The Times-Tribune* (Scranton, Pa.), commentary distributed by Blue Ridge Press.

Textbooks (journalism and mass communications):

South, Jeffrey: Chapter 4 (“The Internet and Other Tools of the Trade”) of *News Reporting and Writing*, 11th edition, Melvin Mencher: New York: McGraw Hill, published in fall 2007.

South, Jeffrey: online study guide for Media Now: Understanding Media, Culture and Technology (sixth edition), Belmon, CA: Cengage Wadsworth, published in fall 2007.

Wenger, Debora: (co-author) Advancing the Story: A multimedia Approach to Better Journalism, CQ Press 2007. This text prepares broadcast students for jobs in the multimedia news environment.

Seminars/workshops/forums:

Management/coordination/participation in convention/conference sessions/forums:

Davis, Bonnie: “From the Newsroom to the Classroom,” NABJ convention, Las Vegas, Nevada, August 2007.

Davis, Bonnie: moderator VCU State of the Black Union” featuring Richmond Police Chief Rodney Monroe, VCU February 2008.

Nicholson, June: moderator and discussant, “Leadership Issues and Challenges in Modern Newsrooms and Companies,” October, 2007, Washington, D.C., national Society of Professional Journalists convention.

Nicholson, June: moderator and discussant, “Covering the Iraq War from the Frontlines,” October 2007, Washington, D.C., national Society of Professional Journalists convention.

Nicholson, June: moderator and discussant: “Get a Job! Keep a Job!” October 2007, Washington, D.C., national Society of Professional Journalists convention.

Nicholson, June: moderator, “Investigative Reporting on National Security Issues, October 2007, Washington, D.C., national Society of Professional Journalists convention.

Nicholson, June: developer plenary session October 2007 featuring Leonard Downie, executive editor of *The Washington Post*, Washington, D.C., national Society of Professional Journalists convention.

Nicholson, June: moderator, “Warfare and Terrorism Across the Globe,” World Studies Student Research Conference, Virginia Commonwealth University, November 2007.

Nicholson, June: panelist, “Multimedia Journalism Models,” plenary, Association of Arab-U.S. Communication Educators (AUSACE), Dubai, United Arab Emirates, October 2007.

Nicholson, June: moderator, AUSACE, Dubai, United Arab Emirates, for plenary on “model” programs for transnational communications education, October 2007.

Nicholson, June: panelist AEMJC, “Preparing Journalists for the 21st Century, August 2007, Washington, D.C.

Nicholson, June 2007: co-presenter U.S. print and broadcast media, VCU American Studies summer program for students from Fudan University in Shanghai, and Beijing Foreign Studies University, in Beijing, People’s Republic of China.

Sherman, Scott: “Designing Labels and Designing Brands,” Total Beverage AlcoholQuality Council at the CPG Summit, 2008.

South, Jeffrey: Beyond the Boundaries: The New Journalism, The New Passion, The New Globalism,” AEJMC convention, Washington, D.C., August 2007.

South, Jeffrey: presenter AEJMC Great Ideas for Teachers, “Conceiving and Pitching A1 Story Ideas.”

Wenger, Debora: “Jailed on the Job: Do we need a federal shield law?” national convention Society of Professional Journalists, October, 2007, Washington, D.C.

Wenger, Debora: “Turning Practical Experience into Practical Pedagogy,” Broadcast Educators Association national convention, Las Vegas, NV, April 2007.

Wenger, Debora: “VJs, One-Man-Bands and the Realities of 21st Century TV News,” Broadcast Educators National Convention, Las Vegas, NV, April 2007.

Wenger, Debora: Moderator, “Death of a Newscast,” SPJ Region 2 Conference, Richmond, Va., March 2007.

Wenger, Debora: “The Year in Crime,” presentation of CJJ survey on major crime stories of the year, 3rd Annual Harry F. Guggenheim Symposium, New York, N.Y., December 2007.

Creative materials, products, programs and exhibitions:

Print:

Camden, Bridget: “VHSL ad,” Virginia High School League catalog back page, 2007.

Rowe, Peyton: creative director, art director, writer and producer, CreateAthon on Campus for initiative to produce strategic promotional materials for 12 non-profit organizations.

Rowe, Peyton: art director for www.music.sc.edu/ea/comp/southernexposure/index/html, a music series that received the 2007 Chamber Music America/ ASCAP Award for Adventurous Programming

Sherman, Scott: “Product Kit for Painting With Stones,” writing, photography and design kit for high-end retail companies.

Sims, Will: Worth Higgins & Associates/Wachovia Securities: MarketSmart-Marketing Automation Solutions for Wachovia Securities (with Jennifer Owen): 84-page booklet that promotes the relationship between these two companies.

Sims, Will: 3-page ad highlighting the VCU School of Mass Communications graduate programs, including the M.S. degree in Multimedia Journalism and M.S. degree in Strategic Public Relations, and the MATX doctorate

Sims, Will: single-page ad promoting the School of Mass Communications to high school journalists

Electronic:

Camden, Bridget: Virtual Gallery art spaces:

www.myspace.com/lilmanlife

www.flicker.com/photos/bridgetcamdenart

www.thedb.com/bridgetcamdenart

www.thedb.com/onesweetpeach

Sherman, Scott: www.lotsaneatstuff.com Website design, including writing, e-commerce, programming, and photography.

Sherman, Scott: www.VaLTCPartnershp.org, development of material, design and management of production of this Website for the Commonwealth of Virginia

Sims, Will: Web portal for customers of Worth Higgins & Associates, which allows internal clients to log on and order printing and marketing materials

(Photography):

Sims, Will: Second Street Festival, documentation of event that celebrates the historic Jackson Ward district

Sims, Will: FashionSpark (Raleigh, N.C): marketing material for this fashion design company

Sims, Will (with Pierre Alferi, etl): Muses-video, a short “cinepoeme” produced from still images taken collaboratively in a lecture by acclaimed French poet Alferi. Published on YouTube

Sims, Will (with Paul Virilio, Michelle Cartier): video segment produced during a lecture by celebrated philosopher Paul Virilio. Published on YouTube

Art Exhibits:

Camden, Bridget:

“Think Small 4” 2007 Art6 Gallery, Richmond, Va.-group

“Art Karma” 2007 Plant Zero, Richmond, Va.-group

“Seven Deadly Sins Show” 2007, Omaha, Neb.-group

Consulting:

Messner, Marcus: Interactive Division of Media General Inc., student evaluation of online features on the portal Inrich.com. March 12,2008: presentation research report to managers and editors of Inrich.com

Sherman, Scott: “Strategic Analysis of Online for Play,” a creativity and innovation company with Fortune-100 clients.

Sherman, Scott: “Strategic Communications for James River Association,” brand development to promote conservation and responsible stewardship of the James River.

Sherman, Scott: “Engineering A Brand,” strategic thinking and implementation of a re-branding at Play, a creativity and innovation company with Fortune-100 clients.

Sims, Will: Communications Review, Virginia Society of Anesthesiologists, Richmond, Va. Website navigation and content review

Sims, Will: Communications Review, Virginia Nurses Association, Richmond, Va. Communications review and direct marketing advice.

Sims, Will: Facilitation of an advertising search for agency to do advertising for this company.

Wenger, Debora: on-going newsroom training, and consulting with Media General Inc. stations KALB, Alexandria, LA; WMBB, Panama city, Fla.; and WRBL, Columbus, Ga.

Professional projects/project proposals, grants/grant proposals:

Thomas, Clarence: principal story collector/interviewer (Greater Richmond area) For the Library of Congress *Voices of Civil Rights Oral History Project*

Interviews by media as a result of faculty expertise:

Camden, Bridget: “Blue Quartz Earring,” *Belle Magazine*, p. 39, February/March 2008.

Camden, Bridget: “Lil Man Painting,” *Richmond Times-Dispatch*, December 2007.

Camden, Bridget: “Necklace,” ETSY.com front page, December 2007.

Camden, Bridget: “VCU University News Services,” VCU Students collect slew of advertising awards,” May 2007.

Camden, Bridget: VCU School of Mass Communications Website, “Mass Comm advertising students receive national recognition,” March 2007.

Davis, Bonnie: interviewed by VCU Insight about NABJ Fellowship to Ghana, February 2008.

Davis, Bonnie: interviewed for article ethics for *The Virginian-Pilot*, Fall 2007.

Davis, Bonnie: interviewed about the 30th anniversary of the miniseries “Roots,” for *BlackAmericaWeb.com*, April 2007.

Rowe, Peyton: interviewed by a number of media organizations about CreateAthon onCampus project.

South, Jeffrey: interviewed by *Investor’s Business Daily* for a story about hyperlocal news Web sites.

South, Jeffrey: interviewed by *Charlottesville Daily Progress* for stories about student media developments at the University of Virginia.

Thomas, Clarence: “Demassification,” interviewed by WWBT TV 12 NBC Richmond, Va. 5/31/07.

Thomas, Clarence: “Imus” and Free Speech, interviewed by *The Congressional Quarterly Researcher* 4/25/07.

Thomas, Clarence: interviewed press coverage of the Virginia Tech killings by WTVR TV 6 Richmond, Va. 4/20/07.

Thomas, Clarence: “Imus” and the press, interviewed by *Richmond Times-Dispatch* 4/12/07.

Tuten, Tracy

- *eBrandz Search Marketing & Technology News* site, 2/29/08, online advertising effectiveness.
- *Ecommerce Times*, 2/27/08, Microsoft’s engagement ROI program.
- *Brandweek*, 1/21/08, microtargeting.
- *The Richmond Times-Dispatch*, 1/5/08, Web targeting.
- *The Washington Post*, 12/22/07, gifts for pets.
- *The Richmond Times-Dispatch*, 12/22/07, gift giving.

- The *Richmond Times-Dispatch*, 12/20/07, celebrity influence on teens.
- *San Antonio Express*, 12/18/07, virtual words for kids.
- The *New York Times*, 12/11/07, gift giving rituals.
- The *Dallas Morning News*, 12/10/07, gift for pets.
- Associated Press, 12/01/07 -12/02/07, behavioral online targeting.
- *Chicago Tribune*, 11/17/07, psychology of gift cards.
- *Ottawa Citizen*, 11/9/07, internet advertising.
- *Work* magazine, 09/07, employee recruitment and advertising.
- *The Richmond Times Dispatch*, 09/10/07, the use of humor appeals in the marketing of menopause-related products.
- *Ottawa Citizen*, 08/24/07, persuasion and celebrity endorsements.
- *CNET News.com*, 08/23/07, branding in second life.

The Washington Post, 08/20/07, the use of webisodes and other online engagement tactics by national retailers.

Public/Community Service/Community Engagement

- Partnership with the Greater Fulton Hill community of Richmond and its Neighborhood Resources Center. Through a grant from J-Lab, the Institute for Interactive Journalism, and its New Voices project, four of the School's faculty – PI **Dr. Judy VanSlyke Turk** and co-investigators **Jeffrey South**, **Debra Wenger** and **Peyton Rowe** – developed a community news Website for the Greater Fulton Hill community on Richmond's East Side and trained community residents to create and post content to the site. Approximately 20 students enrolled in advanced print and broadcast journalism classes also developed content for the Web site. The purpose of the grant was to create a community voice for under-covered, under-served populations; the Website created has exceeded expectations in the number of unique visits to the site and number postings by community residents. This grant has created a connection between VCU and the Greater Fulton Hill community that had not existed before.
- Partnership with 12 community not-for-profit organizations to provide pro bono advertising, marketing and public relations professional work through Create-Athon-on-Campus, organized by Associate Professor **Peyton Rowe**. Almost 50

undergraduate and graduate students in the School of Mass Communications joined forces to provide creative work for not-for-profit organizations ranging from Twin Saddles Therapeutic Riding, Inc. to the Virginia Council for Economic Education and the Virginia Hemophilia Foundation.. Funding was provided by the School of Mass Communications and local advertising agencies and vendors of printing and other creative services. This effort marked the first time the Create-Athon concept had been extended to a college campus anywhere in the United States; previous Create-Athons had involved professional advertising agencies and not-for-profit clients.

- Partnership with the Virginia High School League to provide training to high school journalists (yearbook and newspaper) and their teachers. **Carol Mawyer**, Assistant Director for Student Services and Scholastic Journalism, organized a very successful series of workshops that reached 500 students and teachers from 33 high schools across the state in Fall 2007. The School also collaborated with VHSL to hold three regional workshops during the year. The School funds this partnership.
- Partnership with Dow Jones Newspaper Fund, the Virginia Press Association and the Richmond Times-Dispatch to offer the 2-week residential Virginia Urban Journalism Workshop to 12 high school journalists in June 2007.
- Service to various community not-for-profit organizations through their selection as clients for projects and campaigns in undergraduate advertising, journalism and public relations classes. At least 12 classes in 2007-2008 selected local not-for-profit organizations as “clients” for student projects and campaigns that provided pro bono professional work to these community clients.
- The School’s Mass Comm Week activities – approximately 20 lectures, panels and workshops in October 2007 – were open to the community, and many community residents participated as speakers and/or as audience members.

International Activities

- Received full institutional approval for a dual degree in Strategic Public Relations with Fudan University, one of VCU’s international partnership universities. The agreement is to be signed in October 2008 when a delegation from Fudan University visits VCU. The first Fudan students should enroll at VCU in January 2009.
- Provided international study tour to Beijing (Beijing Foreign Studies Institute) and Shanghai (Fudan University) for master of science students in the Strategic Public Relations program in Summer 2007 and Summer 2008. **Dr. Ernest F. Martin, Jr.**, Associate Professor, planned and escorted the study tours.
- Visited Curtin University, Perth, Australia as part of VCU delegation to explore partnership activities. **Dr. Judy VanSlyke Turk**, Director, traveled with the delegation.
- Invited to visit St. Petersburg State University and participate in May 2008 conference with VCU delegation. School representatives **Dr. Judy VanSlyke Turk**, Director, and **Jeffrey South**, Associate Professor, were later removed from the list of VCU representatives who visited St. Petersburg State.

- Began planning to host at VCU in Richmond the November 2008 annual conference of the Arab – U.S. Association of Communication Educators, an international organization of communication scholars that has not met in the USA since November 2001. Assembled a planning committee with representatives from the School's faculty and staff as well as the Office of International Education and the School of World Studies. More than 150 communication educators/scholars are expected to attend.

Challenges

- A ratio of students to full-time faculty that is undesirably high, resulting in almost half of MASC courses being taught by adjuncts.
- Replacing three tenured and one full-time collateral faculty members who resigned in the 2007-2008 year.
- A decrease in the number of 12-month faculty with administrative appointments from 3 to 2 despite an increase in administrative workload.
- An operating budget for the School's undergraduate program that is only approximately half of the actual expense of the program.
- Raising private financial support from alumni, friends and communication industries to support existing and entrepreneurial new activities at both undergraduate and graduate levels.

Outcomes/Objectives for Next Year

- Search for and fill four permanent full-time faculty positions in creative advertising (1), strategic advertising (1) and broadcast journalism (2)
- Launch new undergraduate curricula in advertising, journalism and public relations.
- Launch new multimedia journalism master of science degree.
- Launch dual degree program in strategic public relations with Fudan University.
- Complete development of and begin implementation of Honors Scholars program for undergraduates.
- Create and begin implementation of a new strategic plan.
- Implement a revised undergraduate assessment plan, and revise assessment plans for strategic public relations and multimedia journalism master's degrees.
- Revise the School's diversity plan.

Progress on Priorities and Intentions for 2007-2008:

- **Complete undergraduate curricular revision.** Completed.

- **Hire tenure-eligible faculty** in advertising, journalism and public relations. **Hired** Associate Professor Dr. Tim Bajkiewicz, broadcast journalism, and Assistant Professor Dr. Soo Yeon Hong, public relations, to start August 2008. **Hired** one-year collateral faculty in broadcast journalism, advertising and public relations for 2008-2009 year in anticipation of searches for full-time continuing faculty in 2008-2009.
- **Recruit an initial cohort of 15 students to the new Multimedia Journalism master's degree.** 16 students were recruited and accepted into the first Multimedia cohort which began classes in June 2008. 2 of those students deferred their enrollment to next year, so 14 students actually began classes in June 2008.
- **Enroll a second cohort of 20 students in the Strategic Public Relations master's program.** 19 students enrolled in the second cohort during the year; 14 graduated in May 2008, 3 more should graduate in August 2008 and 2 are expected to graduate in December 2008.
- **Increase research/creative activity output of full-time faculty.** Output increased, but further increase is desirable.
- **Increase national and international recognition of student work through contests and competitions.** 32 teams of undergraduate advertising students received international, national, regional and local awards from the American Advertising Federation and The One Show. A broadcast journalism student received honorable mention in the Hearst Foundation Writing Awards. A public relations student was a runner-up in the Arthur W. Page Society annual case study competition in Spring 2007 (not reported in 2006-2007).