

Blueprint for Quality Enhancement at USC
College of Mass Communications & Information Studies

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I. Vision, Mission and Goals

A. Executive Summary and Mission Statement

The College of Mass Communications and Information Studies, similar to every other entity in the university, is in the process of discerning what is core and critical and what may be desirable, but peripheral and expendable under current fiscal circumstances. The college and its constituent schools have made adjustments to staffing and spending that are designed to ensure that we continue to deliver the education our students expect and conduct the research that enhances the stature of our program and the university. We expect our program will continue to evolve, in part due to the economic and budgetary circumstances, and that what changes occur will allow us to more efficiently relate to the changing information/communications milieu.

The School of Library and Information Science this year has its first undergraduate students majoring in information science, a discipline that holds great promise. The undergraduate students follow the school's first doctoral candidates who arrived a year earlier supported by an Institute of Museum and Library Services' grant. Together, these are the wings on the solid foundation of the school's well-respected and ranked master's program which remains the core professional degree for librarians and school media specialists. We envision growing enrollment largely in the undergraduate program which will prepare graduates for the burgeoning field of knowledge management, as well as create a direct channel for students going on to the master's program.

The School of Journalism and Mass Communications completed a successful search with the hiring of its new director: Dr. Carol Pardun, who joined our program in August after heading the communications program at Middle Tennessee State University. Already we are seeing new leadership building on the current strengths of the long-established program and reinvigorating the program and its faculty. Dr. Pardun is also the incoming president of the Association for Education in Journalism and Mass Communications. Her presence enhances our national stature. We continue to watch enrollment after recent declines and have aggressively enhanced student recruiting efforts. Renewed prospects for relocating the school will boost alumni, faculty and student morale.

Both schools had highly successful recruiting seasons in 2008. As a result, there are three new tenured or tenure track faculty members in each school. The new hires have helped replenish the ranks that had been diminished by retirement, death and resignation. With the current budgetary constraints, we are limiting current year searches to two critical hires in the School of Journalism and Mass Communications. The search has focused on candidates with strong research interests that can improve the school's balance between research and professional faculty.

Each school is fully accredited. Renewals lie ahead for the School of Library and Information Science in fall of 2009 and the School of Journalism and Mass Communications in spring of 2011.

We are, at this writing, in the process of selecting an architectural firm for the design of the new home for the college and School of Journalism and Mass Communications. The former Health Sciences building will be renovated for this purpose, a decision made in 2008 when the university administration agreed that this would be the quickest route to meet the needs of the school for relocation. The prior plans to renovate, expand and relocate to LeConte College were dropped in 2008. We believe that with the announcement of the selection of an architectural firm and the creation of a building design that our development efforts for the building can be effectively invigorated.

While the university is providing for the physical renovation of the Health Sciences building, additional funding to outfit the building is the primary development objective for SJMC. A grant from the Watson Brown Foundation will provide half a million dollars to create interactive exhibits displaying student work and recounting the history of communications in South Carolina. We would entertain the ability to rename the building, based on its new occupancy or a donor, should one materialize for such a naming right, though none is currently on the horizon.

In conjunction with the anticipated move to new facilities, the School of Journalism and Mass Communications is reviewing its curriculum—an ongoing process in any event—to ensure that the building is designed to meet the needs of the curriculum now and is flexible in its design to be adaptable for the needs of the future. The communications' industry is going through dramatic change as a result of the digital revolution and the evolution of new media.

The college's leadership in multimedia convergence through the Ifra Newsplex continues to create collaborative partnerships that bring students and professionals together to explore the effectiveness of new media. The AMBER Alert training for media and law enforcement is in its fourth year of grants from the Department of Justice. Collaboration with the Central Carolina Community Foundation, Benedict College, The State Media Group, and SCETV has produced a Knight Foundation grant to create a program that will bridge generations and use students to train senior citizens in the production of citizen journalism. The three-year program has a total grant and in-kind value of approximately \$1 million.

Cocky's Reading Express, the community outreach aspect of our Children, Libraries and Literacy Initiative, continues to attract attention and have an impact. The premiere of the Cocky video recounting the endeavor's efforts in the state's I-95 corridor schools during 2008 was attended by some 250 university and community leaders in February. Now in its fourth year, Cocky's Reading Express has distributed more than 11,000 books to school children across the state. As part of the larger literacy initiative, SLIS will revive its search for the first holder of the endowed Augusta Baker Chair in Childhood Literacy. This will be the academic and research component of the initiative. Funding the entire literacy initiative is the primary development objective for SLIS.

Vision Statement

In a world of mega-information and instant communication, we prepare professionals to better inform and educate a citizenry that is equipped with the level of literacy needed to process communication at all levels effectively.

Our vision, mission and goals remain constant. Information and communication literacy is a keystone of a capable society, all the more so as technology increases the information at our fingertips.

Mission Statement

The primary mission of the College of Mass Communications and Information Studies, comprising the School of Journalism and Mass Communications and the School of Library and Information Science, is to educate the state's diverse citizens and to position South Carolina as a leader among states in an information-oriented society through teaching, research and creative activity, and service.

Teaching:

The College is committed to the integration of information literacy skills into the education of the University's diverse student population and to the preparation of leaders and professionals in the fields of journalism and mass communications and library and information science through excellence in teaching and curricular development.

Research:

The College seeks to create unique centers of inquiry and research that will broaden society's knowledge of our disciplines, raise our profile, and attract the finest teachers, the keenest researchers, and the brightest students to the College, thus improving the quality of life for all South Carolinians.

Service:

The College is committed to using its expertise to aid in the development of the state and its citizens by increasing the ability to find, transmit, analyze, and create the information services and products that will encourage economic growth and improve the quality of life.

We are encouraged through the placement of our graduates, the enthusiasm of community and professional organizations as our partners, and the breadth of interest in our academic programs that our mission and vision are on target. We are active in teaching and research collaboration across campus. We are attracting faculty from leading programs who are eager to participate in our growth.

Enumeration of Current Goals:

Goal 1: Create a more effective learning environment in appropriate facilities for the college.

Goal 2: Recover, stabilize and grow enrollment.

Goal 3: Raise the minority participation in all aspects of the college.

Goal 4: Expand collaborative efforts internally at USC and externally.

B. Goals, Initiatives and Action Plans

We have positioned the college to address the breadth of challenges and opportunities that lie on the information-communication continuum. We feel we now have the programs in place or ready to launch to accomplish that, though we remain constrained by physical limits.

Goal 1: Create a more effective learning environment in appropriate facilities for the college.

As we grow programmatically, numerically and intellectually, we need to grow physically. There is broad acknowledgement on the part of university officials that the School of Journalism and Mass Communications should not remain in the cramped and outmoded facilities of the Carolina Coliseum. Despite the budget difficulties we now face, the university administration and Board of Trustees remain committed to their April 2008 decision to relocate the School of Journalism and Mass Communications to a renovated Health Sciences building. The project's selection committee has reviewed preliminary proposals from 25 architectural firms and chosen four for formal presentations and interviews on February 26, 2009. The college is eager to proceed with this project. The new location in the center of campus and within a block of the School of Library and Information Science will facilitate synergies between the college's two schools and economies of scale in administrative and support functions now difficult to achieve. We still are hopeful the Health Sciences building could be used solely to accommodate the School of Journalism and Mass Communications, with the smaller administrative offices of the college housed in proximity to both schools. Additional space for the expanding School of Library and Information Science is also needed.

Initiative 1(a): Relocate the college and its School of Journalism and Mass Communications to a facility central to the campus and contiguous to its sister School of Library and Information Science.

Actions:

- Complete preliminary plans for Health Sciences renovation
- Continue fund-raising efforts for Health Sciences renovation
- Keep up to date on the University's budget commitment to Gibbes Green renovation project

Initiative 1(b): Pursue additional space for unique projects within the college. Newsplex, located at SCETV since its creation in 2002, is at a crossroads. For maximal integration into the academic program, it should be incorporated into the SJMC design for the renovated Health Sciences building. However, its artfully designed facility at ETV is a showcase for the program and an attraction to clients and programs that welcome the highly flexible out-of-the-box space. Discussions have been initiated with ETV regarding a new lease for the current space and for a more collaborative relationship with ETV. Until such discussions are advanced, relocating Newsplex should be avoided. In addition, Newsplex has gained traction in creating projects and grants that make it desirable to continue its operation. However, budgetary considerations require us to keep a close watch on the Newsplex fiscal balance through the remainder of the current fiscal year.

SLIS is continuing negotiations with Arius3D for the acquisition of a color digitization center. Space has not yet been designated for this facility. In prior years, we have suggested housing the Arius3D project, Newsplex and the college administration in Petigru College. While the university has not resolved the future utilization of Petigru, that would remain optimal for our college due to its proximity to Davis College (SLIS) and Health Sciences (SJMC).

Actions: Continue presenting these opportunities to USC administrators.

Initiative 1(c): Work towards a timetable that would facilitate such moves is incorporated in a university-wide assessment of space needs. An important consideration is the time frame for ACEJMC reaccreditation for the School of Journalism and Mass Communications. SJMC comes up for reaccreditation in 2011. The school's facilities have been assessed as marginal, at best, in the past two accreditation cycles, largely on the promise that the university would relocate the journalism school. SLIS reaccreditation occurs in 2009. Deferred maintenance--\$2m for HVAC—is planned for Davis College to alleviate current unsatisfactory conditions. We are in a position now, assuming all remains on track, to demonstrate that the needs of the college and its schools are being addressed by an administration that recognizes and is committed to the value created by the college.

Movement toward relocation of SJMC promises to enhance our ability to raise additional funds. We have encountered donor reluctance due to two decades of unfulfilled pledges and promises that will only be overcome with an absolute launch of the building construction. The cycle of no building-no money; no money-no building should finally be at an end.

Three actions related to our development have been encouraging over the past year:

- A director of development hired in March 2007 to focus on major gifts has had a positive impact in terms of donor relations and the beginning of attracting such major gifts. One example is a half million dollar donation from a journalism alumnus to endow program support focused on business journalism. The gift is especially timely, given the current global fiscal crisis and the demand for more and better information.
- The college's Alumni Society has taken root and is becoming an effective part of our overall plan to strengthen ties between the college/schools and the alumni. We will continue to expand this endeavor.
- Publications for the college and schools have been more effectively coordinated reaching alumni and other constituents in more regular and timely fashion in both print and online forms. This was accomplished through a staff position created in mid-2006. Unfortunately, this is a position that has been eliminated through the reduction in force (RIF) necessitated by budget cuts. We have distributed the responsibilities to other staff and a faculty member who has stepped up to incorporate the alumni magazine *Intercom* into a communications' course. We are intent on maintaining the level and quality of communications even without the staff position.

Goal 2: Recover, stabilize and grow enrollment.

We have determined that enrollment in the School of Journalism and Mass Communications is maximal at about 1500 undergraduate students and acceptable at 1400.

Initiative 2(a): Identify and interpret the causes of the 2006-2007 drop in enrollment and the relatively flat subsequent enrollment. We cannot correct a problem until we understand the root causes of the problem.

The action taken to assess enrollment fluctuations included assessment of data provided by the Registrar and the University's Office of Institutional Planning and Assessment. We found differing results for the undergraduate and graduate programs in the College.

Enrollment in the undergraduate program in Journalism and Mass Communications dropped by approximately 100 students in Fall 2007. We determined the headcount drop was caused by the School's raising its GPA threshold for retention, together with a larger than usual graduation and smaller freshman enrollment. Of those causes, enrollment and retention are the primary concerns. The further decline in Fall 2008 may be attributed, in part, to the uncertainty of the communications industry, especially in print journalism. Other mass communications programs around the country are also experiencing this. Our recruitment and enrollment efforts also were under performing. A more aggressive recruitment effort is now in place targeting Fall 2009 enrollment growth.

For the graduate programs in the School of Journalism and Mass Communications and the School of Library and Information Science, both applications and headcount in Fall

2008 were off somewhat from the previous year when they had reached the highest levels in the past three years. In good measure, that is attributable to the cyclical enrollment in SLIS. A new master's cohort was introduced in West Virginia and Virginia in 2007. The new PhD program also began in Fall 2007. There was no new cohort in Fall 2008. For 2009, we anticipate the cyclical growth to come from the introduction of a new New England cohort, as we expand our recruitment beyond our long-established outpost in Maine by adding students in New Hampshire and Vermont.

Initiative 2(b): Develop strategies to increase retention of current students. What will we do to stabilize enrollment by keeping the students we have?

Despite the drop in admission and headcount, our freshman retention rate of 88.7% remains higher than the USC average.

The university's new grade forgiveness policy, given impetus by student government, should enable students to successfully complete courses that have given them difficulty and raise their grade point averages as a result. This will have a positive impact on undergraduate student retention.

An additional half-time undergraduate advisor in SJMC was added in 2007, utilizing a journalism instructor. This position is likely to be eliminated due to budgetary limits. However, undergraduate advising has been a cohesive and effective unit of the school.

Initiative 2(c): Develop and implement strategies to recruit additional students. We have an opportunity to increase enrollment by recruiting at an earlier stage in high school students' experiences, by recruiting with updated materials, and by taking advantage of bridge programs and articulation agreements with technical schools and other USC campuses in South Carolina.

The School of Journalism and Mass Communications is stepping up its recruiting efforts in order to derive a higher yield from students accepted to the University. New recruiting materials are being prepared, and opportunities for addressing potential students are being identified. Recruitment is a continuing priority for the school's new director Dr. Pardun who has implemented the following steps:

- Fall '08 session with "undeclared" students interested in school. Advising staff, the dean, and the director met with students who are undeclared, encouraging them to consider majoring in journalism and mass communications.
- Post cards with hand written notes by dean and director sent to all students who have been accepted into the university for Fall 2009 and are interested in journalism/mass communications, but have not yet made a commitment.
- Increased personal communication from internship and scholarship coordinator to assure that potential incoming students know about SJMC scholarships.

- Improved communication among the advising staff, the internship and scholarship coordinator, and the scholastic journalism staff to work together to take advantage of recruiting opportunities.
- Development of “Live and Learn” journalism community in Columbia Hall beginning Fall ‘09. Advertising this new program to potential incoming SJMC students as a way to better understand the opportunities awaiting them.

The School of Library and Information Science is now offering the full range of degree programs from undergraduate to doctoral. The school’s director, Dr. Hastings, has implemented the following steps to improve recruitment:

Masters Degree Program (Current enrollment = 480. Fall 2009 Goal = 520)

- During March SLIS will be at the 21st Annual National Black Graduate Student Conference being held in Houston, Texas, presenting a workshop and showing video clips of diverse students and professionals in the field.
- George Mason University is holding an Inaugural 2009 Graduate and Professional Day on March 16th. SLIS will attend this event to exhibit details and encourage students to apply for its Virginia cohort.
- SLIS presentation to the Virginia Beach Library College Day event in June. The director has begun a major marketing blitz across the entire state, targeting schools and events where diverse populations may be in attendance.
- The New England Cohort (masters) is developing through email and letter announcements to mailing lists provided by the library associations of Vermont, New Hampshire and New England. A May recruiting trip includes town hall, library conference and informational meetings.

Undergraduate Program (Current enrollment = 7. Goal for fall 2009 = 20+)

- Undergraduate student adviser attended Technical College's Bridge Student Reception in February.
- Adviser attended USC Campus Majors Information Fair, also in February for which new recruiting materials were created.
- Visited Orangeburg-Calhoun Technical College to talk to their transfer advisers. Interest expressed for a possible articulation agreement for the BS degree between SLIS and O-C Tech and the other technical colleges.
- Upcoming visits include Midlands Technical College and Florence-Darlington Technical College.
- Will meet with TRIO students visiting the USC campus from Central Carolina Technical College (tentatively in March).
- Planning a futuristic lecture on emerging technologies in the Information Science field-- on Web 2.0, new information technologies, 3-D imaging and holograms-- to be held this spring in Davis College. Aim is to attract students in other majors who may be interested in the new emerging technologies in the information science field
- Working to join the new IT Consortium: Enterprise Systems Management. This effort could lead to more interest in the program and new students.
- Ph.D. Program (Current enrollment = 5, supported by federal IMLS funds. Recruiting 5 additional new students for fall 2009)
- We are interviewing current applicants and planning visits to HBCUs for recruiting 2010 applicants. Submitted new IMLS proposal for support of additional cohort of 9 new students, specializing in leadership, diversity and administration.

Goal 3: Raise the minority participation in all aspects of the college.

Ours is a complex society; our state has a sizeable minority population of African Americans and a growing minority Hispanic population. Our goal is to have the college reflect the society in which it is located. Our challenge is also the university's challenge, as African American enrollment has declined. African American males are especially conspicuous for their limited numbers. Some specifics are noted in the directors' action items listed in the previous section.

Initiative 3(a): Develop strategies to increase minority student recruitment.

The director of the School of Journalism and Mass Communications in 2007 began targeted recruiting of minority students who demonstrated an interest in the college through the university's admissions process. Identification takes place in coordination with the admissions office. Individuals and groups are invited to tour the school and meet with faculty and administrators. While this effort has grown and remains a commitment, the yield from it remains below expectations.

The director of the School of Library and Information Science, working through an African American advisory group, primarily librarians from across the state, is developing outreach plans to inform minority students of the potential of the school's new undergraduate degree program.

Both schools are looking for ways to exploit the university's new bridge program with the technical colleges and to reach out to the HBCUs in the state to make students aware of unique programs that may not exist on their campuses. The economic recession could have an adverse impact on minority recruiting, but is likely to be a trend that will only be recognizable at the larger university level.

Initiative 3(b): Recruit new faculty with greater diversity.

A male African American assistant professor joined the faculty of the School of Library and Information Science in January of 2008. Search pools for other faculty positions in both schools have included African Americans, Hispanics and Asians.

The search for the Augusta Baker Chair in Childhood Literacy, while not confined to African American academics, will be the first at the university and one of only a few in the country to honor an African American woman. This search was not successful in spring of 2008. We hope to renew it in Fall of 2009.

Goal 4: Expand collaborative efforts internally at USC and externally.

The college is inherently collaborative. Knowledge management—the information/communication continuum—is a component of any endeavor and every college at the university and beyond.

Our schools—SJMC and SLIS—and the Arnold School of Public Health have established a certificate program in Health Communications. The program's first student enrolled in the Spring '09 semester, ahead of our planned Fall '09 inaugural.

Faculty members are jointly appointed in several other units of the university.

The college's Newsplex multimedia laboratory is among recipients of a Knight Foundation grant to bridge generations by having students work with senior citizens to develop citizen journalism materials for the broader community. The collaboration involves USC, our college, Benedict College, The State Media Group, SCETV and the Central Carolina Community Foundation.

Initiative 4(a): Joint literacy initiative.

The School of Library and Information Science had partnered with the College of Education to create a literacy and learning research center at the university's Child Development and Research Center. Budget cuts necessitated closing the SLIS portion of the facility and consolidating it with our Center for Children's Books and Literacy at the State Library.

Initiative 4(c): Joint Master's Degree in Law and Mass Communications.

Faculty jointly appointed in the School of Journalism and Mass Communications and the USC School of Law have developed and are nearing completion of the approval process for a joint degree leading to a master's in mass communications and a J.D. from the law school.

Initiative 4(b): Create a Sports Journalism minor.

Preliminary conversations with the College of Hospitality, Retail and Sport Management (HRSM) had begun to assess the possibility of offering journalism and mass communications courses that would constitute a minor for sport management majors. While there is high interest among students in both programs and there are potential synergies, further discussion will await the appointment of a new HRSM dean. The budgetary situation may preclude action at this time, but it is an area worth consideration.

Initiative 4(c): Create a New England MLIS Cohort.

The School of Library and Information Science has long been the de facto library school for the states of Maine, West Virginia and parts of Virginia which do not have accredited in-state schools of library and information science. Negotiations have advanced to where we expect to broaden the next Maine cohort to offer the program to students in Vermont and New Hampshire. Dean Emeritus Fred Roper is developing the cooperative agreement for the New England Cohort.

The college and its schools are open to collaborative ideas across campus and beyond. In addition to formal coursework, we will utilize the Ifra Newsplex facility and scholastic journalism programs that are part of the college to enhance collaborative and entrepreneurial endeavors. As noted earlier, such non-core elements within the college are expected to become self-sustaining or through their initiatives to substantially reduce the degree of subsidization. We do recognize that these units contribute to our recruitment and reputation.

C. Summary of International Dimension

The School of Journalism and Mass Communications has a faculty member assigned to coordinate and encourage Study Abroad opportunities. The Dean, a former network foreign correspondent, has been an enthusiastic supporter of such programs.

Currently, the school has agreements with Griffith College in Dublin, Ireland; Queensland University of Technology in Brisbane, Australia; and CEADE in Seville, Spain, at which students receive full, transferable credits for courses of study. The school also participates in the Consortium International University, a journalism program for American students in northern Italy. Other cooperative agreements are being explored. Of particular interest is a dialogue with the Communications University of China in Beijing. The Dean and a senior faculty member, Dr. Ran Wei, have visited and help preliminary discussions regarding collaboration and exchanges. A visit by CUC administrators to USC, originally scheduled for 2008, has been postponed and awaits rescheduling at this writing.

See it! Live it! Tell it! That is how our students describe the study abroad experience. For the past two years, the School of Journalism and Mass Communications has sent a Maymester class to Munich, Germany. The opportunity originated with a unique exchange with the Munich Film School. Graduate film students from Munich spent several weeks in South Carolina preparing documentary reports and working with USC students. In May, 2007, a small cadre of USC broadcast and public relations students and faculty made a reciprocal visit to Munich, preparing similar reports in collaboration with the Munich students. While this was a one-time collaboration—the Munich Film School works in a different country each year—the success of the 2007 Maymester encouraged us to offer another Maymester in Munich experience in 2008. The 2008 course focused on multimedia student projects and resulted in a documentary produced by the school and the USC Study Abroad program: *Beyond the Classroom: Munich*. A visual communications class is visiting Jamaica during the 2009 spring break and expects to produce the next video in the *Beyond the Classroom* series. These programs are subsidized by the school/college as a way of enhancing the educational experience.

School of Journalism and Mass Communications faculty have also used sabbatical leave to study and teach in other countries, most recently in Singapore and Italy, and to bring those experiences back to the classroom.

As the School of Library and Information Science undergraduate program gathers momentum, we will similarly encourage students to study abroad and will seek unique opportunities in the information science field.

II. Funding

In confronting the budgetary crisis that beset us in 2008 and continues, we have concentrated our effort and made our adjustments in the interest of ensuring that the educational experience of our students is not compromised. We will feel that we have succeeded if the changes that we have made are imperceptible to students and their families.

We have taken inventory of our course schedule to ensure that essential courses are offered and available to students so that they meet course progression requirements and arrive at graduation in a timely fashion. We are making every effort to maximize full classes and minimize inefficiently small classes. This allows us to reduce the number of adjunct faculty used. As best possible, classes are kept at maximum allowable numbers but do not exceed accreditation guidelines. Elective courses with typically low enrollment are being scheduled less frequently. Minimum enrollments have been set for such courses. These measures allow the schools to derive maximum impact from tuition revenues.

Personnel reductions and the elimination of positions (RIF) have, for the most part, occurred on the staff side. Some contract instructors will not be renewed for Fall 2009, the exact number contingent on enrollment projections. Faculty teaching course loads are being examined to minimize the number of unfunded or unwarranted reductions.

To date, we have contracted our operation by eliminating the following positions in the college (unless otherwise designated):

- Publications coordinator
- Research support coordinator
- Tech support (SJMC)
- Continuing education (2 full time and 1 part time)
- Program development (part time contract in SLIS)
- Instructors (number TBD)

Lease on space in the Child Development and Research Center has been terminated. A lease is being negotiated with SCETV for continued occupancy of the Newsplex space. The rent free lease, ETV's contribution to the creation of Newsplex, expired in November 2008. Expenditures for travel, materials, communication and other support elements are being reduced where possible and monitored closely.

There is no dispute that the 2008-9 budget cuts have had an impact on the college. They have forced us to curtail a number of support activities. The cuts come at a time when the college had just made adjustments to compensate for the decrease in enrollment and had put its budget projections back on a growth trajectory. Enrollment will continue to be the primary factor in ensuring that the revenue stream is sufficient to cover expenditures and maintain a comfortable carry forward balance.

Emphasis has also been increased on the value of aggressive pursuit of research funding. The cohesion of the health/risk communications faculty cohort and its interdisciplinary collaboration show promise.

Fees are adjusted to match the level of unique technology or special needs of individual courses and programs.

Development revenues have increased. Cockey's Reading Express has generated significant community interests because of its outreach to communities, schools and students in need of literacy improvement. Grant applications have been submitted or are in development at this writing.

Movement toward renovating the current Health Sciences building for the School of Journalism and Mass Communications also promises to revive a funding stream for the school. One pending half million dollar grant awaits the creation and presentation of architectural design work for the renovation before conclusion of the grant.

In short, the funding picture is not bleak. It is contingent on the effective implementation of enrollment and retention efforts already in place, spending efficiencies that are active and development prospects that have increased.

III. STATISTICAL PROFILE

A. Instructional:

1. Number of applications for Fall 2005, Fall 2006, Fall 2007 and Fall 2008 admission by level (certificate, first professional, masters, doctoral)

	Fall 2005	Fall 2006	Fall 2007	Fall 2008
**Applications				
Undergraduate	1,133	1,123	1,176	1,293
Masters	380	345	370	323
Certificate	13	11	11	13
First Professional	0	0	0	0
Doctoral	21	20	43	33
Total	1,547	1,499	1,600	1,662

Comment: Fall 2008 applications increased by 3.9% over Fall 2007 and 7.4% over Fall 2005. We are particularly happy to see a 9.9% increase at the undergraduate level. Since the SLIS PhD program accepts applications only every other year, we are not alarmed by the drop in number of PhD applications in Fall 2008. Similarly, SLIS did not begin a new out-of-state distance education MLIS cohort this academic year, but we expect to see the number of applications increase with the introduction of the Fall 2009 New England cohort.

2. Number of admissions for Fall 2005, Fall 2006, Fall 2007, and Fall 2008 by level (certificate, first professional, masters, doctoral)

	Fall 2005	Fall 2006	Fall 2007	Fall 2008
**Admissions				
Undergraduate	761	718	710	796
Masters	283	218	259	218
Certificate	11	10	9	10
First Professional	0	0	0	0
Doctoral	13	13	20	9
Total	1,068	959	998	1,033

Comment: Fall 2008 admissions increased by 3.5% over Fall 2007 but fell 35 short of our Fall 2005 total of 1,068. We are happy to see a 12.1% increase in undergraduate admissions. Since the SLIS PhD program admits candidates only every other year, we are not alarmed by the drop in number of PhD applications in Fall 2008. We expect to see MLIS admissions increase with the introduction of the Fall 2009 New England cohort.

3. Freshmen retention rate for classes entering Fall 2004, Fall 2005, Fall 2006, and Fall 2007.

CMCIS Freshman Retention	2004 Cohort	2005 Cohort	2006 Cohort	2007 Cohort
Same School	77.4%	74.6%	75.1%	75.5%
Other School	9.2%	14.3%	13.6%	13.2%
TOTAL	86.6%	88.9%	88.7%	88.7%

Comment: Freshman retention rates for the College of Mass Communications and Information Studies remain consistent and slightly higher than the USC overall average.

4. Number of majors enrolled in Fall 2005, Fall 2006, Fall 2007, and Fall 2008 by level (headcount and FTE; undergraduate, certificate, first professional, masters, doctoral).

	Fall 2005	Fall 2006	Fall 2007	Fall 2008
<u>Student Headcount</u>				
Undergraduate	1,514	1,420	1,400	1,356
Masters	512	477	508	465
Specialist	9	8	9	11
Certificate	9	5	5	11
First Professional	0	0	0	0
Doctoral	15	21	28	24
Total	2,059	1,931	1,950	1,867

	Fall 2005	Fall 2006	Fall 2007	Fall 2008
<u>FTE Students</u>				
Undergraduate	563	543	579	555
Masters	253	256	251	247
First Professional	0	0	0	0
Doctoral	8	14	16	17
Total	824	813	846	819

Comment: While total Fall 2008 enrollment by headcount is 4.4% lower than the Fall 2007 total of 1950 FTE enrollment dropped only 3.3% in the past year. This would suggest that students are attempting heavier course loads in order to get the most for their tuition dollars.

5. Number of graduates in Fall 2007, Spring 2008, and Summer 2008 by level (undergraduate, certificate, first professional, masters, doctoral)

	Fall 2007	Spring 2008	Summer 2008
Degrees Awarded			
Undergraduate	111	192	36
Masters	65	116	24
Specialist	0	2	1
Certificate	0	2	0
First Professional	0	0	0
Doctoral	0	0	4
Total	176	312	65

Comment: We continue to observe fluctuations in headcount and graduations. As one increases, the other decreases. In 2007-2008 we had a 10.8% increase in graduates offset by decreases in headcount (4.4%) and FTE (3.3%).

6. Four, five and six-year graduation rates for three most recent applicable classes (undergraduate only).

		4-Year Grad	5-Year Grad	6-Year Grad
2000 Cohort	Same School	33.2%	43.3%	44.9%
	Other School	11.2%	16.3%	18.0%
	TOTAL	44.4%	59.6%	62.9%
2001 Cohort	Same School	38.3%	53.3%	53.7%
	Other School	11.5%	16.7%	17.6%
	TOTAL	49.8%	70.0%	71.4%
2002 Cohort	Same School	39.6%	52.5%	54.6%
	Other School	11.8%	15.4%	16.4%
	TOTAL	51.4%	67.9%	71.1%

Comment: Although four, five and six-year graduation rates have decreased by a little less than 1%, we continue to have higher graduation rates than those overall.

7. Total credit hours generated (regardless of major) for Fall 2007, Spring 2008 and Summer 2008

	Fall 2007	Spring 2008	Summer 2008
Student Credit Hours			
Undergraduate	8,683	8,675	978
Masters**	3,011	3,204	1,596
First Professional	0	0	0
Doctoral	141	140	37
Total	11,835	12,019	2,611

Comment: The total of credit hours generated in 2007-2008 was 6.0% higher than the 24,968 credit hours generated in 2006-2007.

8. Number of faculty by title (tenure-track by rank, research by rank, etc.), as of Fall 2005, Fall 2006 and Fall 2007

	Fall 2006	Fall 2007	Fall 2008
<u>Tenure Track Faculty</u>			
Professor	5*	4*	5
Associate Professor	20	16	17
Assistant Professor	15	17	11
<u>Research Faculty</u>			
Professor	0	0	0
Associate Professor	0	0	0
Assistant Professor	0	0	0
<u>Instructors</u>	15	14	15
<u>Lecturers</u>	0	0	0

Fall 2006 Fall 2007 Fall 2008

Visiting Faculty

Professor	1	2	2
Associate Professor	1	0	0
Assistant Professor	0	0	0

Clinical Faculty

Professor	0	0	0
Associate Professor	0	0	0
Assistant Professor	0	0	0
Instructor	0	0	0

Adjunct Faculty

23	24	24
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Comment: We made several important replacement hires this year, but continue to have critical needs in Journalism and Mass Communications. We are currently interviewing candidates for the two approved positions in that school.

9. Total continuing education units (standard University CEUs or Institutional CEUs) generated for Fall 2007, Spring 2008 and Summer 2008.

Comment: The College of Mass Communications and Information Studies does not award CEUs of any kind.

B. Research and Creative Accomplishments:

10. Number of publications in calendar year 2008 by category:

Publications	Number
Books	9
Book Chapters	12
Refereed Articles	24
Non-refereed Publications	21

11. Number of research paper presentations at national or international conferences in calendar year 2008: 91

12. Number of performances and/or juried exhibitions at national or international venues in calendar year 2008: 1

13. Summary of sponsored research activity to include grant applications submitted and awarded, arranged by sponsoring agency in FY 2008 and to date in FY 2009.

Sponsoring Agency	Title of Grant Application Submitted	First Year Amount	Awarded
Association of SouthEastern Research Libraries	ASERL 'Ask-A-Librarian' Online Chat Reference	\$30,000	Yes
Connect and Join Inc./SERCO, Inc.	Texas National Guard Youth Training	\$8,000	Yes
Defense Media Center Contracting Office	Proposal to assist in the creation of the Defense Media Activity (DMA)	\$557,730	No
Federal Bureau of Investigation	Strategic Media Training	\$3,541	Yes
Fox Valley Technical College/DOJ	Amber Alert Training at Newsplex Third Year (2008)	\$85,000	Yes
FOX Valley Technical College/DOJ	USC Media Tracks for AMBER National Conference	\$8,960	Yes
Institute of Museum and Library Services	Creating the Next Generation of Leaders, Researchers and Administrators in Library and Information Science Programs Serving Children and Families in Underserved Populations and Communities	\$139,155	Under Review
Institute of Museum and Library Services	Domestic Violence: Multidisciplinary Research Workshop	\$98,280	Under Review
Institute of Museum and Library Studies/National Foundation on the Arts & Humanities	Assessing the Value of Public Library Services: A Review of the Literature and Meta-Analysis (META)	\$78,482	Yes
Internal Revenue Service	Internal Revenue Service - Photography and Design Class	\$592	Yes
Municipal Association of SC	Municipal Association of SC	\$1,500	Yes

Sponsoring Agency	Title of Grant Application Submitted	First Year Amount	Awarded
National Endowment for the Humanities	Increasing Understanding of the African American Experience with 3D Digitization Capability	\$174,519	No
National Science Foundation	COLLABORATIVE RESEARCH: UNDERSTANDING THE NATURE AND ORIGINS OF PUBLIC PERCEPTIONS ABOUT CITIZEN ENGAGEMENT INVOLVING PUBLIC HEALTH RISKS	\$102,549	No
National Science Foundation (NSF)	SGER Proposal: Testing the Role of Morality Judgements on the Impact of Procedural and Outcome Fairness Perceptions in the Context of Public Hearings About Nuclear Energy	\$30,597	Yes
NSF	COLLABORATIVE RESEARCH: UNDERSTANDING THE NATURE AND ORIGINS OF PUBLIC PERCEPTIONS ABOUT CITIZEN ENGAGEMENT INVOLVING PERCEIVED PUBLIC HEALTH RISKS	\$95,682	Under Review
SC Confederate Relic Room & Military Museum	GA: Brad Whitehead	\$2,014	Yes
SC Confederate Relic Room and Military Museum	GA: Brad Whitehead	\$7,034	Yes
SC Confederate Relic Room and Military Museum	GA: Jennifer Scheetz	\$7,008	Yes
SC Dept. of Health and Environmental Control	GA: Jonathan Ewart	\$11,440	Yes
SC Press Association	GA: Camille Thompson	\$7,000	Yes
Social Security Administration (SSA)	Communications Training Social Security Administration October 2007	\$73,843	Yes

Sponsoring Agency	Title of Grant Application Submitted	First Year Amount	Awarded
South Carolina Chamber of Commerce	South Carolina Chamber of Commerce Training in New Media and Converging Communications	\$13,500	Yes
South Carolina Hospital Association	South Carolina Hospital Association Media Training	\$3,461	Yes
South Carolina Press Association	GA: Stephanie Margalis	\$1,750	Yes
South Carolina Press Association	Graduate Assistant: South Carolina Press Association	\$5,033	Yes
Supreme Headquarters Allied Powers Europe/NATO	Cross Media Training for NATO	\$20,000	Yes
University of Nevada, Las Vegas/NSF	NER - Subaward: Building Capacity For Understanding and Assessing the Impact of Nanotechnology Media Messages: Toward a Long-Term Strategy for Improving Public Communication About Emerging Technologies	\$14,881	Yes
University of Puerto Rico School of Communications	University of Puerto Rico Academic Seminar	\$12,000	Yes
USC Research Foundation	MGS: Creating an Informational Video and Strategic Communications Plan for Promoting Community-Based Orphan Care in Malawi, Africa	\$3,000	Yes
USC Research Foundation	Science and Health Communications Initiative	\$33,333	Yes

14. Total extramural funding processed through SAM in FY 2008 totaled \$1,629,884. Federal extramural funding processed through SAM in FY 2008 totaled \$1,098,510.

Federal funding awarded the College in FY 2008 was \$124,557. Extramural funding from other agencies was \$83,842.

15. Total research expenditures per tenured/tenure track faculty for FY 2008, by rank and by department if applicable

Total research expenditures in FY 2008 were \$17,500 as follows:

Assistant Professor John Besley	\$7,500
Assistant Professor SooYoung Cho	\$5,000
Associate Professor Sonya Duhe	\$5,000

16. Amount of sponsored research funding per faculty member (by rank, type of funding; e.g., federal competitive versus non-competitive, state, etc., and by department if applicable).

PI	Rank	Funding Source	Amount
Erik L Collins	Assoc Prof	Private, Foundations, Non-Profit - (PHI)	\$7,000
Jennifer Weil Arns	Asst Prof	Federal - (FED)	\$78,482
John Christopher Besley	Asst	Federal - (FED)	\$30,597
Samantha Hastings	Prof	State - (STA)	\$7,034
Samantha Hastings	Prof	State - (STA)	\$2,014
Sonya Forte Duhe	Assoc Prof	Other - (OTH)	\$33,333
Van Kornegay	Assoc Prof	Private, Foundations, Non-Profit - (PHI)	\$3,000
Randy Covington	Instructor/Dir of Newsplex	Private, Foundations, Non-Profit - (PHI)	\$1,500
Randy Covington	Instructor/Dir of Newsplex	Commercial - (COM)	\$8,000
Randy Covington	Instructor/Dir of Newsplex	Federal - (FED)	\$8,960
Randy Covington	Instructor/Dir of Newsplex	Private, Foundations, Non-Profit - (PHI)	\$13,500
Randy Covington	Instructor/Dir of Newsplex	Other - (OTH)	\$12,000

17. Percentage of unit faculty with sponsored research activity (by rank and type of activity).

There were a total of 55 tenure track faculty and non-tenure track faculty members in the College in 2008. Eight faculty members (14.5%) were involved in sponsored research activity as shown in the table below. The table includes both funded and unfunded applications.

PI Name	Rank	Project Purpose
Erik L Collins	Associate Professor	Training
Erik L Collins	Associate Professor	Training
Erik L Collins	Associate Professor	Research
Feili Tu	Assistant Professor	Research
Jennifer Weil Arns	Assistant Professor	Training
John Christopher Besley	Assistant Professor	Service
John Christopher Besley	Assistant Professor	Service
John Christopher Besley	Assistant Professor	GA Work Experience
Samantha Hastings	Professor	Training
Samantha Hastings	Professor	Training
Samantha Hastings	Professor	GA Work Experience
Samantha Hastings	Professor	GA Work Experience
Samantha Hastings	Professor	Training
Sonya Forte Duhe	Associate Professor	Research
Van Kornegay	Associate Professor	Research
Randy Covington	Instructor/Director of Newsplex	Service
Randy Covington	Instructor/Director of Newsplex	Training
Randy Covington	Instructor/Director of Newsplex	Research
Randy Covington	Instructor/Director of Newsplex	Training
Randy Covington	Instructor/Director of Newsplex	Research
Randy Covington	Instructor/Director of Newsplex	Training

18. Number of faculty serving as co-investigators in cross-unit activities. Two
19. Number of faculty cross-appointed in Centers and/or Institutes. None
20. Number of patents, disclosures and licensing agreements in calendar year 2008.
None
21. Number of proposals submitted to external funding agencies during calendar year 2008 (by type and by department if applicable).

Twenty-four proposals were submitted to external funding agencies during 2008. The table below shows these proposals by type and department.

Type	Department	Number
GA	SJMC	3
	SLIS	3
Research	CMCIS	4
	SJMC	3
	SLIS	1
Service	CMCIS	1
	SJMC	2
Training	CMCIS	5
	SJMC	4

C. Faculty Hiring:

22. Number of full-time faculty hired in AY 2008-2009 (by department if applicable), and by rank:

2007-08 Hirings	SJMC	SLIS
Professor	Pardun	
Associate Professor	Weir	Solomon Albright
Assistant Professor	McGill	Lewis
Instructor	Alvarado*	
TOTAL	4	3

*Alvarado was hired ABD as Instructor in Fall 2008. Upon completion of her PhD in December, she was named Assistant Professor in Spring 2009.

23. Number of post-doctoral scholars (Ph.D., non-faculty hires) in FY 2008. None.

24. Anticipated losses of faculty by year for the next five years. Please supply reasons for departure, if known; e.g., TERE period end, conventional retirement, resignation. Please describe planned hiring over the next five years (by department if applicable).

Anticipated Losses: 5 Yr	SJMC	Reason	SLIS	Reason
Professor	Stephens 2011	TERE		
Assoc Professor				
Asst Professor	Cho 2009	Failed to return from LWOP	Naidoo 2009 Perrault 2010	Resignation Resignation

Anticipated Hirings: 5 Yr	SJMC	SLIS
Professor		Baker Chair FY10
Assoc Professor	1 Fall 2010 1 Fall 2012	
Asst Professor	2 Fall 2009 1 Fall 2011 1 Fall 2013	2 Fall 2010 1 Fall 2011 1 Fall 2012

25. Number of FEI applications submitted in AY 2007-08 with number approved:

One FEI application AY2007-08. Not funded.

26. List Center of Economic Excellence endowed chair applications submitted for AY 2008-2009; note those approved. None submitted.

27. Number of Centenary Plan (CP) applications submitted in AY 2008-09; number approved. None submitted

CMCIS 2008 Research, Scholarship and Creative Accomplishments

Books

Campbell, K. (Ed.). (2008). *The state of Black South Carolina, twentieth anniversary edition: An action agenda for the future* (6th ed.). Columbia, SC: Urban League.

Drewniany, B., & Jewler, A. J. (2008). *Creative strategy in advertising* (9th ed.). Boston: Thomson Wadsworth.

Wilkinson, J. S., Grant, A. E., & **Fisher, D.** (2008). *Principles of convergent journalism*. New York: Oxford University Press.

Grant, A. E., & Meadows, J. H. (Eds.). (2008). *Communication technology update* (11th ed.). Boston, MA: Focal Press.

Grant, A. E., & Wilkinson, J. S. (Eds.). (2008). *Understanding media convergence*. New York: Oxford University Press.

Wilkinson, J. S., **Grant, A. E.,** & Fisher, D. (2008). *Principles of convergent journalism*. New York: Oxford University Press.

Hastings, S. K. and Kravchyna, V. (2008). *Museum Websites and Their Visitors: Information Needs*. VDM Verlag. ISBN: 978-3639115710.

Pardun, C. J. (Ed.). (2009). *Advertising & society: Controversies and consequences*. Wiley-Blackwell Publishing.

Wiggins, E. (2008). *Reflections of a native son in the new South*. Columbia, SC: Red Letter Press.

Book Chapters

Campbell, K. (2008). Wake up call for African American community: Sizing up South Carolina's youth gangs problem. In K. Campbell (Ed.), *The state of Black South Carolina, twentieth anniversary edition: An action agenda for the future* (6th ed.) (pp. 51-87). Columbia, SC: Urban League.

Campbell, K. (2008). Violence and denial frame youth gang stories. In K. Campbell (Ed.), *The state of Black South Carolina, twentieth anniversary edition: An action agenda for the future* (6th ed.) (pp. 89-133). Columbia, SC: Urban League.

Covington, R., & Moon, T. (2008). The relationship between media and portals in the United States. In Y. Hwang (Ed.), *Cross-cultural research on collaborative media echo system in online news environment* (pp. 13-42). Seoul, South Korea: NORI (Naver Open Research Info-Net) and Konkuk University.

Kornegay, V. (2008). Media convergence and the Neo-dark age. In A. E. Grant & J. S. Wilkinson (Eds.), *Understanding media convergence* (Chapter 6). New York: Oxford University Press.

Mallia, K. L. (2008). Brief case: Dove campaign for real beauty. In B. Drewniany & A. J. Jewler (Eds.), *Creative strategy in advertising* (9th ed.) (pp. 50-56). Belmont, CA: Wadsworth/Thomson Learning.

Stephens, L. F. (2008). The press, the presidency, and public opinion since 9/11: Shaping U.S. foreign policy and military strategy. In D. K. Linnan (Ed.), *Enemy combatants, terrorism, and armed conflict: A guide to the issues* (pp. 9-36). Westport, CT: Praeger Security International.

Tu, F. (2008). Bibliographic sources for periodicals. In J. T. Huber, J. Blackwell, & J. A. Boorkman (Eds.), *Introduction to reference sources in the health sciences* (5th ed., pp 47-60). New York: Neal-Schuman Publishers Inc.

Wei, R. (2008). Adoption of Wi-Fi technologies and creation of virtual workplace. In P. Zemliansky & K. S. Amant (Eds.), *Handbook of research on virtual workplace and the new nature of business practices* (pp. 395-407). Hershey, PA: IGI Publishing.

Wei, R. (2008). New technology research. In S. Zhou & D. Sloan (Eds.), *Research methods in communication* (pp. 389-405). Newport, AL: Vision Press.

- Wei, R.** (2008). The convergent mobile telephone: An emerging bridging medium. In A.C. Harper & R. V. Bures (Eds.), *Mobile telephones: Networks, applications and performance* (pp. 3-7). Hauppauge, NY: Nova Science Publishers, INC.
- Wei, R., & Lee, Y.** (2008). Telephony. In A. Grant & J. H. Meadows (Eds.), *Communication technology update and fundamentals* (11th ed.) (pp. 245-267). Boston, MA: Focal Press.
- Wei, R., & Zhao, Z.** (2008). Digital cable TV networks: Convergent technologies, value-added services and business strategies.” In I. Lee (Ed.), *Handbook of research on telecommunications planning and management for business* (Advances in E-Business Research Book Series) (pp. 542-556). Hershey, PA: IGI Publishing.

Book Reviews

- Besley, J. C.** (2008). [Review of the book *Trust in cooperative risk management: Uncertainty and skepticism in the public mind*]. *Risk Analysis*, 28(6), 1769-1770.
- Fisher, D.** (2008). [Review of the book *Electric sounds: Technological change and the rise of corporate mass media*]. *Journalism History*, 34(2), 124. [Requested review by journal]
- Fisher, D.** (2008). [Combined review of the two books *The (fabulous) Fibonacci numbers* and *How mathematics happened: The first 50,000 years*]. *Science Communication*, 29(3), 401-404. [Requested review by journal]
- Marshall, J. A.** (2008). [Review of the book *Archives and Justice: A South African Perspective*]. *American Archivist*, 71, 560-553.

Refereed Articles

- Arns, J. & Daniel, E.** (2008). Five propositions for reframing public librarianship from a value-centered perspective. *Public Library Quarterly*, 26,3-4,15-29.
- Imholz, S. & **Arns J.** (2008). *Worth their weight: An assessment of the evolving field of library valuation. Executive Summary. Public Library Quarterly* 26,3-4,31-48.
- Besley, J. C.** (2008). Media exposure and core values. *Journalism & Mass Communication Quarterly*, 85(2), 311-330.
- Besley, J. C., Kramer, V., & Priest, S. H.** (2008). Expert opinion on nanotechnology: Risk, benefits, and regulation. *Journal of Nanoparticle Research*, 10(4), 549-558.
- Besley, J. C., Kramer, V. L., Yao, Q., & Toumey, C. P.** (2008). Interpersonal discussion following citizen engagement on emerging technology. *Science Communication*, 30(4), 209-235.

- Besley, J. C.,** McComas, K. A., & Trumbo, C. W. (2008). Local newspaper coverage of health authority fairness during cancer cluster investigations. *Science Communication, 29*(4), 498-521.
- Kuzma, J., & **Besley, J. C.** (2008). Ethics of Risk Analysis and Regulatory Review: From Bio- to Nanotechnology. *NanoEthics, 2*(2), 149-162.
- McComas, K. A., **Besley, J. C.,** & Yang, Z. (2008). Risky business: The perceived justice of local scientists and community support for their research. *Risk Analysis, 28*(6), 1539-1552.
- Trumbo, C. W., **Besley, J. C.,** & McComas, K. A. (2008). Individual- and community-level effects on risk perception in cancer cluster investigations. *Risk Analysis, 28*(1), 161-178.
- Zoch, L. M., **Collins, E. L.,** & Sisco, H. F. (2008). From communication to action: The use of core framing tasks in public relations messages on activist organizations' Web sites. *Public Relations Journal, 2*(4). Retrieved February 13, 2009, from <http://auth.iweb.prsa.org/xmembernet/main/pdfpull.cfm?prcfile=6D-020405.pdf>
- Zoch, L. M., **Collins, E. L.,** Sisco, H. F., & Supa, D. H. (2008). Empowering the activist: Using framing devices on activist organizations' Web sites. *Public Relations Review, 34*(4), 351-358.
- Duhé, S.** (2008). Communicating Katrina: A resilient media. *International Journal of Mass Emergencies and Disasters, 26*(2), 112-127. (Juried)
- Tanner, A., **Duhé, S.,** Evans, A., & Condrasky, M (2008). Using student-produced media to promote healthy eating in the home: A pilot study on the effects of a media and nutrition intervention. *Science Communication, 30*(1), 108-125. (Juried)
- Mallia, K. L.** (2008, Spring). New century, same story. Women scarce when *Adweek* ranks "best spots." *Journal of Advertising Education, 12*(1).
- Jackson, C., Brown, J. D., & **Pardun, C. J.** (2008). A TV in the bedroom: Implications for viewing habits and risk behaviors during early adolescence. *Journal of Broadcasting & Electronic Media, (52)*3, 349-367.
- Shannon, Donna M.** (2008). "School Librarianship: Career Choice and Recruitment." *Journal of Education for Library and Information Science 49*(3), 210-229.
- Shannon, Donna M.** (2008). "School Library Media Preparation Program Review: Perspectives of Two Stakeholder Groups." *Journal of Education for Library and Information Science 49*(1), 23-42.
- Tanner, A.,** Duhé, S., Evans, A., & Condransky, M. (2008). Using student-produced media to promote healthy eating: A pilot study on the effects of a media and nutrition intervention. *Science Communication, 30*(4), 108-125.

Tanner, A., Friedman, D., Barr, D., & Koskan, A. (2008). Preparing for disaster: An examination of public health emergency information on local TV Web sites. *Electronic News*, 2(4), 1-17.

Wei, R. (2008). Motivations for using the mobile phone for mass communications and entertainment. *Telematics & Informatics*, 25(1), 36-46.

Wei, R., & Lo, V. (2008). News media use and knowledge about the 2006 U.S. midterms elections: Why exposure matters in voter learning. *International Journal of Public Opinion Research*, 20(3), 347-362.

Wei, R., Lo, V., & Lu, H. (2008). Third-person effects of health news: Exposure, third-person effects and behavioral intentions. *American Behavioral Scientist*, 52(2), 261-277.

Lo, V., & **Wei, R.** (2008). Ethical risk perception of freebies and effects on journalists' ethical reasoning. *Chinese Journal of Communication*, 1(1), 25-38.

Krein, M., & **Weir, T.** (2008). If you build it, they will come: Developing a sports media major. *Journal of Sports Media*, 3(1), 77-82. (**Invited article**)

Non- Refereed Articles

Bedingfield, S. (2008, February). The problem with broadcast news on the Web. *The Convergence Newsletter*, V(7). Retrieved February 20, 2009, from <http://www.jour.sc.edu/news/convergence/v5no7.html>

Bierbauer, C. (2008, August 15). The new Stalinism (op-ed), *The State*, p. a.

Bierbauer, C. (2008). The Bierbauer report (political column), *S.C. Hotline*. Retrieved February 20, 2009, from <http://bierbauer.wordpress.com>

Fisher, D. (2008). Common Sense Journalism (monthly columns for press association newsletters and other professional publications across the U.S.)

Grant, A. E. (2008). The duality of "The participatory Web." *The Convergence Newsletter*, 6(4). Columbia, SC: University of South Carolina.

Kim, Jinmook. (2008). Many libraries have gone to federated searching to win back users from Google: Is it working? *Journal of Electronic Resources Librarianship (JERL)*, 20 (4), 215-216.

Klipstine, T. (2008, June). How to communicate more effectively: Be sure to apply the three fundamental rules test. *All About Public Relations*. Retrieved February 13, 2009, from <http://www.aboutpublicrelations.net/ucklipstine1.htm>

- Klipstine, T.** (2008). Time to take our own advice: Five simple principles for effective Web writing. *Public Relations Tactics*, 15(2), 25.
- Konkle, B. E.** (2008, March). More archiving advice for the digital age. *Scholastic Source*, the scholastic journalism newsletter of the Association for Education in Journalism & Mass Communication, 9.
- Konkle, B. E.** (2008, April/May). Professional journalism organizations (sidebar). *Quill & Scroll*, 11.
- Konkle, B. E.** (2008, April/May). Resources galore: Summer journalism workshops among an abundance of aides available to scholastic journalists and their advisers. *Quill & Scroll*, 10-11.
- Konkle, B. E.** (2008, Summer). On behalf of scholastic journalism: Theses, dissertations and other research projects concerning the student press. *Adviser Update*, the free quarterly newspaper of the Dow Jones Newspaper Fund, p. 15A.
- Mallia, K. L.** (2008, Spring/Summer). Why, why, why? *AdNews*, Advertising Division of the Association for Education in Journalism & Mass Communication, 7.
- Tanner, A. & Friedman, D. B.** (2008, Spring). Health and cancer information on the Internet. *In Our Hands*, a publication of the South Carolina Cancer Disparities Community Network, 3(2).
- Wiggins, E. L.** (2008, February 25). A nation where nothing is wrong. *The State*.
- Wiggins, E. L.** (2008, May 24). The racial conversation Obama inspires. *The State*.
- Wiggins, E. L.** (2008, May 30). By George I think he's got it. *The Champion Free Press*, p. 4A.
- Wiggins, E. L.** (2008, July 23). Competence crisis. *Free Times*.
- Wiggins, E. L.** (2008, July 23). Journalism more than a job, it's a civic duty. *The State*.
- Wiggins, E. L.** (2008, August 1). From Bush to your back yard, is there an American competency crisis. *The Champion Free Press*, p. 5A.
- Wiggins, E. L.** (2008, August 24). Moderation a virtue? How 10 top sites handle online comments. *Editor & Publisher*. Retrieved February 23, 2009, from http://www.editorandpublisher.com/eandp/search/search_results_taxo.jsp?startDate=05/27/2008&endDate=02/23/2009&cf=&ct=&cu=&rpp=10&sb=RELEVANCY_WEIGHT&so=DESC&ti=2&tp=vnuTaxoPool&numRet=200&src=&showAbs=true&srchMeta=true&showTotal=true&metaSrchNum=250&numMeta=20&pi=&pubList=Editor%20and%20Publisher&kw=&au=wiggins&mt=&mv=&esindct=false

Research and Professional Presentations and Seminars

- Alvarado, G. J.** (2008, August). *Influence of sporting event attendance on sponsorship recall, perceived value and support for participating advertisers*. Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Alvarado, G. J. & Callison, C.** (2008, August). *GSP testing as a student screener in colleges of mass communication: Investigating its predictors and its ability to predict*. Paper presented at annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Arns, J.** (2008) *¿Ya es tarde? Initial results of a study examining the availability of Américas Award children's books in U.S. public libraries. Presented at the International Latino Children's Literature Conference. Columbia, SC.*
- Arns, J., Roughen, P. & Sewell, K.** (2008). *Special districts and other single purpose government units: Their value and place in the delivery of public Library services*. Poster presented at the Association for Library and Information Science Education Annual Conference, Philadelphia, PA.
- Arns, J., Naidoo, J. Angel, C., & Williams, R.** (2008). *Public libraries as unstructured learning environments: A broader perspective on economic value*. Poster presented at the Association for Library and Information Science Education Annual Conference, Philadelphia, PA.
- Arns, J.** (2008). *Perchance to dream: The availability of Lambda Award children's and young adult titles in US public libraries*. Poster presented at the *Forbidden Fruit: The Censorship of Literature and Information for Young People Conference*. Southport, UK.
- Bedingfield, S.** (2008, April). *New media predictions*. Panel discussion at the convention of the Broadcast Educators Association. Las Vegas, NV.
- Bedingfield, S.** (2008, August). *The rise of "Conversational Media" and its impact on local news organizations*. Presentation to the South Carolina Broadcast Association.
- Bedingfield, S.** (2008, October). *The Dixiecrat Summer of 1948: Two South Carolina editors — a liberal and a conservative — foreshadow modern political debate in the South*. Paper presented at the annual conference of the American Journalism Historians Association, Seattle. WA.
- Besley, J. C.** (2008, May). *Media exposure and core values*. Paper presented at the annual meeting of the International Communication Association, Montreal, Quebec, Canada.

- Besley, J. C., & Kramer, V.** (2008). *Evaluation of a novel form of citizen engagement on hydrogen and fuel cell technology*. Paper presented at the NHA Annual Hydrogen Conference.
- Besley, J. C., Kramer, V. L., Yao, Q., & Toumey, C. P.** (2008, August). *Interpersonal discussion following citizen engagement about nanotechnology: What, if anything, do they say?* Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Besley, J. C., & McComas, K. A.** (2008, February). *Focusing on fairness in science and risk communication*. Paper presented at the symposium on New Agendas in Science Communication, Austin, TX.
- Besley, J. C., McComas, K. A., & Trumbo, C. W.** (2008, December). *Citizen views about public meetings*. Paper presented at the annual meeting of the Society for Risk Analysis, Boston, MA.
- Kramer, V. L., & Besley, J. C.** (2008, August). *Assessment of a university-based program of citizen engagement on emerging technologies*. Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Trumbo, C. W., McComas, K. A., & Besley, J. C.** (2008, May). *A multilevel analysis of cancer risk perception*. Paper presented at the annual meeting of the International Communication Association, Montreal, Quebec, Canada.
- Bierbauer, C.** (2008, January). *Torture and interrogation in U.S. policy*. Panel moderator, Walker Institute of International Studies, University of South Carolina, Columbia, SC.
- Bierbauer, C.** (2008, January). *Impact '08*. Global policy panel moderator, University of South Carolina, Columbia, SC.
- Bierbauer, C.** (2008, January). *Politics as extravaganza!* Keynote, AD Bowl II Symposium, University of South Carolina, Columbia, SC.
- Bierbauer, C.** (2008, January). South Carolina Bar Association. Political panel moderator, Charleston, SC.
- Bierbauer, C.** (2008, February). *Political advertising*. Leadership Columbia.
- Bierbauer, C.** (2008, June). *Media and politics*. Keynote, Watson-Brown Foundation, Thomson, GA.
- Bierbauer, C.** (2008, September). *Tsunami: Politics and media*. Calhoun Lecture, Clemson University, Clemson, SC.

Research and Professional Presentations and Seminars (continued)

- Bierbauer, C.** (2008, October). *AMBER Alert: Media and law enforcement*. Keynote, National AMBER Alert Conference, Orange County, CA.
- Bierbauer, C.** (2008, October). *Election 2008*. Osher Lecture, University of South Carolina-Beaufort, Beaufort, SC.
- Bierbauer, C.** (2008, October). *Election 2008*. West Lecture, The Citadel, Charleston, SC.
- Bierbauer, C.** (2008, November). *Election night analysis*. Al Jazeera International, Washington, DC.
- Campbell, K., Jeter, P. J., & Wiggins, E. L.** (2008, August). *Representation of African American in Super Bowl commercials, 1989-2006: An analysis of primary and secondary characters*. Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Campbell, K.** (2008, January). *Diversity in Super Bowl XLI Ads: An update*. Paper presented at the AD Bowl II Symposium, Columbia, SC.
- Campbell, K.** (2008, January). Panelist, the session entitling “The ultimate ad bowl: The Super Bowl” at the AD Bowl II Symposium, Columbia, SC.
- Carter, S. S.** (2008, May). *Claiming our voice: Building a foundation for leadership*. Panelist, Women’s Leadership Institute, Provost’s Advisory Committee on Women’s Issues annual conference, University of South Carolina, Columbia, SC
- Carter, S. S.** (2008, June). Presenter, Scripps Howard Academic Leadership Academy, The Manship School of Mass Communication, Louisiana State University, Baton Rouge, LA.
- Carter, S. S.** (2008, August). *Changing the face of journalism administration: The JLIID program eight years later*. Presenter at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Collins, E. L.** (Co-authored). (2008, October). *Causing our own problems? Women as sources in news releases*. Paper presented at the PRSA Educator’s Academy, Detroit, MI.
- Mitchell, K., Collins, E. L., & Saunders, A.** (2008, August). *Finding it, storing it, discussing it: A content analysis of weekly newspaper Web sites*. Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.

Research and Professional Presentations and Seminars (continued)

- Covington, R.** (2008, April). *New media trends*. Meeting of the South Carolina Chapter, Public Relations Society of America, Charleston, SC.
- Covington, R.** (2008, April). *Newsrooms of the future*. Academic/professional conference sponsored by the Knight Foundation, Duke University, Durham, NC.
- Covington, R.** (2008, April). *Trends in strategic communication*. Pentagon Senior Public Affairs Course, Fort Meade, VA.
- Covington, R.** (2008, May). *The relationship between the media and the portals*. International Conference entitling “Web and the future of newspaper,” which is an academic conference sponsored by Naver (the Google of Korea) and Konkuk University, Seoul, South Korea.
- Covington, R.** (2008, June). *Trends in newspaper publishing*. Global Conference for the Individuated Newspaper, Denver, CO.
- Covington, R.** (2008, August). *World journalism trends*. Brazilian Newspaper Congress, Sao Paulo, Brazil.
- Covington, R.** (2008, October). *The importance of new media to strategic communication*. NATO Public Affairs Conference, Lisbon, Portugal.
- Farrand, S., & **Covington, R.** (2008, November). *Convergence Journalism: Multimedia* presented at the University of Puerto Rico, School of Communication, San Juan, Puerto Rico.
- Drewniansky, B.** (2008, August). *Bowled over with violent humor: An analysis of the top-scoring Super Bowl ads from 1989 to 2008*. Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Duhé, S.** (2008, August). *Newsroom preparedness: Lessons learned from Hurricane Katrina*. Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL. (Juried)
- Duhé, S., & Cho, S.** (2008, October). *Identifying the characteristics of risk in network news coverage of Avian Flu*. Paper presented at the Broadcast Education Association District II Conference, Columbia, SC. (Juried)
- Duhé, S., & Pearson, L.** (2008, October). *Be ready: A statewide look at information sources during disaster*. Paper presented at the Broadcast Education Association District II Conference, Columbia, SC. (Juried)

Research and Professional Presentations and Seminars (continued)

- Farrand, S., & Covington, R.** (2008, November). *Convergence Journalism: Multimedia* presented at the University of Puerto Rico, School of Communication, San Juan, Puerto Rico.
- Fisher, D.** (2008, September). *Building community online: A twice-weekly's experience extending its reach with the Hartsville Today citizen-based news site*. Prepared for presentation at the annual Newspapers and Community-Building Symposium, Huck Boyd National Center for Community Media and National Newspaper Association, St. Paul, MN. (later published in "Grassroots Journalist")
- Fisher, D.** (2008, April). *Moderating online communities*. Presentation at the American Copy Editors Society national conference, Denver, CO.
- Fisher, D.** (2008, April). *Navigating the World of Web 2.0*. Presentation at the American Copy Editors Society national conference, Denver, CO.
- Fisher, D.** (2008). *We're all publishers now*. College News Association of the Carolinas annual meeting, Carolina Beach, NC.
- Grant, A. E.** (2008, January). *Award show audiences: The Emmy Awards*. Paper presented at the AD Bowl II Symposium, Columbia, SC.
- Grant, A. E.** (2008, March). *Introduction to convergent journalism*. Paper presented at the Society of Professional Journalists Region IV Conference, Columbia, SC.
- Grant, A. E.** (2008, April). *New perspectives on visual storytelling*. Paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.
- Hastings, S. K.** (2008, November). *Digital Preservation Techniques of the Future: a Dance with Technology*. Paper presented at the Museum Computer Network 36th Annual Conference, Washington, DC.
- Hastings, S. K.** (2008, October). *Models, Theories, and Methods in Image Research: a Discussion and a Look to the Future*. Paper presented at the ASIS&T (American Society for Information Science & Technology) Annual Conference, Columbus, OH.
- Hastings, S. K.** (2008, October). *Integrating Folksonomies into Cultural Heritage Digital Collections: the Challenges and Opportunities of Web 2.0*. Paper presented at the International Conference on Knowledge Management, Columbus, OH.
- Hastings, S. K.** (2008, April). *So Now It's Digital: What's Next?* Paper presented at the Texas Library Association, Annual Conference (Conference Program Committee Invitation), Dallas, Texas.

Research and Professional Presentations and Seminars (continued)

- Hastings, S. K.** (2008, March). *Measuring the Good We Do!* Paper presented at the South Carolina Association of School Librarians Annual Conference, Columbia, SC.
- Klipstine, T.** (2008, October). *The Disney corporate image: The \$29 billion mouse.* Paper presented at the Popular and American Culture Associations in the South Conference, Louisville, KY.
- Konkle, B. E.** (2008, accepted). *Scholastic journalism's value to the secondary school, according to past education & curriculum textbook authors.* Paper will be presented in the Association for Education in Journalism & Mass Communication Midwinter Conference (Scholastic Journalism Division), St. Petersburg, FL (Jan 10, 2009).
- Konkle, B. E.** (2008, January). *Scholastic journalism's connection to other high school curricular areas.* Paper presented at the Association for Education in Journalism & Mass Communication Midwinter Conference, St. Petersburg, FL.
- Konkle, B. E.** (2008, August). *Periodical' pursuits: A bibliographical listing of scholastic journalism articles published in noteworthy national education journals.* Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Konkle, B. E.** (2008, August). *What research tells us about Hazelwood.* Moderator in the Scholastic Journalism Division at the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Mallia, K. L.** (2008, August). *The mid-career vanishing act: A qualitative examination of why so few women become advertising creative directors.* Paper presented at annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.
- Mallia, K. L.** (2008, October). *The advertising agency boys' club meets advertising 3.0. now what?* Paper presented at the Conference on Convergence & Society: The Participatory Web, Columbia, SC.
- Marshall, J.A.** (2008, August). *The Impact of Minimum-Standards Processing on Archival Practice: An Early Assessment.* Paper presented at the meeting of the Society of American Archivists, San Francisco, CA.
- Munn, H., & Sisk, L.** (2008, June/September). Developed and conducted series of 10 AMBER Alert workshops for media and law enforcement. AMBER Alert training, Columbia, SC.

Research and Professional Presentations and Seminars (continued)

Munn, H., & Sisk, L. (2008, October). Planned, conducted and moderated multiple sessions for national conference. National AMBER Alert Conference, Anaheim, CA.

Shannon, Donna M. (March 2008). *Building a Knowledge Base in Reading*. Concurrent session at South Carolina Association of School Librarians Conference, Columbia, SC.

Munn, H., & **Sisk, L.** (2008, June/September). Developed and conducted series of 10 AMBER Alert workshops for media and law enforcement. AMBER Alert training, Columbia, SC.

Tanner, A., Sidel, K. & **Sisk, L.** (2008, August). *See it. Live it. Tell it. Creating a mass communications study abroad course in a multimedia world*. Great Ideas for Teachers (GIFT) at the annual meeting of the Association for Education in Journalism & Mass Communication, Chicago, IL. (**Top 25 GIFT Scholar**)

Munn, H., & **Sisk, L.** (2008, October). Planned, conducted and moderated multiple sessions for national conference. National AMBER Alert Conference, Anaheim, CA.

Marshall, J. G., Marshall, V. M., Morgan, J. C., Barreau, D., Moran, B. B., **Solomon, P.**, Winston, M., Thompson, C. A., Borasky, D., Rathbun-Grubb, S., & Morgan, C. (2008, January). *Careers of library and information science graduates: Preliminary reports from the WILIS studies*. Paper presented at the ALISE's Council of Deans and Directors, Philadelphia, PA.

Marshall, J. G., Marshall, V. W., Morgan, J. C., Barreau, D., Moran, B. B., & **Solomon, P.** (2008, June). *Workforce issues in library and information science (WILIS): Preliminary findings from a career tracking study of LIS graduates*. Paper presented at The Library Research Roundtable at American Library Association's Annual Conference, Anaheim, CA.

Marshall, J. G., Morgan, J. C., Marshall, V. W., Barreau, D., Moran, B. B., **Solomon, P.**, Thompson, C. A., & Rathbun-Grubb, S. (2008, October). *Workforce issues in library and information science 2 (WILIS 2): Implementing a model for career tracking of LIS graduates*. Poster session presented at the UNC Aging Exchange, Chapel Hill, NC.

Tanner, A., Friedman, D., Barr, D., & Koskan, A. (2008, August). *Preparing for disaster: An examination of public health preparedness information on local TV Web sites*. Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL. (**Second place: Top Faculty Research Paper, Science Communication Interest Group**)

Research and Professional Presentations and Seminars (continued)

- Tanner, A., Sidel, K. & Sisk, L.** (2008, August). *See it. Live it. Tell it. Creating a mass communications study abroad course in a multimedia world.* Great Ideas for Teachers (GIFT) at the annual meeting of the Association for Education in Journalism & Mass Communication, Chicago, IL. (**Top 25 GIFT Scholar**)
- Koskan, A., Barr, D., Friedman, D., & **Tanner, A.** (2008, May). *Preparing for the worst: What are local television news Web sites communicating to the public about disasters/emergencies?* Paper presented at the South Carolina Public Health Association Annual Meeting.
- Tu, F., McLaughlin, P. L., Landau, M. F. & Keefner, P. L.** (2008, May). Connecting library and information science education with the virtual world. Paper presented at the *MLA '08 Connections: Bridging the Gaps, the Medical Library Association's (MLA) Annual Meeting*, Chicago, IL. (Note: Patrick L. McLaughlin and Matt. F. Landau are Master's students of the SLIS.)
- Wallace, V.** (2008, October). *Advocacy, Not Legislative but Grassroots.* Presentation at the Olde English Consortium, Chester, SC.
- Wei, R.** (2008, May). *New media in China: Developments and impact.* Professional seminar at the Confucius Institute at Nanyang Technological University, Singapore.
- Wei, R.** (2008, October). *Gender, Internet pornography and social orientations among Chinese adolescents.* Paper presented at the international symposium titled "To Establish the Asian Sociology: Symposium in the Current Status and Prospects of Sociology in Asia, Tokyo, Japan. (**Invited Presentation**)
- Wei, R., & Huang, J.** (2008, April). *Profiling user responses to mobile TV: Effects of individual differences, mobility and technology cluster on critical mass.* Paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV. (**First Place Research Paper, Communication Technology Division**)
- Wei, R., & Zhou, S.** (2008, March). *Responding to arousing bird flu stories: Processing the epidemic and perception of the stories.* Paper presented at annual convention of the Association for Education in Journalism & Mass Communication Southeast Colloquium, Auburn, AL.
- Wei, R., & Zhou, S.** (2008, April). *Effects of message sensation value in bird flu TV news stories on audience arousal and perception of story quality.* Paper presented at the annual convention of the Broadcast Education Association, Las Vegas, NV. (**First Place Research Paper, Research Division**)

Research and Professional Presentations and Seminars (continued)

Lo, V., & **Wei, R.** (2008, July). *Is medium the message in pornography? Comparing the third-person effects of Internet pornography with pornography in traditional media.* Paper presented at the Congress of the International Association for Media & Communication Research, Stockholm, Sweden.

Zhou, S., & **Wei, R.** (2008, August). *Processing health risk stories on the Web: Effects on perceived threats and story evaluations.* Paper presented at the National Conference on Health Communication, Marketing & Media organized by Center for Disease Control & Prevention, Atlanta, GA.

Wiggins, E. L. (2008, October). *(Un)Comfortable contact: Viewing commercials through the lens of social distance theory.* Paper presented at the Popular and American Culture Associations in the South Conference, Louisville, KY.

Campbell, K., Jeter, P. J., & **Wiggins, E. L.** (2008, August). *Representation of African American in Super Bowl commercials, 1989-2006: An analysis of primary and secondary characters.* Paper presented at the annual convention of the Association for Education in Journalism & Mass Communication, Chicago, IL.

Research Grants/Awards

Besley, J. C. (2007-2008): Co-Principal Investigator, National Science Foundation – Nanotechnology Exploratory Research (Funded: \$128,739).

Besley, J. C. (2008-2009): Principle Investigator, National Science Foundation, Decision, Risk, and Management Sciences. *Small Grant for Exploratory Research: Testing the Role of Morality Judgments on the Impact of Procedural and Outcome Fairness Perceptions in the Context of Public Hearings about Nuclear Energy* (Funded: \$30,597).

Besley, J. C. (Requested): Principal Investigator, National Science Foundation, Decision, Risk, and Management Sciences. *Collaborative Research: Understanding the Nature and Origins of Public Perceptions about Citizen Engagement involving Public Health Risks.*

Duhé, S. (2007, July—2008, November): Co-Principal Investigator, Department of Homeland Security. *SC citizens' awareness and preparedness project* (Funded: \$ 243,000).

Duhé, S. (2008, May 1—2010, April 30): Senior Investigator, National Science Foundation. *Oxidant generation during Fe (II) oxidation in the mixing zone of subterranean estuaries: An integrated laboratory and field study* (Funded: \$ 498,857).

Research Grants/Awards (continued)

Farrand, S. (2008, October 1—2009, September 30): Collaborator to develop and help test alternative “Surgeon General Warning Labels,” Robert Wood Johnson Foundation. *Estimating the impact of alternative warning labels on cigarette demand in the United States: Evidence from experimental auctions* (Funded: \$99,000).

Pardun, C. J. (2008, Summer). Peabody/Lambdin Kay Visiting Scholar Research Award, University of Georgia Walter J. Brown Media Archives and Peabody Collection. *Fit/Fat: What the media say about children, exercise and nutrition*. (Awarded: \$1,488).

Wei, R. (2008): Principal Investigator, Mass Communication & Society Division, Association for Education in Journalism & Mass Communication. *Examining the third-person effects of media coverage of election polls in the 2008 U.S. presidential election* (Finalist but not funded)

Creative Accomplishments

Konkle, B. E. (2008, March). Two published photographs (of Julie Dodd and Mark Goodman). *Scholastic Source*, the scholastic journalism newsletter of the Association for Education in Journalism & Mass Communication, 1.

Konkle, B. E. (2008, October). Six published photographs (of James Crook, James Tidwell, Richard Muhammad, Jim Crook/Candace Perkins-Bowen, Monica Hill/Candace Perkins Bowen and Jack Dvorak). *Scholastic Source*, the scholastic journalism newsletter of the Association for Education in Journalism & Mass Communication, 5, 7.

Kornegay, V. (2008). Web and documentary video production for Ministry of Hope, a non-profit NGO in Malawi, Africa.

McGill, D. (2008). *Priceless Souls: Photos by Denise McGill*. Stephens College Davis Art Gallery, Columbia, MO. (Juried Exhibition)

Farrand, S., & Moore, R. C. (2008). Munich: See it. Live it. Tell it (Documentary video). (story of what our SJMC Study Abroad group did during a trip to Munich, Germany last May). (In review for possible airing on ETV Television).

Farrand, S., & **Moore, R. C.** (2008). Munich: See it. Live it. Tell it (Documentary video). (story of what our SJMC Study Abroad group did during a trip to Munich, Germany last May). (In review for possible airing on ETV Television).

Weintraub, D. (2008). Two blogs per month for Black Star Rising: “Notes from the VisCom Classroom,” and “Eye on Image-Making.” Retrieved from <http://rising.blackstar.com/author/davidweintraub>