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Department of Advertising and Public Relations
Dr. Joseph Phelps, chair

Introduction
A+PR Celebrates 40th Year with Old and New Friends
Both the A+PR Department and our National Student Advertising Competition (NSAC) Ad Team celebrated their 40th anniversary this year. To celebrate, the 2014 Ad Team, The Clarence Group, hosted past Ad Team participants at the NSAC District 7 competition. The real icing on the cake came when it was announced that The Clarence Group had captured first place at the District competition. This rich tradition of winning was also evident when PRWeek magazine once again named our program as a finalist for the PR Education Program of the Year Award. PRWeek has given this award for six years now and for the sixth consecutive year our program was named among the top five PR education programs in the country.

New faces joined the A+PR team this year to help carry on traditions and to energize new endeavors. There are four new staff members of the A+PR team. Darlene Smith and Lisa Myrick are handling the day-to-day operational duties in the departmental office. It is because of Darlene and Lisa’s good work that the department continues to function effectively and efficiently. This year the Plank Center for Leadership in Public Relations hired its first staff member, communication specialist Jessika White. A+PR faculty also created a new staff position with the goal of providing additional career development for our students. Following an extensive search, they named Anita Kimbrell Hamlett, a native of Tuscaloosa and UA alumna, as director of academic and professional advancement. Hamlett, who earned a JD degree from the University of Alabama School of Law, previously served as an associate dean at Thomas Goode Jones School of Law in Montgomery. Two new faculty members will also be joining the A+PR team in fall. Both Chris Vargo, Ph.D., from the University of North Carolina, and Tobias Hopp, Ph.D., from the University of Oregon, will be assistant professors in public relations.

As we continue to celebrate our 40th anniversary, it is clear that 2013-14 was a good year for the Department. The remainder of this report provides highlights of our student and faculty accomplishments in teaching, research, and service.
Teaching Summary

A+PR faculty provided quality instruction, advising, mentoring, and professional support to more than 1300 undergraduate majors and graduate students during the year. Because of several retirements this past year, there were only 17 full-time faculty and a one-year visiting faculty member in A+PR. That created a student-faculty ratio of approximately 72:1 during the 2013-2014 academic year. As noted above, two assistant professors have been hired and will be joining the faculty in fall. We will also be searching for two additional colleagues this year. When the latter two positions are filled, there will be 21 A+PR faculty. Still more faculty are needed to continue delivery of a high quality education. This year the department delivered 85 undergraduate A+PR classes, 56 undergraduate lab sections, 14 undergraduate MC classes, 12 MA classes, and three doctoral seminars. Faculty also led more than 59 independent study projects and internships with students and chaired multiple thesis and dissertation committees. Including the A+PR courses and other courses (e.g., MC, C&IS) taught by A+PR faculty, A+PR produced 12,447 credit hours. Importantly, the 1327 undergraduate A+PR majors were responsible for the generation of approximately 39,810 credit hours and there would be no credit hour production pertaining to these students without the initial credit hour generation in place.

Student News, Honors and Awards

Students in our Public Relations Student Society of America chapter earned back-to-back national titles in the College Duck Tape PRSSA Challenge. Duck brand, which markets College Duck Tape, a line of prints featuring logos and mascots from more than 40 college teams, challenged PRSSA chapters across the country to develop and execute a well-organized public relations plan to generate awareness of College Duck Tape on campus. For two years running our PR students have done this better than anyone else in the country.

In another repeat win our advertising students were again invited to exhibit their work at The One Club for Art & Copy’s Annual One Show Student Exhibition as part of the Creative Week events in New York City. Invitations to present go out each year to only 20-30 schools in the world, so it is a very exclusive exhibit.

A+PR students won 13 awards at the American Advertising Awards in Tuscaloosa. The awards included six Gold (won by Marcella Davis, Brenna Horrocks, Lauren Powell, and Lauren Greene), five Silver (won by Lauren Greene, Wujie Li, Jane Dill, Corinne Mizzell, and Ad Team), the Special Judges’ Award for Copywriting (Marcella Davis), and the Student Best of Show (Brenna Horrocks).

Our students claimed 14 more awards from the Public Relations Council of Alabama, including seven Medallion Awards and seven Awards of Excellence.

LessThanUThink has gone international. The effort initially developed from a student-generated concept for a nationwide campaign combating binge drinking on college campuses. Initially, The University of Alabama’s Department of Advertising and Public Relations partnered with UA’s Student Health Center and charged A+PR students to research, plan, execute, and evaluate the campaign’s pilot on UA’s campus. Since its original implementation, it has extended to six schools in the state of Alabama and six other universities in three states and in Argentina. The Capstone Agency, the student-run integrated communications firm at UA, manages the campaign and continues to reach out to new universities for implementation.
Our PRSSA chapter had a record membership of 256, exceeding last year’s record of 206. The chapter also received a "Star Chapter" award from the national PRSSA organization for providing programming and relationship building opportunities for our chapter membership. Eleven members attended the PRSSA National Conference in October 2013; our director of Web communications and VP of finance attended the PRSSA National Assembly.

Jacquie McMahon was selected as a 2014 Betsy Plank/PRSSA Scholarship recipient. PRSSA members from around the country compete for this scholarship. The fact that the award is named in honor of the late Betsy Plank, a UA alumna, makes this scholarship all the more special.

Students under the direction of Dr. Regina Lewis created a new student organization, Professional Women in Communication and Business.

Melissa Etter was selected as a 2014 Stickell Intern. This is a national honor from the American Advertising Federation that is awarded to only 16 advertising students each year.

Katie Bontrager received the Bruce Roche Alabama Advertising Education Foundation (AAEF) Scholarship. This scholarship has special meaning as it is named in honor of our longtime colleague and Professor Emeritus, Dr. Bruce Roche.

Adrienne Gates, a senior, was chosen from a nationwide pool of applicants as one of American Advertising Federation’s Top 50 Most Promising Minority Students.

Courtney McCall was selected for the MultiCultural Advertising Internship Program and is currently working with the Commonwealth Agency in Detroit. Courtney was also just selected from among 850 applicants to participate in Challenge Detroit. She will be placed in an 18-month assignment as a marketing fellow with Plante Moran.

Curtis and Edith Munson Foundation Scholarship and Internship
The Curtis and Edith Munson Foundation has funded one scholarship each year for the past six years. This year the foundation increased the funding, and two students will receive scholarships and internships with conservation organizations in the state of Alabama. Kaitlin Goins will intern with Freshwater Land Trust. Hannah Glenn will intern with the Cahaba River Society.

Scholarships, such as the Munson Scholarship, dramatically impact our students and their financial future. For some students, scholarships are THE difference maker, without which they would not be able to afford a college education. If you would like to support a scholarship, please email Dr. Phelps at phelps@apr.ua.edu or send your donation directly to the Department of Advertising and Public Relations.

Research
A+PR faculty research productivity remained at a high level despite the heavy demands associated with the imbalanced student-faculty ratio. They received five grants from internal and external funding sources. They published two books, 39 book chapters and refereed journal articles, and three articles in refereed conference proceedings. Faculty also presented 30 refereed conference research papers and delivered many invited conference and professional presentations.
A+PR faculty have an outstanding reputation as leading scholars. This year their efforts were recognized with multiple awards, including the following:

**Dr. Kenon Brown** was recognized for authoring the Top Paper in the Sports division at the Broadcast Education Association's annual conference.

**Dr. Hyoungkoo Khang** earned two Top Conference Paper Awards at the Broadcast Education Association Annual Conference. He presented different research in two separate BEA divisions and won the top paper award in each.

**Dr. Eyun-Jung Ki** received the Article of the Year Award for research she published in the *Journal of Practical Research in Advertising and Public Relations*.

**Faculty Publications**


Teaching Awards
A+PR faculty are outstanding teachers and external recognition of this fact is evident in the multiple teaching awards at the College, University, and national levels received this year.

Professor Emeritus Dr. Bruce Roche was awarded the 2014 Distinguished Advertising Educator Award from the American Advertising Federation. This national award recognizes lifetime contributions to advertising education.

Teri Henley received the 2013 Outstanding Commitment to Teaching Award from the University of Alabama National Alumni Association.

Dr. Karla Gower received the Kappa Tau Alpha Honor Society’s 2014 Outstanding Commitment to Teaching Award.

Tracy Sims received the 2013 Knox Hagood Faculty Award from the College.

Service Learning and “Class” Actions
A+PR students in Tracy Sims’ PR Writing classes partnered with the Autism Society of Alabama. Class writing assignments focused on promoting ASA’s Tuscaloosa Walk for Autism and other Autism Awareness Month activities in the area. The Tuscaloosa Walk exceeded fundraising expectations, earning $11,645 and outperforming the 2012 and 2011 totals of $2,371 and $7,556, respectively.

Students in another of Tracy Sims’ PR Writing classes worked with the Druid City Garden Project. Using student-produced materials, the client garnered news coverage of its Garden Party fundraiser in The Tuscaloosa News, The Crimson White, The Republic, al.com and Topix. TV and radio coverage included ABC 33/40’s Talk of Alabama, WVUA's First at Four, Fox 6 and all Clear Channel radio stations. The client reported a net gain of $23,500 (goal was $11,000) with 500+ guests in attendance.

Dr. Suzanne Horsley’s students developed a campaign for UA's Center for Mental Health and Aging. Other students volunteered to help promote the First Annual West Alabama Food and Wine Festival, which benefits the American Red Cross West Alabama Chapter. The event exceeded the festival committee’s goals and raised more than $8,200 to benefit disaster relief efforts in our community.

Students in Randall Huffaker’s Social Media class were tasked with developing a social media plan and then adapting it as they execute the plan with the goal of bringing a celebrity to campus to discuss their social media use. Two of the student groups were successful, and Paul Finebaum and Melissa Joan Hart visited with the students on campus.

Students in Susan Daria’s classes worked with Tuscaloosa City School System to raise money for Arts in Education. They worked with United Way's Success By 6 initiative to develop materials for a K-6 mentoring/reading program. They planned and executed fundraising events for Alabama Credit Union's Secret Meals for Hungry Children program. Secret Meals provides weekend food packs to
hungry children each Friday. The packs are secretly placed in each child's backpack while they are at recess. This year A+PR students raised almost $17,000 to feed local children in need.

Faculty Accomplishments
Professor Emeritus Dr. Bruce Berger continued his multiple leadership roles including his service as Research Director for the Plank Center for Leadership in Public Relations. Dr. Berger also served as interim Director of the Center.

Dr. Kenon Brown received research grants from the Plank Center for Leadership in Public Relations and from the Lewis Advertising Research Fund. He published three journal articles and one book chapter and made multiple research presentations at scholarly conferences.

Dr. Caryl Cooper chaired the Dean’s Search Committee for the College of Communication and Information Sciences. She serves as director of assessment for A+PR. She published one refereed journal article. Dr. Cooper's research concerning Rebecca Stiles Taylor, an African-American female journalist, formed the basis for a nomination leading to Stiles Taylor’s posthumous induction into the Georgia Women of Distinction honor society.

Susan Daria serves as co-lead academic adviser for A+PR and also serves as the faculty adviser for the student chapter of the American Advertising Federation. Daria helped to select and served as adviser for the inaugural class of the A+PR Student Initiative Board (SIB). The SIB is a distinguished group of 12 students selected to help serve as the voice of A+PR students to our faculty and the university. They also conducted a two-week peer advising for A+PR students. Students Daria nominated received a Stickell Internship, a MultiCultural Advertising Internship, the Most Promising Minority Advertising Student Award, and a Challenge Detroit fellowship.

Dr. William J. Gonzenbach coauthored one refereed journal article with UA alumnus, Dr. Elmie Nekmat, and he coauthored a second article with UA alumna and visiting professor, Dr. Brandi Watkins. He served as chair of the search committee that helped bring two new public relations faculty members to the A+PR team.

Dr. Karla Gower is the director of the Plank Center for Leadership in Public Relations. She published two book chapters and she made three research presentations. She serves as co-chair of the Commission on Public Relations Education, which issues global standards for public relations curricula. She also serves as a member of the Public Relations Society of America’s Educational Affairs Committee.

Dr. Glenn Griffin led the students that were invited to exhibit their work at The One Club for Art & Copy's Annual One Show Student Exhibition as part of the Creative Week events in New York City. Griffin published two book chapters, one refereed journal article, and two abstracts in conference proceedings. He presented multiple papers at scholarly conferences and at professional conferences.

Teri K. Henley received The University of Alabama’s highest honor in teaching, the 2013 National Alumni Association’s Outstanding Commitment to Teaching Award. Henley serves as faculty adviser of the Capstone Agency, the student-run integrated communications firm, as faculty adviser to the National Student Advertising Competition Team, in leadership roles in numerous professional
organizations, and she leads UA Faculty Fellow efforts to enhance service-learning opportunities.

**Randall Huffaker** received a Telly Award for Best Small Market Television Campaign. Huffaker served as co-adviser for our District 7 Champion National Student Advertising Competition team. He also made invited presentations in multiple programs in three Colleges at the University.

**Dr. Suzanne Horsley** is president-elect of the West Alabama Chapter of the Public Relations Council of Alabama. Students in her PR Campaigns class have been working with the United Way of West Alabama. They have developed campaigns to train all 27 UWWA affiliated nonprofit agencies in crisis communication planning and media relations. The students are currently working to promote the Individual Development Account (IDA) program for UWWA, which helps qualified individuals in our state save for education, start a small business, or buy a home.

**Dr. Hyoungkoo Kang** received two top paper awards at the Broadcast Education Association’s Annual Conference. Kang made three presentations at scholarly conferences and he published two refereed journal articles.

**Dr. Eyun-Jung Ki** published nine journal articles in the past year. Her article was named the Article of the Year in the *Journal of Practical Research in Advertising and Public Relations*. She served as research co-chair of the Public Relations Division of the Association for Education in Journalism and Mass Communication.

**Dr. Lance Kinney** is the graduate program coordinator for A+PR. Dr. Kinney published a refereed journal article and made three research presentations at scholarly conferences. He also chaired and organized the Alabama Program in Sports Communication Symposium. Dr. Kinney again organized and led a a tour of UA undergraduate students to New York City to meet UA alumni working in ad and PR agencies, including Medavest, Ketchum Public Relations, Ogilvy & Mather and Google.

**Dr. Meg Lamme** published one book and one encyclopedia entry. In addition to serving on the editorial boards of four international journals, she served as moderator/panelist for an AEJMC joint History and PR division panel and was invited to participate in two panel presentations. She was an invited speaker at the UA Honors College Assembly, and she was an invited panelist at UA’s Leadership University and at the Plank Center/C&IS leadership roundtable sponsored by the Brunswick Group and Heyman Associates, New York. Dr. Lamme sponsored a UA Emerging Scholar student this spring, who presented her work at the UA Research & Creativity Conference in April, and a University Honors Thesis student, whose work is scheduled to be completed during the fall 2014 semester.

**Dr. Regina Lewis** is the founding faculty adviser for the new student organization Professional Women in Communication and Business. Dr. Lewis also mentored three UA Emerging Scholars (Tatum Roessler, Candice Ji, and Kaitlyn Herbert). Dr. Lewis coauthored a book chapter with UA alumna and visiting A+PR faculty member, Dr. Brandi Watkins. Drs. Lewis and Watkins also coauthored research with Dr. Kenon Brown that was presented at the annual conference of the American Academy of Advertising.

**Mike Little** taught approximately 600 students in the past year. He serves as website manager for A+PR. He presented information on typography to the members of the Alabama Scholastic Press Association.
Dr. Joseph E. Phelps is chairman of the Department. He serves on the editorial review board for nine scholarly journals. He also serves as an elected member of the Publications Committee of the Association for Education in Journalism and Mass Communication. He coauthored research with UA alumnus Hyuksoo Kim and former UA colleague Doohwang Lee that was published in the International Journal of Integrated Marketing Communications.

Tracy Sims earned the Accreditation in Public Relations certification. The accreditation program “aims to improve the practice of public relations by assessing competence in 60 areas of knowledge, skills and abilities (KSAs) associated with the profession.” She is co-lead academic adviser and faculty adviser to the UA chapter of PRSSA. Sims will begin her term as the 2014-2015 president of American Advertising Federation-Tuscaloosa June 1.

Plank Center
The Plank Center for Leadership in Public Relations continues to serve as an essential conduit for interactions among students, faculty, and PR practitioners. This year’s highlights include:

- The 4th annual Honoring Milestones in Mentoring dinner, which celebrates outstanding mentors in public relations. More than 300 practitioners, educators, and students attended the event. The event raised approximately $50,000 for the Center.
- A Leadership Summit that presented the findings from three global research studies into leadership and public relations.
- The placement of eight PR educators in public relations agencies and corporations for two weeks in the summer as part of the Center’s PR Educator Fellowship program to facilitate an exchange of information and ideas, enhancing the professional development of both the educators and the practitioner-sponsors.

With these efforts the Plank Center contributes to the study and the practice of public relations and nurtures the UA and A+PR brands in the minds of leading PR professionals and educators around the world. All of which provide a lasting positive impression of a first-rate program.
Department of Communication Studies
Dr. Beth Bennett, chair

Introduction
The growth in the department’s credit hour production resulted in the development of four new faculty positions this year – three full-time teaching positions and one tenure-earning position. The department completed searches for three of those positions. The following people will be joining the faculty in August:

**Dr. Sim Butler** (Ph.D. *University of Alabama*)
Assistant Professor, Course Coordinator for Critical Decision Making

**Dr. Darrin Griffin** (Ph.D. *University at Buffalo, SUNY*)
Assistant Professor, Course Coordinator for Interpersonal Communication

**Dr. Josh Pederson** (Ph.D. *University of Iowa*)
Assistant Professor, research position in Relational Communication and Persuasion

In addition, **Cory Paul Harrison** (M.A. *University of Alabama*) will be taking a temporary position as a departmental instructor and as the assistant director of forensics.

Teaching
For the 2013-14 year, the department offered 185 courses: 158 undergraduate, 17 graduate, 6 UG/G, and 4 Ph.D. According to OIRA reports, total Student Credit Hour (SCH) production for these courses was 5,359, an increase of 589 students from last year, for an average of 383 students per full time faculty member. Included in these numbers were several new courses, offered for the first time this year.

New course developed:
COM 270 *Discourse of Sport* (offered as COM 295 by Meredith Bagley)
Introduces students to the major concepts, theories, and methodological perspectives that Communication Studies scholars bring to the study of sport.

New special topic courses offered:
COM 395 *Health Communication* (Richard Mocarski)
COM 395 *Sport as Civic Discourse* (Sim Butler)
COM 467/567 *Rhetoric and the Law* (Jason Black)
COM 495/AAST 495 *Critical Whiteness Studies* (Jason Black)
COM 595-900 *Beyond Sapphire & Jezebel: Rep. of Black Women in Film* (Robin Boylorn)
CIS 650 *Doctoral Seminar: Representations of Black Women in Film* (Robin Boylorn)

The number of undergraduate COM majors in the fall increased again from the previous year, to 369, while the number enrolled in the MA program remained about the same, at 30. We also admitted 4 undergraduate students into the *University Scholars Program* this year, which increased the actual enrollment in the MA program to 34. Growth in the department’s undergraduate and graduate programs is reported in the table below (OIRA).
Fall | UG | G | Total
--- | --- | --- | ---
2013 | 369 | 30 | 399
2012 | 323 | 31 | 354
2011 | 292 | 29 | 321
2010 | 264 | 34 | 298
2009 | 250 | 30 | 280
2008 | 273 | 22 | 295
2007 | 258 | 17 | 275
2006 | 190 | 14 | 204

From the *Student Opinions of Instruction* (SOI), the department had aggregate instructor ratings of 4.45 in the fall and 4.34 in the spring, on a 5 point scale (OIRA). In addition, from the exit survey given to COM 499 students, graduating seniors (Spring 2014), comes their assessment of learning outcomes for the program:

**In assessing their experience as COM majors, percentage who Agree/strongly agree:**

- 96% we offer quality instruction
- 90% learned about ethics/integrity
- 90% learned about diversity/multicultural
- 90% developed as scholar
- 83% can better articulate career path/goals
- 95% satisfied overall

This year, FAR had 14 faculty members reporting on teaching productivity for the department (8 tenured or tenure-earning, 5 contract, 1 part-time adjunct). In addition to their assigned courses, departmental faculty reported supervising 4 undergraduate research projects and mentoring 3 top place College winners in oral presentations at this year’s UA *Undergraduate Research and Creative Activity Conference*. At the graduate level, COM graduate faculty members reported supervising 8 graduate research projects, 6 dissertation projects, 8 M.A. thesis studies, and 14 M.A. professional portfolios.

**The Public Speaking Program**

Under the leadership of its director, Dr. Alexa Chilcutt, this program continues to accommodate the growing demand for COM 123 *Public Speaking*. From summer 2013 through spring 2014, the program enrolled a total of 1,655 students, an increase of more than 260 students over the past three years.

- **Summer 2013** 212 students (in 12 stand-alone sections)
- **Fall 2013** 614 students (in 2 large lecture sections & 7 stand-alone sections)
- **Spring 2014** 829 students (a large lecture section of 408, along with an on-line lecture section)

Enrollment for the program is University-wide, with 62.4% from outside of the College, coming especially from Education, Arts & Sciences, Engineering, and Commerce and Business Administration. The 37.60% of the total enrollment coming from the College is distributed as follows: 14.42% PURL, 7.3% TCF, 6.78% ADV, 5.58% JN, 2.58% COM, and 0.94% UDCM. The demand for this course has secured an additional faculty line for the department, an assistant director position, which we plan to fill this coming year. To grow the program’s enrollment capacity, additional resources are needed, including more graduate teaching assistantships to handle the
performance labs, larger office space for the instructors (10+), and perhaps even a staff position to help with scheduling. In August, we plan to open a presentational lab, an extension of the program to the campus and general public, offering individualized coaching/consulting on public presentational skills. To operate effectively, the lab will require dedicated space for that purpose.

The COM 123 competition for the Oscar Newton Public Speaking Prize, known as the Speak-Off and held each semester, produced two winners, each from a field of six finalists: Fall 2013, Katherine Turner, a public relations major, and Spring 2014, Steven Tice, an advertising and marketing major.

**Alabama Forensic Council**
Under the direction of Bobby Imbody, the Alabama Forensic Council traveled 25 students to various tournaments this season, 21 of whom qualified to compete in this year's national tournament. With those competitors, the team filled 65 competitive slots and won 9th place National School Award at the most prestigious national forensics tournament in the country, the 2014 America Forensic Association-National Individual Events Tournament, hosted by Arizona State University, Tempe, AZ. At that tournament, where 83 different University and College programs competed, six UA students advanced to elimination rounds. Collin Metcalf, from Cantonment, FL, was named National Champion in Extemporaneous Speaking. He also placed 3rd in Impromptu Speaking and 23rd in Persuasive Speaking. Based on his competitive rankings, he also won 10th place in overall speaker points. From this same competition, Hannah Fowler, from Harrisburg, IL, placed 9th in Program of Oral Interpretation and was named to the 2014 AFA-NIET All-American Team. Overall, we are extremely proud of the success the team has had this year.

**Lambda Pi Eta – Eta Chapter, University of Alabama**
The featured speaker at the induction ceremony and breakfast for Lambda Pi Eta was the 2014 Outstanding Alumnus in Communication Studies, Dr. R.V. Pierre Rodgers, the Academic Program Coordinator for Sport and Recreation Studies and the Center for Sport Management, George Mason University. Among this year’s 38 initiates into the honorary were 13 juniors, 17 seniors, 8 M.A. students. The organization also recognizes freshmen and sophomores who have maintained a 3.0 GPA or better in their Communication Studies major. This year there were 5 freshmen and 5 sophomores who received these Academic Achievement Awards. The 2013-14 Executive Officers were Elizabeth Moore, President; Alison Beasley, Vice President; Jessica Smith, Secretary; and Elizabeth Rust, Treasurer. The faculty advisor, Dr. Jason Edward Black, is stepping down, and Caroline Parsons will be taking over this role for 2014-15.

**Research**
According to the information reported in FAR this year, the department’s research output produced the following totals: 16 publications, 20 submissions, 18 acceptances, 1 grant in-force, 1 scholarship grant awarded, and 45 scholarly presentations. Overall, departmental research faculty members were quite productive this year; the scholarly work of three faculty members deserves special note here.

This year, upon the completion of his Assistant Dean duties for the College, the department welcomed the return of Dr. Jason Edward Black as a full time research faculty member. To develop his current research project, a book-length volume on representations of the Creek Nation and U.S. governmental and public identities during the bicentennial celebrations of the Creek War of 1813-1814 across the State of Alabama, he applied for a sabbatical and for the 2014 Reese Phifer
Scholarship departmental grant. The department awarded him the Reese Phifer Scholarship for $12,500 for his proposal, “Creek War Commemorations: Neocolonial Memories and Decolonial Interventions.” He was granted his sabbatical leave, in Fall 2014, to work on the book manuscript. His critical anthology, edited with Chuck Morris, An Archive of Hope: Harvey Milk’s Speeches and Writings,” is a finalist among this summer’s Lambda Literary Awards to be presented in New York City. He also has had his book proposal, for Milk Delivery: The Queer Newspaper Columns of Harvey Milk, accepted by City Lights Books.

Dr. Mary Meares, who has been serving as the department’s Graduate Program Director for five years now, also applied for a sabbatical to give her the opportunity to focus on her research program and the development of a specific research project. Her proposal is to examine best practices in diversity management and in providing opportunities for diverse voices, grounded in the literature of organizational and intercultural communication. This project will add both theoretically and practically to the increasing need to maximize positive organizational communication with diverse employee populations. While the formal goal is to publish a journal article on the results of her project, she may also publish the findings in applied venues, accessible to practitioners. She was granted her sabbatical leave, for Spring 2015, to begin collecting data to analyze for the project.

Dr. Robin Boylorn had her second book published this year, Critical Autoethnography: Intersecting Cultural Identities in Everyday Life, a volume she co-edited with Mark Orbe. This book features intercultural analyses of a methodology that seeks understanding and resists uni-dimensional views and experiences of culture. Its goal is to offer a range of personal/cultural experiences and perspectives, paying particular attention to the various intersections of identity that influence our daily lives, to show readers how to appreciate cultural similarity and difference and to understand how a cultural perspective enhances interpersonal communication skills. Her first book, Sweetwater: Black Women and Narratives of Resilience, has been amassing critical acclaim, including the 2013 Best Book Award by the Ethnography Division of the National Communication Association and the 2013 H.L. Goodall, Jr. and Nicholas Lee Trujillo ‘It’s A Way of Life’ Award in Narrative Ethnography from the International Congress of Qualitative Inquiry and the Ethnography Division of the National Communication Association. Her research project, Sweetwater Two: Re-tracing Rural Black Women’s Stories, has a RGC grant fund in-force. Her work was prominently featured in the University of Alabama’s Research Magazine this year.

Faculty Publications


**Faculty Accomplishments**

**Meredith Bagley**
- Developed with Robin Boylorn a panel on queer teaching, research, and service, “Queering the Classroom,” for the Fall Colloquia series, Department of Communication Studies, 9 October 2013
- Organized the UA Alumni/ae Football Tailgate party for the Department of Communication Studies, 19 October 2013
- Was elected as a UA Faculty Senate representative to the UA *Task Force on Excellence in Equity, Inclusion, and Citizenship*, to report on student government, diversity policies, and citizenship
- As a Faculty Fellow in the *Alabama Program in Sport Communication*, was actively involved in the launch of new interdisciplinary, college-wide research initiative (see [http://sportscom.ua.edu/person/meredith-m-bagley-ph-d/](http://sportscom.ua.edu/person/meredith-m-bagley-ph-d/)) and secured the keynote speaker, Dr. Sue Rankin, Professor Emerita, Penn State University, for its February 2014 conference
- Asked by the chair of University of Washington, Department of Communication, to serve as guide and instructor for group of 25 students and community members connected to UW who traveled to Alabama, Mississippi, and Arkansas on their spring break for a Civil Rights Pilgrimage, 2 March 2014
- Served as co-head Coach of the Alabama Women's Rugby Football Club and guided the team to its first playoff appearance in school history, earning at-large bid to USA Rugby Div II National Championships
- Received the *Sam S. May Commitment to Service Award*, the university’s highest award for service as part of Safe Zone Program Ally Training team, University of Alabama, Fall 2013
- Recognized for *Outstanding Faculty Research on Diversity*, for conference paper "What's Love Got to Do With It: Pentadic Cartography of Contemporary Marriage Equality Rhetoric." College of Communication & Information Sciences, Spring 2014

**Angela Billings**
- Received the *Honorable Mention award for Excellence in Undergraduate Teaching* by the University of Alabama's Office of Research on Teaching in the Disciplines

**Jason Edward Black**
- Received the *Top Paper in American Studies* distinction, 2013 National Communication Association convention
- Was named a finalist for the 2014 *Lambda Literary Award*, for his anthology, *An Archive of Hope: Harvey Milk's Speeches and Writings*
- Was named a finalist in the 2014 *Last Lecture* competition, The Graduate School, University of Alabama

**Robin Boylorn**
- As a member of the Diversity Forum and departmental Colloquia Coordinator for Communication Studies, invited and secured guest speakers who represent work in diversity, such as the representatives from *Spectrum/Safe Zone* for the departmental panel presentation (9 October 2013), and facilitated the visit of Dr. Tony Adams, keynote speaker for the Diversity Forum, and secured co-sponsors, including University Programs, Women's
Resource Center, the Department of Gender and Race Studies, and the College of Communication and Information Sciences Dean's Office.

- As a member of The Crunk Feminist Collective (CFC), participates in academic collaborations and networking across the country, via the CFC website and blog site, contributing at least monthly (see http://crunkfeministcollective.wordpress.com/2010/04/01/%e2%80%9cyou-are-prett—for-a-dark-skinned-girl%e2%80%9d) and works in collaboration with other CFC members and women scholars of color who have pioneered work in feminism and hip hop to further the agenda of black feminist activism/s.

- Received 2013 Best Book Award by the Ethnography Division of the National Communication Association

- Received a 2013 Reese Phifer Scholarship grant, $4,165, for her research proposal, “From The Country to the City (& Back): Understanding the Relevance of Space and Place in Black Women’s Life Stories”

- Received the first H.L. Goodall, Jr. and Nicholas Lee Trujillo ‘It’s A Way of Life’ Award in Narrative Ethnography from the International Congress of Qualitative Inquiry and the Ethnography Division of the National Communication Association

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- Was named the 2014 Last Lecture Recipient, The Graduate School, University of Alabama

Alexa Chilcutt

Provided professional leadership in various external programs, including --


- Dental Team Retreat. Symphony Dental, Botanical Gardens, Atlanta, GA, 27 September 2013. Provided instruction on presentational skills to various groups campus-wide, including –

  - “Team Communication and Conflict Management Skills,” to CBA MBA Program, as a "Lunch and Learn."

  - “Effective Presentations and Impression Management Skills,” Emerging Scholars Class / Ann Webb, 11 November 2013

  - A program on interview techniques and public speaking tips for the Student Alumni Association, Alumni Hall, 24 February 2014.

  - “Three-Minute Thesis (3MT) Competition and Effective Presentation Skills,” for the UA Graduate School, 205 Gorgas, 30 September 2013

  - Presentation to student workers in the UA Writing Center about effective listening and communication skills, 2 October 2013

Worked as a professional consultant for various UA constituencies, including –

- For the Capstone College of Nursing, provided a 3 hour program for the Staff Retreat which included facilitating SWOT analysis, strategic planning, and development of message for presentation to the new dean of nursing college, 9 August 2013.

- For the UA Registrar’s Office, provided 3.5 hour retreat program which focused on team communication, leadership, and conflict management tactics, 13 August 2013.
- For the Alabama Association of School Business Officials, UA College of Continuing Studies, provided a 4 hour professional development program for approximately 300 local school financial managers, 5 November 2013.
- For Alabama Community College Leadership Program, UA College of Continuing Studies, provided a 3 hour professional development program on effective communication, listening skills, team dynamics and conflict management to Community College administrators, 20 February 2014.
- For UA College of Engineering, its NSF REU Summer Program, taught and facilitated teaching of effective communication, presentation, and scientific poster creation skills to 12 undergraduates from colleges and universities across the nation participating in the aerospace engineering Research Experience for Undergraduate (REU) Summer program. Ten sessions in total from the beginning of June through July 2013.
- For University of Alabama HR Staff Development, Rose Administration, provide training programs for Human Resource Department, including “Impression Management,” “Interpersonal and Group Dynamics,” “Effective Presentations: It's Not Just What You Say But How You Say It (I and II),” Fall 2013.

Janis Edwards
- Received a 2013 Reese Phifer Scholarship grant, $4,165, for her research proposal, “Visual Politics: A Transforming Platform”

Mary Meares
- Serves as faculty advisor, Serbia Fellowship Program, UA Honors College, Spring 2013-present
- Provided career counseling for participants in the Summer Institute for Intercultural Communication, Portland, OR, July 2013.

Carol Bishop Mills
- Received the Excellence in Teaching Award, by the Board of Visitors of the College of Communication and Information Sciences

Caroline Parsons
- As Program Planner for the National Communication Association - Lambda Pi Eta National Honor Society, coordinated submissions and the review process for the national conference, Washington, D.C.
- Alpha Epsilon Lambda Graduate Honor Society, 20 April 2013

Lu Tang
- Received Top Faculty Paper Award, Mass Communication Division, Southern State Communication Association, for paper -- "Be Aware of Superbugs: Risk Communication in Newspaper Coverage of the NDM-1 in India, United Kingdom, and the United States”
- Received a 2013 Reese Phifer Scholarship grant, $4,165, for her research proposal, “Effects of Message Congruity and Readers’ Ego Involvement on The Processing of Online Health Information”

Lu Tang and Jane Baker
- Conducted evaluation of the WellBama Program, UA's employee wellness program, for the University, including 39 face-to-face interviews with current participants of the WellBama Program to assess their experiences and opinions about the program for its director Dr. Rebecca Kelly.
Special Departmental Events

The department held two URCs (Undergraduate Research Colloquia) – Fall, 5 December 2013, and Spring, 23 April 2014 – in which COM majors presented results of their research projects to audiences of approximately 200 undergraduates.

The Frank M. Thompson Swing, formerly the Crimson Classic, was hosted on 12-13 October 2013.

The Fall Speak-Off final competition was held, in Morgan Auditorium, on 22 October 2013. Judges were Caroline Parsons, Bobby Imbody, and Beth Bennett. Katherine Turner took first place; Jennifer Cosler, second place, and Benjamin Bottcher, third place. Other finalists were Nina Brante, Hailey Pruitt, and Josh Meyer.

The Hall of Fame High School Speech and Debate tournament was hosted on 17-18 January 2014.

The AFA-NEIT District 6 and Black Warrior Tournaments were held on 25-26 January 2014. African American Heritage Tours, led by Dr. Jason Black, started from Reese Phifer Hall, every Wednesday in February, at 10 a.m.

Aurtherine Lucy Tour: Honoring the Legacy of Aurtherine Lucy, led by Dr. Meredith Bagley, started from Reese Phifer Hall, every Monday in February, at 1 p.m.

In February, the department co-sponsored the visit of Dr. Sue Rankins, the keynote speaker for the Alabama Program on Sport Communication (APSC) Annual Symposium.

The department hosted the campus visit from Dr. Tony Adams, a rising star whose work focuses on autoethnography, relational communication, and diversity. His book, Narrating the Closet: An Autoethnography of Same Sex Attraction, received two book awards last year. He is also co-editor of the recently published inaugural Handbook of Autoethnography and has two books under contract. The departmental research colloquium for him, co-sponsored by ICIR, was held on Friday, 7 March.

On Monday, 10 March, at noon, Marshall Chiles spoke to approximately 408 students in the COM 123-001 lecture. Chiles is a "humor-expert" and the author of the upcoming book, Humor Is Easy: How To Increase Your Presentation's Effectiveness Tomorrow. He is also a professional comedian and the owner of the Laughing Skull Lounge comedy club connected to the Vortex, in Midtown Atlanta.

The National Showcase event by the Alabama Forensic Council, presented by the qualified competitors before nationals, was held on Wednesday, 19 March, in Farrah Hall.

Lambda Pi Eta breakfast and induction ceremony was held on 3 April, in the ballroom of the Hotel Capstone. The society inducted 38 new members. The speaker was the 2014 Outstanding Alumnus in Communication Studies, Dr. R. V. Pierre Rodgers, who serves as the Academic Program Co-Coordinator for Sport and Recreation Studies, in the Center for Sport Management, George Mason University, Prince William Campus. He graduated with a BA in Speech Communication, in 1984.
The Spring **Speak-Off** final competition was held on 8 April, in Morgan. The judges were Mark Nelson, Beth Bennett, and Angela Billings. The winner of **Oscar Newton Public Speaking Prize** was Steven Tice. Savannah Gardner took second place, and Elayna Weston, third place.

The department again helped sponsor the **Lavender Graduation 2014**, which occurred on Monday, 21 April, in Woodis McDonald Auditorium, Graves Hall.

**Student Awards**


*Outstanding Ph.D. Teaching Award, College of Communication and Information Sciences* – **Sim Butler**

*Knox Hagood Award for Outstanding Doctoral Student* – **Richard Mocarski**

UA Graduate School -- **2013 Three-Minute Thesis (3MT) competition finalist** – **Adam Sharples**

*Outstanding M.A. Thesis, College of Communication and Information Sciences* – **Levi Pressnell**

*Outstanding M.A. Teaching Award, College of Communication and Information Sciences* – **Bailey Oliver**

**Frank M. Thompson Jr. Award for Excellence in Forensics**— **Brandon McCasland**

**Marshia Houston Award for Outstanding Graduate Student Work in Social Justice and Diversity**— **Colin Whitworth**

**Communication Studies Outstanding Graduating Senior** – **Hannah Fowler**

**Thomas E. Harris Award for Excellence in Organizational Communication**— **Blake Schneider**

**Alabama Forensic Council Outstanding Individual Events Team Member**— **Collin Metcalf**

In the **2014 Undergraduate Research and Creative Activity Conference**, Oral Presentation COM winners:

1st Place - **John Brinkerhoff** (Faculty Mentor: Jason Black)

2nd Place - **Victoria Griffiths** (Faculty Mentor: Meredith Bagley)

3rd Place - **Kathryn Taylor** (Faculty Mentor: Meredith Bagley)

Mark Nelson Leadership Support Fund recipient, **Rahni Argo-Bryant**, a double major in COM and TCF. Her research proposal, “Power of Comics- Comic-Con International Research Program: The Rhetoric of Alternative Geek Fandom—A Field Study Opportunity,” was competitively selected to participate in the program in San Diego to learn how to do ethnographic research.
Department of Journalism  
Dr. Wilson Lowrey, chair

Introduction
For the Department of Journalism it has been a year of top honors for both students and faculty, as well as a year of transitions and new challenges.

Years from now, 2013 may be remembered as the year of the “big story.” Three senior journalism majors and Crimson White staffers wrote “The Final Barrier,” an important investigation of racial discrimination in the UA Greek system. The story sparked real changes at UA, gained national media attention, and won the students numerous national and regional awards. It also stood as a heartening reminder that high quality journalism truly makes a difference. Other majors in the department also won top awards, for news, feature and sports reporting. A number of department faculty members won national-level honors in 2013-2014, including awards for scholastic advising, journalism education, and research projects.

The year was also defined by transition, and changes started at the top. The provost tapped Jennifer Greer, the department’s chair since 2007, to serve as interim dean, following the retirement of former Dean Loy Singleton. Greer has done an outstanding job, going well beyond normal expectations for an interim dean. Wilson Lowrey, the department’s former graduate coordinator, stepped into the department chair position, and Matt Bunker took over as graduate coordinator in the spring. Chris Roberts was promoted to associate professor with tenure in April, Scott Parrott earned his doctorate and became a tenure-track assistant professor, and Dianne Bragg also earned her doctorate and became an assistant professor. Finally, longtime program assistant for the department Cecilia Hammond retired in January, and Holley Mabury, who served as the Dean’s secretary at Bevill State Community College, became the department’s new program assistant.

While change was in the air, the faculty’s commitment to teaching, research, and service to journalism and to the community was a constant. Faculty pursued a variety of teaching innovations this year and plan more next year, including the integration of classes with media operations in the new Digital Media Center. The productivity and quality of faculty scholarship reached truly impressive levels in 2013-2014, with research faculty producing an average of four peer-reviewed academic publications per faculty member, and more than four conference presentations. And the department continues its dedication to serving the journalism and academic professions, the community and the state, through student groups, through the department’s scholastic journalism program, and through countless efforts by individual faculty.

Teaching
The Department of Journalism had 313 undergraduate majors in spring 2014, up from 299 in spring 2013. These numbers have generally been on a steady rise since 2010, excepting a spike to 335 in spring 2012. The number of journalism minors decreased slightly, from 53 in spring 2013 to 49 in spring 2014, but the number of students in the minor has grown dramatically since 2010 (see Table 1).
The number of undergraduate credit hours produced in department courses in spring 2014 was 2,336, a slight increase from 2,203 in spring 2013. This number is a substantial increase since 2010, when 1,487 credit hours were produced. The number of graduate credit hours produced was 154 in spring 2014, an increase over spring 2013 when it was 141, and a large increase over the 103 credit hours produced in spring 2010 (see Table 2).

Table 2: Department of Journalism credit hour production per semester, 2010-2014 (OIRA).

<table>
<thead>
<tr>
<th></th>
<th>Spring 2010</th>
<th>Fall 2010</th>
<th>Spring 2011</th>
<th>Fall 2011</th>
<th>Spring 2012</th>
<th>Fall 2012</th>
<th>Spring 2013</th>
<th>Fall 2013</th>
<th>Spring 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>UG majors</td>
<td>1,487</td>
<td>1,640</td>
<td>1,630</td>
<td>1,872</td>
<td>2,145</td>
<td>2,203</td>
<td>2,409</td>
<td>2,336</td>
<td></td>
</tr>
<tr>
<td>Graduate</td>
<td>103</td>
<td>121</td>
<td>140</td>
<td>141</td>
<td>154</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1,590</td>
<td>1,751</td>
<td>2,009</td>
<td>2,344</td>
<td>2,490</td>
<td></td>
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</tbody>
</table>

The number of undergraduate courses and sessions has also increased, with the number of sessions nearly doubling between 2010 and 2014. (JN 311 News Reporting and Writing lab sessions were included in the number of sessions.)

Table 3: Number of UG and graduate journalism courses and sections taught, 2010-2014 (summer, fall and spring for each year).*

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>UG courses</td>
<td>37</td>
<td>37</td>
<td>40</td>
<td>45</td>
<td>46</td>
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<tr>
<td>UG sessions</td>
<td>67</td>
<td>77</td>
<td>89</td>
<td>107</td>
<td>110</td>
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<tr>
<td>Grad courses</td>
<td>21</td>
<td>25</td>
<td>24</td>
<td>24</td>
<td>22</td>
</tr>
<tr>
<td>Grad sessions</td>
<td>28</td>
<td>31</td>
<td>30</td>
<td>28</td>
<td>25</td>
</tr>
</tbody>
</table>

*Numbers include independent studies and thesis research courses

MC Courses
The Journalism Department began coordinating the MC curriculum for the College during the 2013-2014 year. Fifteen undergraduate MC classes and 44 sessions were taught during summer 2013, fall 2013 and spring 2014 combined. During this same period, four graduate-level MC classes and five sessions were taught.

Graduate Program
In fall 2013, the journalism master’s program enrolled seven students in the one-year professional “Community Journalism” program, and four students in the thesis-track program. At the end of the spring 2014 semester, the master’s program had a total enrollment of 17 students. Eight students graduated summer 2013, including all six Community Journalism students in the 2012-2013 class and two thesis-track students. There were 16 completed applications to the program for fall 2013 (18 completed or started), and at present there are 19 completed applications for fall 2014 (23 completed or started). More applications are expected for fall 2014 at the time of this report.
Internships
A total of 58 undergraduate Journalism majors worked internships for course credit in the 2013-2014 year. A semester breakdown shows that 19 students interned for credit in summer 2013, 15 in fall 2013, and 24 in spring 2014. Of these, most interned at the Tuscaloosa News – 40 total for the year – continuing the successful relationship between the department and Tuscaloosa’s daily newspaper. The breakdown for Tuscaloosa News internships was 10 in summer 2013, 12 in fall 2013 and 18 (a record high for this program) in spring 2014. The internships numbered here do not include internships in which students earned no credit. For example, during summer 2013, one student worked at GQ Magazine and a second worked at BRIDES magazine, both in New York.

Internships worked for credit outside of the Tuscaloosa News varied in location and type. Several students interned in New York during summer 2013, including one at Vanity Fair magazine and another at Niche Media. Another student worked at The Abaconian newspaper in the Bahamas. Most internships were worked at newspapers and magazines, but four students interned at TV stations, and several interned in communication positions for companies or foundations.

In addition, six master’s students in the Community Journalism professional master’s program worked at the Anniston Star daily newspaper during summer 2013, marking the seventh year that our master’s students have worked at the Star for internship course credit. Seven students in the 2013-2014 class are interning at the Star at the time of the writing of this report.

Teaching, Activities, Innovations in Classes
In 2013-14, faculty pursued numerous creative ways to connect students with people, places and events “out there,” beyond classroom walls. Students traveled – around campus to experience a wide range of speakers and events in Chris Roberts’ Intro to Mass Comm class; around the community in Meredith Cummings’ Teaching Journalism course and Scott Parrott’s Digital Community Journalism course; across the state to present award-winning media history scholarship in Dianne Bragg’s Journalism History course; and across the country and into Canada to learn about travel writing, in Kim Bissell’s group independent study course.

Faculty brought the outside world into the classroom, through numerous nationally known scholars and journalists. Students gained attention from the local media through class projects, appearing on Birmingham TV news for projects in Scott Parrott’s Digital Community Journalism course, and publishing their works in local newspapers and magazines in Don Brown’s Depth Reporting course and Kim Bissell’s travel journalism course.

Faculty also invented creative teaching methods, including Chip Brantley’s cross-department service-learning course that focused on a single death-penalty case, George Daniels’ collaboration with a Kinesiology coaching class to produce a sports press conference for his reporting students, and Chris Roberts and Kim Bowers’ creative use of Twitter. The department planned changes this year to two courses that will be integrated in the fall with the media outlets in the Digital Media Center.

Listed below are specific innovative and outward-looking teaching efforts by journalism faculty in 2013-2014:

- **Kim Bissell** traveled to Washington state and Canada with a group of students in an independent study “International Journalism” course. Students wrote magazine stories, developed visuals, and designed a six-page spread for publication in a local city magazine.
Bissell also found a publication avenue for Ph.D. students. Students in her CIS 650 doctoral seminar in Health Communication will contribute chapters to an edited book on theory, research and practice in health communication.

- JN 311 adjunct instructor Kathy Bowers introduced a "Tweet of the Week" homework assignment, in which students shared tweets, discussing in class why the tweets were provocative, compelling or informative. This was a lighthearted, relevant way to discuss story focus, use of the 5 Ws, how to choose words carefully and "write tight,” ethics related to Twitter (how soon is too soon to report?), and the ways news delivery is changing.

- Chip Brantley, with TCF instructor Andy Grace, launched a new year-long service-learning course, “Anatomy of a Trial,” in which a diverse group of students from across the University examined a single death-row case in Alabama. Guest speakers included Bryan Stevenson of the Equal Justice Initiative. The class built out a web-based story for the project, which will be published in late 2014 and early 2015.

- Brantley also created a course called Anatomy of a Story, in which students read long-form sports stories and then discussed the stories with the authors who wrote them. Guest speakers (in person and via Skype) included writers from GQ, Esquire, Vanity Fair, Sports Illustrated, ESPN’s Grantland and the Washington Post.

- Matt Bunker invited Professor Clay Calvert of the University of Florida, a nationally known expert on First Amendment law and co-author of the most popular undergraduate media law text in the U.S., to visit his spring MC 401 media law classes and speak about First Amendment student speech issues.

- In Meredith Cummings’ JN 436/536 Service Learning class, journalism and education majors worked in five local high schools, middle schools and elementary schools to help students produce school media. Holt Elementary produced its first newspaper ever.

- George Daniels’ summer JN 311 News Reporting and Writing class provided special coverage of "Through the Doors" events marking the 50th anniversary of the integration of the University of Alabama. Students visited and produced a breaking news story on the opening of a Birmingham News exhibit of civil rights era photos on display at the Bryant Conference Center.

- Students in George Daniels’ JN 325 Reporting and Writing Across Media class participated in a cross-disciplinary exchange with a KIN 420 Issues in Coaching class in the Kinesiology Department. JN 325 students conducted a news conference in which the KIN 420 students presented their statements and fielded questions from student journalists.

- Students in George Daniels’ MC 495 Gender Race and Media class produced six-word essays on their experience with Race in America as part of the national "Race Card Project" spearheaded by NPR’s Michele Norris. The students attended Michele Norris' lecture in March 2014, and the essays are displayed on a bulletin board in Reese Phifer Hall.

- Wilson Lowrey invited three guest speakers to his MC 551 Communication Theory class: Sue Robinson, University of Wisconsin, an expert on news and social network research; John Hatcher, University of Minnesota-Duluth, co-author of a leading text on news media and community; and Donald Shaw, UNC-Chapel Hill, a father of agenda-setting theory.

- Students in Wilson Lowrey’s theory class played an interactive role-playing game designed by Lowrey to teach the sociology of media production. Students were assigned to play managers/staff of different-sized music studios, or to be audience members. They were shown clips of indie bands, and given details/breaking news about the bands, studios and the music industry. “Audience members” visibly “spent” money (chips) on the bands’ music.
“Studio employees” made decisions amid social, economic and organizational influences, and later discussed relevant theory.

- In Scott Parrott’s spring JN 417 Digital Community Journalism class, students worked in a simulated newsroom setting, and were assigned to various newsroom roles, as they produced the daily local news website Dateline Alabama. During the semester, 16 journalism students published original daily stories and five special projects, as well as work from students in other classes. The special projects included #ttown24, in which students and the community photographed 24 consecutive hours in Tuscaloosa, and 91 Minutes in April, an interactive website the students designed to commemorate the third anniversary of the Tuscaloosa tornado.

- Chris Roberts offered extra credit to MC 101 Introduction to Mass Communication students for 11 out-of-class speakers and the “State of the College” address, luring hundreds of students to events they might otherwise not have attended. He also insured that the heads of both University student media and C&IS student clubs introduced themselves and their groups in MC 101 classes.

- Students in Chris Roberts’ MC 101 Introduction to Mass Communication class live-tweeted the lecture about Internet and mass communication, with their tweets on the side of the lesson’s PowerPoint. The result was a great deal of silliness – and a profound learning lesson that traditional mass communicators (in this case, the instructor) cannot control information and behavior in ways they could in pre-Internet days.

**Student News**

Many of the department’s points of pride in 2013-2014 derived from our students’ achievements. Perhaps most noteworthy was the award-winning reporting by three students who were journalism majors and Crimson White editors/reporters – chief editor Mazie Bryant, culture editor Abbey Crain and reporter Matt Ford. Mazie, Abbey and Matt won numerous national and regional awards for their work “The Final Barrier,” a report on racial discrimination in UA’s Greek system. The awards included:

- The 2014 Ancil Payne Award for Ethics in Journalism, a national honor bestowed by the University of Oregon School of Journalism and Communication. To put this award in perspective, the other two 2014 winners were the Wall Street Journal and Reuters.
- The 2013 College Press Freedom Award from the Student Press Law Center, a national award presented to student journalists who pursued difficult stories in the face of adversity.
- First place in “Best Public Service” at the Southeastern Journalism Conference.
- Abbey Crain was chosen journalist of the year by the Southeastern Journalism Conference.

The 2014 Southeastern Journalism Conference presented additional honors to journalism majors:

- Marc Torrence, second place, Best Sports Writer
- Alexandra Ellsworth, fourth place, Best Arts & Entertainment Reporter
- Nick Sellers, fourth place, Best Magazine Writer
- Katherine Owen, sixth place, Best Special Event Reporter
- Anna Waters, eighth place, Best Newspaper Page Layout Designer

Journalism students won multiple honors in the Society of Professional Journalists Region 3 Mark of Excellence Award:

- Marquavius Burnett (2013) and Melissa Brown (2013), first place, breaking news reporting.
- Katherine Owen (2014), winner, non-fiction magazine article; finalist, general news reporting.
Abbey Crain (2014) and Matt Ford (2014), finalist, feature writing.
The three journalism majors who worked on “The Final Barrier” also worked impressive internships in the New York area during summer 2013: Mazie Bryant worked at Vanity Fair magazine, Abby Crain interned at Niche Media, and Matt Ford interned at GQ Magazine.

Other notable news from our majors in 2013-2014:
- **Reginald Allen**, a junior journalism major from Huntsville and **Judah Martin**, a junior journalism major from Foley, represented the College and the department at the “Standing on Their Shoulders” civil rights and journalism conference, sponsored by the Birmingham Association of Black Journalists.
- Fox 6 News in Birmingham featured a story about a number of Dateline Alabama students, including junior **Joseph Bodenbach**, junior **Casey Voyles**, junior **Jonathan Norris**, senior **Kirsten Fiscus** and senior **Alex Rice**. The story highlighted a Dateline project, 91 Minutes in April, which commemorated the third anniversary of the Tuscaloosa tornado.
- Alabama Public Radio also featured junior **Joseph Bodenbach**, the visual editor for Dateline Alabama, in a segment about the 91 Minutes in April project.
- Ellisa Bray, a freshman from Houston, Texas, won second place in the Fine Arts & Humanities category as an Emerging Scholar for his presentation on "The Black Twitter Phenomenon" at the Undergraduate Research and Creative Activity Conference in April.
- Senior Gigi Eyre started a newspaper at Holt Elementary through Meredith Cummings’ JN 436/JN 536 Service Learning class.
- Freshman Jason Frost and sophomore Jaquia Curry represented the Capstone Association of Black Journalists at the April meeting of the Birmingham Association of Black Journalists at WVTM-TV Alabama's 13.
- Senior Lindsee Gentry has taken a staff assistant position with the House Republican Conference in Washington, D.C. Gentry was a writer and copy editor for the fifth issue of the Journalism Department’s travel magazine, Alpine Living.
- Haley Grogan, a master’s student from Huntsville, had her paper “Frontier Theory and Technology as ‘Empire’ In Star Trek: The Original Series” accepted for presentation at the 2014 International Association for the Fantastic in the Arts conference in Orlando.
- Kinsey Haynes, a rising sophomore, will travel to Nashville in June to cover The CMA Music Festival as part of their Award of Merit program. She covered the music festival "Welcome to Rockville" in Jacksonville, Fla., this summer where she interviewed seven bands for her blog.
- Judah Martin, a junior from Foley joined TCF student Theadoris Morris and Dr. George Daniels in presenting Career Day sessions at Southview Elementary School in November.
- Master’s student Kendall Mays presented his paper "Reporting Rift: Crime News Involving Racial Minorities in Local Broadcast TV" at the Discerning Diverse Voices Symposium.
- Jonathan Norris, a junior journalism major from Saint Simons Island, Ga., presented his video "Miss Sorority Row" at the Undergraduate Research and Creative Activity Conference.
- Molly Olmsted, a junior from Gulf Shores, is studying abroad at the University of Leicester in England. Molly will work with the city’s newspaper, the Leicester Mercury.
- Senior Anna Price Olson interned at Condé Nast’s BRIDES magazine in New York during summer 2013 as part of the American Magazine Internship Program with the American Society of Magazine Editors. Olson worked with a team of editors but spent much of the summer directly assisting the chief editor.
• Ryan Phillips, a master’s student from Coker, won first place at the 2014 American Journalism History Association Southeast Symposium for his research paper, “A Newspaper Experiment: The Alabama Insane Hospital’s Patient-run Publication, The Meteor, and its Editor.” Tim Steere, a master’s student from Trumbull, Conn., won second place for his research paper, “Covering Coal: Newspaper Coverage of Three West Virginia Mining Disasters.” These papers were written in Dianne Bragg’s JN 563 History of Journalism class.
• Senior Anna Ramia, an editorial assistant at Alabama Alumni Magazine, is working as a graphic design fellow at Time Inc.’s Oxmoor House in Birmingham.
• Three students in Don Brown’s Depth Reporting class developed stories for publication in the Tuscaloosa News: Phoebe Rees, of Leicester, England wrote “Behind the Scenes of The Machine; Casey Voyles of Fairhope wrote a two-part series on Tuscaloosa's Pre-K program; and Asher Elbein of Atlanta wrote a profile of Alabama Public Television’s Emmy winning Doug Phillips.
• Kailin Tate, an incoming freshman journalism student and a participant in the department’s Multicultural Journalism Workshop, was named a winner in the national Dow Jones News Fund 2013 Summer Workshop journalism contest. She placed for a multimedia site about 50th anniversary events commemorating the area’s civil rights history.
• Junior Casey Voyles, re-elected to a second term as president of the UA chapter of the Society of Professional Journalists, attended SPJ’s leadership training in July 2013 in Memphis.
• Kelly Ward, a sophomore from Fort Worth, Texas, won first place in the poster presentation category for her study of sports blogging. The study was presented at the Undergraduate Research and Creative Activity Conference in April.

Student Organizations

Society of Professional Journalists, UA chapter. The department’s student chapter of the Society of Professional Journalists (SPJ-UA) continued to provide student journalists with opportunities to meet and share experiences, engage in community activities, and bring journalism experts to campus as speakers. This year SPJ-UA had 37 members. The chapter was advised by Department of Journalism professors Chris Roberts and Scott Parrott.
• SPJ-UA sponsored two talks – “Beyond Digital Thunderdome” and “Managing for Diversity” – given by Troy Turner of Digital First Media, one of the nation’s largest newsgathering organizations. At the time of the talks, Digital First had recently launched “Thunderdome,” a nationally centralized news operation serving 56 newspapers in 12 states.
• The chapter hosted an ethics “poker night” with members of the state’s professional chapter of SPJ. Players used a special poker deck full of cards that displayed important journalism ethics rules.
• SPJ-UA hosted a “Get Caught Reading” campaign, in which UA students, via social media, shared photographs of people reading USA Today, The Crimson White and The New York Times. The event was sponsored by USA Today.
• SPJ-UA and the Department of Journalism hosted an internship forum at The Tuscaloosa News, connecting students and media professionals.
• SPJ-UA and CCIS hosted a tailgate for alumnae before the Ole Miss game in the fall.
• The chapter hosted a “Bama Beat” panel in which sports reporters from the Tuscaloosa News, WVUA-TV, the Anniston Star and the Crimson White spoke to students.
- 2013-2014 SPJ-UA officers were Casey Voyles, president; Judah Martin, vice-president; Jonathan Norris, treasurer; and Sarah Mahan, secretary.

The Capstone Association of Black Journalists. CABJ was revived in 2013-2014, under the leadership of instructor and scholastic journalism director Meredith Cummings, who served as the organization’s adviser. CABJ has 40 members on their mailing list. 2013-2014 CABJ officers were Bria Chapman, president; Judah Martin, vice-president; Ray Allen, treasurer; and Ashley Montgomery, secretary. Adviser Meredith Cummings attended the NABJ Convention in Orlando to gather ideas for making the chapter vibrant and meaningful to student members and to the campus. CABJ sponsored a number of successful events:

- In October, CABJ hosted a panel on media coverage of the integration of the University’s Greek system, a story that had made national news the week before.
- In September, the organization hosted magazine editor and creator of the “See Jane Write” blogging community, Javacia Bowser. Bowser is a former CABJ president.
- In March, CABJ held roundtable discussions with outgoing and incoming Crimson White editors to talk about diversity coverage on campus.
- In April, officers traveled to NBC-13 news in Birmingham for a tour and a meeting with the BABJ (Birmingham Association of Black Journalists) chapter.
- Officers planned a mixer with Stillman's chapter, as well as events for next year. Next year they hope to host JP Morgan’s traveling exhibit, “The King Center Imaging Project,” which CABJ is coordinating with UA. The group also hopes to host a resume rally and hold a panel called “Is my resume too black?”, an event motivated by discussions within the chapter, as well as an NPR interview the group listened to.

Research
Faculty in the Journalism Department had 19 blind peer-reviewed journal articles and nine book chapters published from summer 2013 through the end of spring 2014. Faculty also presented 31 conference papers, and of these, 28 were submitted to national or international peer-reviewed competitions. This record was compiled by seven tenured/tenure-track professors and one assistant professor with partial research responsibilities. This is an average of four publications and 4.4 conference presentations per faculty member. It should be noted that the department compiled this remarkable record despite four members of the department’s research faculty holding top administrative positions within the College. According to a report by Academic Analytics, of the 161 Mass Communications/Media Studies programs in the U.S. that used the Academic Analytics service (this includes most of the major programs), the Journalism Department ranked first in percentage of faculty with an article, 12th in articles per faculty member, and 31st in articles per author. The department ranked 53rd in citations per faculty member.

Beyond the numbers, numerous specific research and creative accomplishments from 2013-2014 are worthy of highlight.

- In January, Kim Bissell was awarded a senior scholar grant from the Association for Education in Journalism and Mass Communication in the amount of $4,000. She will use the funding to develop an app for the iPad to improve measures used to track children's food intake. Bissell also continued her work as co-PI for an NIH-funded project, “Developing Effective, Sustainable CBPR to Reduce Obesity in Rural Alabama.” The project, funded with an award of more than $800,000, is designed to reduce obesity in Alabama's black belt counties. She hopes this pilot project will lead to even more external funding. In November
2013, Bissell was the keynote speaker at an international conference in China on sport and communication. She was also asked to be the kick-off speaker in a senior scholar lecture series at the University of Florida that focused on health and sports communication.

- **Matt Bunker** earned second place in the faculty paper competition for the Law Division of the Association for Education in Journalism and Mass Communication. He and co-author Clay Calvert won for their paper “An ‘Actual Problem’ in First Amendment Jurisprudence? Examining the Immediate Impact of Brown’s Proof-of-Causation Doctrine on Free Speech and its Compatibility with the Marketplace Theory.” The paper was presented at the 2013 AEJMC annual convention, Washington, D.C.

- **George Daniels** and his co-authors Lillie Fears and Gabriel Tait won a top faculty paper award for “Portrayals of a Presidential Statement on Race: The Barack Obama-Trayvon Martin Connection in 25 Daily Newspapers.” The paper was presented at the 2013 Southwest Education Council for Journalism and Mass Communication in Tulsa, OK.

- **Wilson Lowrey** was invited to serve as an associate editor for *Journalism & Mass Communication Quarterly*, the flagship research journal of the Association for Education in Journalism and Mass Communication. Lowrey also delivered the keynote talk for the annual Spring Research Colloquium at UNC-Chapel Hill, sponsored by the School of Journalism and Mass Communication.

- **Scott Parrott** and **Kim Bissell** published a monograph in *Journalism & Communication Monographs* that examined the role of individual, social, ideological and mediated factors in the development and reinforcement of prejudice.

- **Chris Roberts** won third place in the faculty paper competition for the Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication. The paper, “A slow response to Quick Response: Diffusion of QR technology on U.S. newspaper front pages,” was presented at the 2013 AEJMC annual convention, Washington, D.C.

- Several faculty members published creative works, including 11 magazine articles by professor **Rick Bragg** and three articles by instructor **Chip Brantley**.

- Bragg completed the final draft of his biography of Jerry Lee Lewis, to be published by Harper Collins.

- Adjunct instructor **Lars Anderson**, who will join the faculty as a full-time instructor in August 2014, completed his sixth book *The Tide and the Storm*, to be published by Time Home Entertainment in August 2014.

- Instructor **Meredith Cummings** won first and second place Alabama Media Professionals awards for postings on her blog, “The Up Beat.” The second-place posting was published in the Christian Science Monitor.

- Adjunct instructor **Don Brown** had his first novel, “Gruesome,” published by Borgo Publishing in April 2014.

**Faculty Publications**


service
The department hosted and sponsored several events, including its annual J-Day and, in conjunction with the College’s Dean’s Office, the Clarence Cason Award in Nonfiction Writing. The department also held conventions and workshops for the Alabama Scholastic Press Association, the premier program for high school journalism in Alabama, housed in the Journalism Department. Department faculty members were active in a variety of internal and external service efforts, serving the department, college and university, the community, and both the academic and journalism professions.

The department held its annual J-Day in February, bringing a number of speakers and panels to campus. Seats were full, and some sessions were standing-room only. Events included the following:

- Media entrepreneur and former Southern Living executive editor Scott Jones spoke on his culinary media companies focused on publishing, custom content, food and wine writing, and wine education.
- A panel of young journalists spoke on ways to adjust to new jobs in new places. Panelists included Lyons Yellin, Tuscaloosa News digital editor; Ana Rodriguez, a Birmingham-area reporter for the Alabama Media Group; and Aldo Giovanni Amato, a government reporter for the Laredo (Texas) Morning Times.
- The department held an informational lunch session for students in the new Digital Media Center.
- In the session “Oh the Other Places You Can Go!”, recent UA graduates discussed ways to use journalism degrees outside of the journalism field. Panelists included law student Aisha Mahmood; Kristen Mather, a content strategist with JWT Atlanta, Ethan Summers, a business entrepreneur; and Chance Gray, a merchandise manager for country music stars.
- In “Eyes to See from the Other,” veteran photojournalist and multimedia journalism professor Dr. Gabriel Tait examined the communication implications of photos taken by Liberian citizens, and the ways these photos uniquely represent life within their own country.
Bad weather led to the cancelation of an evening event featuring Cason winner Frank Sikora and Nathan Turner, the first African-American journalist hired by the Birmingham News. Turner will speak at this summer’s Multicultural Journalism Workshop.

Other events in which the department was involved included:

- The department worked with the College Dean’s Office to host the **Clarence Cason Award in NonFiction Writing**. This year’s winner was author Frank Sikora, a longtime journalist with the Birmingham News and Time magazine freelancer, and an author of six other books, many of which focused on Birmingham’s civil rights history.

- ASPA Director **Meredith Cummings** coordinated efforts to bring **The Tinker Tour** to the UA campus in October 2013. The event featured an inspirational talk by free speech champion and former Supreme Court plaintiff Mary Beth Tinker and student speech attorney Mike Hiestand. Speaking to an auditorium crowd of students, faculty and staff, the two discussed the Tinker case and the current state of free speech and civic awareness among the country’s young people.

- Also in October, the department co-sponsored a visit by Leonard Pitts, the Pulitzer-Prize winning columnist with the Miami Herald. Pitts delivered the lecture, “If this is America . . .”

- The department co-sponsored a guest lecture by Professor Leigh Moscowitz of the College of Charleston. Moscowitz visited in September to discuss her new book, *The Battle Over Gay Marriage*.

- In the spring, the department sponsored a talk by nationally acclaimed author Warren St. John, who discussed his highly acclaimed profile of coach Nick Saban, published in the September 2013 issue of GQ magazine.

- In two talks in the spring, Dr. Kevin Kemper presented "From Indian Country: Tips for Community Journalism Anywhere" to students in the JN 553 Assessing Community Journalism class and "Native Americans and Ethnic Identity" to students in the MC 495/595 AAST 495 Race, Gender and Media class.

**Service Units**

The department houses the **Alabama Scholastic Press Association**, the primary journalism education program for high school and middle school students in Alabama. ASPA puts on three major events each year. In the fall, the program hosts the Fall Regional Workshop, the State Convention, and the “Long Weekend.” These events are supported in part by the Alabama Press Association and the Alabama Broadcasting Association.

- **The Fall Regional Workshop** was held September 2013 at three different locations: Tuscaloosa, Huntsville and Mobile. About 400 students and teachers attended these individual one-day workshops, an increase in attendance from the previous year. The goals of the workshops were to give teachers and students the skills, tools and resources they need to move forward with successful media products during the school year. Workshops for advisers included instruction on everything from InDesign software to reporting, writing, and editing, to use of social media and multimedia, to staff management. Students learned from many local speakers from the state’s newspapers and broadcasting media.

- **The ASPA State Convention** was held mid February 2014 in the Ferguson Center on the University of Alabama campus. Twenty-two different schools from around the state were represented. There were 253 students, 24 advisers, 30 speakers, 16 judges, 13 student volunteers and two staff members in attendance. The Convention has grown annually, from
145 students attending in 2009. The Alabama High School Journalist of the Year Award was presented, as well as Adviser of the Year, the Rick Bragg Award for Feature Writing, the Bailey Thomson Award for Editorial Writing and the J.B. Stevenson Award, which carries with it a $2,500 award. ASPA awarded 10 scholarships to students who would have otherwise been unable to attend. Keynote speaker and Sports Illustrated reporter Lars Andersen, entertained the crowd. In addition, APSA runs the statewide competitions in all media to recognize excellence among middle school and high school journalists, and we present these awards at the State Convention.

- Over the course of the weekend, over 60 sessions were offered to students, advisers and principals in the Ferguson Center and Reese Phifer Hall. This year sessions were expanded to provide more topics about online media. Sessions included workshops on news, sports and feature writing; editing; photography, design and illustration; multimedia and social media; and legal and ethical issues. Every school publication and school broadcast received a critique.

- For the first time, ASPA produced a website based on State Convention breakout and keynote sessions. A news team of students produced the coverage, and print stories, photography and social media were all part of the final product, including coverage via Twitter, Facebook and Instagram. Students had the opportunity to cover breaking news events and produce a tangible product in an entirely new way than they are able to at school, where there are significant constraints related to publishing costs and timing, and social media restrictions. The on-deadline reporting was a new experience for many, as was the use of so many diverse social media platforms for news purposes.

- The Long Weekend, an annual three-day intensive residential summer journalism camp held on the University of Alabama campus, was held in June 2013. The camp teaches creative and efficient ways to communicate through scholastic newspapers, newsmagazines, yearbooks, literary magazines and digital media. The Long Weekend also gives students a chance to experience college life. In 2013, TLW brought in almost 100 campers, up from only 30 campers six years ago. ASPA provides scholarships to students from underserved areas, thus exposing these students to journalism for the first time. Many go back to their school to start or work on school publications. The camp also allows students from disadvantaged backgrounds to experience campus life, planting the idea of college as an option. Many would be first-generation college students.

The department sponsors the annual University of Alabama Multicultural Journalism Workshop, a 10-day residential camp that trains high school journalists to report, write and analyze information in a multicultural society. The camp gives high school students a basic journalism learning experience to help them consider a career in journalism. Students learn about social media, how to protect their online identity, media law and ethics. Through MJW’s Twitter and Facebook accounts, students learn about reporting through the filter of social media. The workshop was supported in part by the Alabama Press Association and the Alabama Broadcasting Association. In June 2013, students traveled to Tuscaloosa and Birmingham, and covered the 50th anniversary of civil rights events in both places, and also met people involved in the Civil Rights Movement. They visited the Birmingham Civil Rights Museum, Tuscaloosa’s Foster Auditorium and other civil rights landmarks. They took part in UA’s “Through the Doors” 50th anniversary celebration and, as always, produced a newspaper and website. They also met people involved in prosecuting the Birmingham 16th Street Church bombers, as well as former Negro League baseball players.
Service
Faculty members served the community, the academic profession and the journalism profession in a variety of impressive ways in 2013-2014. Highlights included the following:

- **Kim Bissell** served on several national committees for the Association for Education in Journalism and Mass Communication, including the Standing Committee on Research, which oversees research for the national association. She also served on the editorial boards of six academic journals. Bissell was asked to give multiple lectures and talks in Tuscaloosa area schools on body image, health and nutrition.

- **Dianne Bragg** continued as executive board member of the American Journalism Historians Association, elected to a three-year term in October, 2012, and she served as Research in Progress Coordinator for the AJHA national conference. She was also a member of the Steering Committee for the Symposium on the 19th Century Press, the Civil War and Free Expression, in Chattanooga, Tenn.

- **Chip Brantley** continued to lead the Desert Island Supply Co., a creative writing program for kids in Birmingham. The program raised more than $80,000 in grants and launched poetry and journalism programs in two schools in the Woodlawn Innovation Network, a feeder pattern in Birmingham City Schools. DISCO published two books of students’ poetry. DISCO also held the Banned Books Read-a-Thon (36 hours of out-loud reading of banned books) and the first annual LIT dinner, in the 20th Street underpass in Birmingham. The program has a strong diversity component, offering writing programs and free tutoring programs in four schools attended mostly by free- and reduced-lunch minority students.

- **Matt Bunker** continued his informal service to news media organizations around the state, periodically answering legal queries about copyright, open government laws, defamation, etc.

- **Meredith Cummings** put together and participated in a panel sponsored by the Women’s Resource Center called “Women in the press box: The status of women in sports communication.” The panel session had standing room only.

- **George Daniels** served in leadership positions for a number of local, statewide and national media organizations. He served on the advisory board for the Tuscaloosa Center for Technology, the board of directors for the Alabama PRO Chapter of the Society of Professional Journalists, the national board of directors for the Society of Professional Journalists, and the advisory board for the Knight Center for Scholastic Journalism. Daniels also served as secretary for the AEJMC Commission on the Status of Minorities.

- In February, **George Daniels** served as a moderator for the "Stop the Violence" Summit held at Westlawn Middle School. Teachers, law enforcement officers and parents directly affected by gun violence told their stories to a gymnasium full of middle school students. In May, Daniels visited students at Francis Marion High School, who are involved in a "Deconstructing the Myth of Absence" Black History Class.

- **Wilson Lowrey** served on the editorial boards of four academic journals. He was also invited to serve as a mentor for the Junior Scholar Grant Program of the Association for Education in Journalism and Mass Communication, and on an advisory board for William T. Grant Foundation grants submitted by University of Wisconsin faculty.

- **Chris Roberts** Judged contests for three state, regional and national newspaper associations around the country. Roberts also served many hours on the national Society of Professional Journalists committee charged with revising the SPJ code of ethics. He served as head of the “Seek truth and report it” subcommittee.
Faculty Accomplishments
Department faculty finished an impressive year of teaching, research and service. Two faculty were recognized for annual awards by their College peers: **Kim Bissell** won the Knox Hagood Award, and **Chris Roberts** won the Board of Visitors Teaching Award.

- **Lars Anderson** will join the department as a full-time member of the faculty in Fall 2014. Anderson, an author and Sports Illustrated writer, has served over the last few years as a popular adjunct instructor of the department’s sports journalism courses. Anderson’s latest book “The Tide and the Storm” will be published by Time Home Entertainment in August.

- **Kim Bissell**, Southern Progress Endowed Professor and Associate Dean for Research, was awarded a Senior Scholar research grant from the Association for Education in Journalism and Mass Communication. Bissell was the keynote speaker at an international conference on sport and media in China, and a senior scholar lecturer at the University of Florida. She published six journal articles, a monograph, and four book chapters.

- **Dianne Bragg**, assistant professor, completed her dissertation, “The Causes of the Civil War: A Newspaper Analysis,” and she was awarded her doctorate in Communication in 2013. She is participating in the 2014 Faculty Fellows in Service Learning Program and is a member of the University Advisors Council. She contributed chapters for the recently published book “Sensationalism: Murder, Mayhem, Mudslinging, Scandals, and Disasters in 19th-Century Reporting” and for the latest edition of “Media in America.”

- **Rick Bragg**, Cason Professor of Writing, has completed a biography of Jerry Lee Lewis, to be published by Harper Collins. In 2013 Bragg received the Distinguished Artist Award from the Alabama State Council on the Arts, and he was named the Druid City Arts Literary Educator of the Year by the Arts Council of Tuscaloosa. He writes regularly for a number of national magazines, and he continues as a contributing editor to Southern Living.

- **Chip Brantley**, along with **Dr. Scott Parrott**, was awarded a grant from the Knight Foundation and the Association for Education in Journalism and Mass Communication to study and map food insecurity in West Alabama. The project will serve as a vehicle for teaching journalism to undergraduates and it will also generate data for research. He also published three creative articles in regional and national magazines.

- Adjunct instructor **Donald Brown** had the novel "Gruesome!" published in April. The novel tells the story of a murder committed in southwest Alabama, which Brown covered as a young reporter. Borgo Publishing, of Tuscaloosa, published the book.

- **Matthew Bunker**, Reese Phifer Professor of Journalism, became the department’s graduate coordinator in January. He authored or co-authored four refereed conference papers and three articles in scholarly journals. One conference paper was awarded second place in the Law Division’s faculty paper competition at the AEJMC 2013 annual conference.

- **Meredith Cummings**, instructor and scholastic journalism director, was awarded the James Frederick Paschal Award in New York City in March, a national award given by the Columbia Scholastic Press Advisers Association. The award honors a state or regional school press association official who has done especially distinguished work in the field. Meredith Cummings’ blog “The Up Beat” won first place in the Alabama Media professionals contest this month for a post on diversity, and she had a second-place AMP award-winning editorial published in The Christian Science Monitor. Meredith is also vice president/president-elect of the Society of Professionals Journalists Alabama Professional chapter.

- **George L. Daniels**, associate professor and assistant dean, published one journal article, presented four conference papers and had two book chapters accepted for publication. In
July, he curated his very first photo exhibit, "Oakdale Images Out Front," photojournalism produced by rising 4th graders working on The Oakdale Eagle, the student newspaper for Oakdale Elementary. The exhibit was on display at the Tuscaloosa City School Central Office. Along with being re-certified as a Master Journalism Educator by the Journalism Education Association, Daniels was selected to participate in the Scripps Howard Academic Leadership Academy, to be hosted by Louisiana State University in June 2014.

- Longtime program assistant for the department **Cecilia Hammond** retired in January 2014. Cecilia has been with the College since 1988. Earlier she served in the Dean’s Office, managing the Capstone Communication Society as well as other responsibilities, including Honors Day, the Hagood ceremony, and the scholarship selection process. She moved to the Journalism Department in 1997. Over the years she “mothered” many wayward students (and wayward faculty!) and became a beloved member of the department family. Cecilia and her husband, Freddie, are enjoying retirement, traveling and spending time with family.

- **Holley Mabury** was hired as the department’s new program assistant. Mabury came to us from Bevill State Community College, where she has been the secretary to the Dean of Bevill's Fayette, Ala., campus.

- **Wilson Lowrey** became department chair in November. He was named Outstanding Educator of the Year by the Newspaper and Online Division of AEJMC, the main professional association for U.S. mass communication scholars, and he was also appointed associate editor of *Journalism & Mass Communication Quarterly*, a top journal for mass communication research. Lowrey published two research articles on local Russian journalism, and he had two other articles and a book chapter accepted for publication.

- **Dan Meissner**, instructor, continued as coordinator of the department’s internship program. A total of 58 students worked internships for course credit during the year, including 40 students at The Tuscaloosa News, continuing the Department’s successful relationship with our local community newspaper. Dan also completed 12 years of service as a member of the Tuscaloosa City Board of Education, eight of those as chairman. Since he was first elected to the board in 2001, the school system has completed more than $100 million in capital projects for new facilities and equipment, has greatly increased academic achievement and has received national honors for programs that address discipline issues and reduce dropouts.

- **Scott Parrott** successfully defended his dissertation and earned his Ph.D. from UNC-Chapel Hill in spring 2013, and in August he became a tenure-track assistant professor. He and **Kim Bissell** founded the UA Health Communication Lab, which will team faculty members and graduate students interested in pursuing research related to health communication. Parrott also had three journal articles published or accepted, and presented two conference papers.

- **Chris Roberts** was promoted to associate professor with tenure. He was elected “professor of the semester” in both Fall 2013 and Spring 2014 by the student-run C&IS Ambassadors. He now serves on the board of the Association for Education in Journalism and Mass Communication as vice chairman of the Council of Divisions. He published two journal articles and won a third-place faculty paper award in the AEJMC’s Newspaper and Online News Division. He is serving on the committee currently rewriting the Society of Professional Journalists’ code of ethics.
School of Library and Information Studies  
Dr. Ann Prentice, Interim Director

SLIS continues to provide excellence in the areas of Teaching, Research and Service with a robust schedule of courses, a strong record of grant and contract submissions, and active participation in University and professional leadership. With an emerging focus on archival studies and a well-rounded array of courses for librarians and other information professionals, SLIS continues to attract a promising group of students. SLIS faculty members hold leadership positions within the University as well as in numerous professional organizations. Students, graduates, and faculty continue to enhance the reputation of the School regionally and nationally.

Teaching
During the 2013-2014 academic year, 304 SLIS students were served: 15 studied for a Master of Fine Arts in the Book Arts (MFA), 282 were completing degree requirements for the Master of Library & Information Studies (MLIS), and 7 LIS concentrators made progress in the College’s doctoral program.

Fourteen SLIS faculty and 20 adjunct teaching faculty and professors of practice delivered a total of 63 courses (80 sections) in both face-to-face and online modes during the 2013-2014 academic year. These include eleven Book Arts courses and fifty-two MLIS courses with 69 sections. These courses were offered primarily at the Tuscaloosa campus and online, but also at the UA satellite campus in Gadsden and in a shared classroom space on the Samford University campus in Birmingham. These include masters and doctoral level courses in Book Arts and in Library & Information Studies. A total of 48 internships were completed: 32 in Library and Information Studies, 15 in School Library Media, and one in Book Arts. Nine MLIS directed studies were completed.

Six new courses were offered this year for the first time:
- Advanced Online Searching
- Archival Description
- Archival Appraisal
- Race, Gender and Sexuality in the Information Professions
- Social Media
- Social Media & Informatics

Student News
Members of the Student Advisory Committee (SAC) continue to serve the school by organizing social activities such as the Edible Book Festival and a Thanksgiving Potluck, and by serving on faculty
committees including representation at Faculty Meetings, the Student Committee, and the Undergraduate Program committee.

Student chapters of national professional organizations continued an active presence at the School. Meetings were held on campus and broadcast via Blackboard Collaborate as well as recorded to allow distance education students the opportunity to participate.

Honors Day awards were conferred on April 4th as follows:
- Bethel Fite Endowed Scholarship to Chrystie Kroeker-Boggs and Ryan Callaway;
- Corr Scholarship to Lance Simpson;
- Faculty Scholar award to David Blum;
- Florine Oltman Award to Haley Aaron;
- Raymond F. McLain Book Arts Award to Emma Sovich,
- James D. Ramer Dissertation Award to John Timothy Freedom Burgess;
- Student Paper Award to Kristen Snow;
- SAC sponsored Student Awards to Kelly Johnson (on-campus MLIS), Kathleen Barber (Book Arts) and Nicolette DeMoville (distance MLIS)
- SAC Sponsored Teaching Award to Melissa Johnston;
- Beta Phi Mu Honor Society Nominees were Haley Aaron, Gina Armstrong, Rebecca A. Baltrusaitis, Justin Banger, Gail P. Barton, Danilo Baylen, Robert Bodendorf, Amanda L. Broadhurst, Louise G. Daileigh, Jill M. Deaver, Sabrina D. Dyck, Jamie E. Holcomb, Maria E. Jimenez, Crissie E. Johnson, Julie M. Kennedy, Kate S. Lewallen, Rebecca E. McDaniel, Cathy S. Morris, Kathryn V. Pate, Nicholas A. Pleasant, Joel S. Shields, Lance Simpson, Rebekah E. Steelman, Megan N. Walters, Kelly A. Watkins, Mary Elizabeth Watson, Timothy D. Whittemore, Rebekah Wood, Stephen Zary.

Becky Beamer received the Graduate Council Research and Creative Activity Fellowship, the highest honor a graduate student can receive from the Graduate School. The fellowship supports her invitation to the Polytechnic of Namibia to serve as a visiting media scholar in 2014-2015.

Kelly Ann Johnson was awarded a Graduate Council Fellowship, one of the most highly competitive fellowships on campus. Elizabeth “Lizzie” St. Clair was awarded the National Alumni Association Graduate Education Fund fellowship.

SLIS graduated 31 students in August 2013, 46 in December 2013, and 31 in May 2014 for a total of 108, which includes 6 MFA-Book Arts and 102 MLIS graduates.
Research

During the 2013-14 academic year, SLIS faculty published 1 book, 21 journal articles, made 47 conference presentations, and participated in 5 juried and 8 non-juried exhibitions. These efforts have provided local/regional, national, and international recognition for the School, the College, and the University.

Dr. Jennifer Campbell-Meier and her CO- PI’s Dr. Jamie Naidoo and Dr. Jeff Weddle completed the first year of a grant “to provide non-degreed librarians in the state with targeted professional training to guide them in assessing their local populations and discern how their library can become an initiator of social, cultural, and educational capital.” STAPLE (Sustainable Training for Alabama Public Library Employees), an IMLS (Institute of Museum and Library Services) funded project will continue until 2015. STAPLE was recognized as the 2014 “Outstanding Faculty/Staff Engagement Effort” from the UA Center for Community Based Partnerships.

As part of his research agenda to study “the ways in which books and digital media can be used to promote cultural competence,” Dr. Jamie Naidoo has focused this year on the examination of “the rhetoric surrounding anti-immigration in the U.S. and how it is presented to children via print and electronic media.” Because of his research, publications, and presentations, Dr. Naidoo serves as a consultant to the Children’s Defense Fund, Sesame Street, and numerous other organizations concerned with cultural issues that influence children.

At the end of October, Dr. Laurie Bonnici completed a three year IMLS grant focused on preparing librarians “to bridge the physical access divide.” In January 2014, she received a research award from ALISE (Association of Library & Information Science Education) “to conduct research on the role of non-verbal communication as evidence of physical barriers in the use of information and communication technologies by users with physical disabilities.”

Faculty Publications


**Service**

Dr. Jamie Naidoo planned organized, marketed, implemented and hosted the Biennial National Latino Children’s Literature Conference (March 13-14). Approximately 100 children’s book creators; school, public and academic librarians; literacy specialists, teachers, graduate students, and academicians attended the conference, representing 20 different states and Costa Rica. In partnership with the Tuscaloosa Public Library, two programs featuring Latina authors were opened.
to the public and were attended by more than 100 children, teens, and adults. More on this internationally known conference is available at http://www.latinochildlitconf.org/

**Dr. Naidoo** is also Director and Coordinator for the SLIS Book Bonanza for the Black Belt program which each December since 2009 has donated thousands of dollars of free books to children and teens in schools in the Black Belt Region of the state. The 2013 cycle provided eight elementary, middle, and high schools a total of over $11,500 in free books.

**Professors Embree and Miller** are active planners and participants in the Kentuck Festival where children and adults learn about the book arts. SLIS students and faculty participate in the event.

The aforementioned **STAPLE** (Sustainable Training for Alabama Public Library Employees), an IMLS grant funded project that partners with the Alabama Public Library Service to educate non-degreed library managers, is providing targeted professional training to guide non-degreed library directors in assessing their local populations and discerning how their libraries can become initiators of social, cultural, and educational capital. The first STAPLE cohort of 27 participants was on campus for a one week workshop in October which has been followed by monthly virtual meetings using Blackboard Collaborate.

The **American Library Association** (ALA) started a Youth Services special interest group to enable its members to make contacts and to get experience in the field of youth services. Banned Book Week was celebrated on September 27th with Burritos & Books. A book drive was sponsored to provide books for area youth. Both the ALA chapter and the youth services group met regularly throughout the academic year.

The **Society of American Archivists** (SAA) met regularly through the year and hosted several activities: a tour of the Birmingham Public Library Archives and Linn Henley Research Library (July 8), a pizza social (September 5), a guest speaker from the Career Center (October 3), a reception for student & alumni networking (October 11), and a trip to the Alabama State Archives in Montgomery (November 1).

The **Special Libraries Association** (SLA) kicked off their year with officer elections on September 10th, hosted guest speaker Tatum Preston from the Birmingham Museum of Art on November 20th to discuss “Becoming a Job Networking Jedi,” sponsored a tour of the UA Libraries Annex on January 31st, and hosted ”Technology Challenges and Trends in Libraries” with UA's Associate Dean of Library Technology Planning and Policy, Jason Battles on March 4th. Mark Robison, UA’s own Research and Instructional Services Librarian, was an SLA guest presenter with a workshop on using Google Drive April 15th. A tour of the Moundville Archaeological Park and the Jones museum, plus a behind-the-scenes tour of the archives/records side of the museum was hosted on April 18th.

Other service to the community includes consulting in grant opportunities with the UA Collegiate Recovery Center (**Bonnici**), Chair of the Health Infonet of Alabama Advisory Board (**MacCall**), Member of the UA CCHS Health Sciences Library Task Force (**MacCall**), consulting on archival projects (**Riter**), President of the Faculty Senate (**Miller**).
Faculty Accomplishments

Albertson, Dan: 4 journal articles, 6 conference presentations, 2 outstanding paper awards, leadership of ALISE Statistics contract.

Bonnici, Laurie: 2 journal articles, 4 conference presentations, completion of IMLS grant (Project ALFA), ALISE Research Grant Award.

Campbell-Meier, Jennifer: 2 journal articles, 3 conference presentations, continuing management of STAPLE grant, awarded “Outstanding Faculty/Staff initiated Engagement Effort” by the UA Center for Community-Based Partnerships (CCBP) for the Sustainable Training for Alabama Public Library Employees (STAPLE) grant program.

Embree, Anna: 2 juried and 5 non-juried exhibitions, co-director of the study trip to Cuba (February 8-16, 2014), primary co-director of the Paper and Book Intensive (Saugatuck, MI).

Johnston, Melissa: 7 journal articles, 7 conference presentations, International Association of School Librarians Leadership Development Award, UA SLIS Student Advisory Council Teaching Recognition Award.

MacCall, Steven: 2 journal articles, 4 conference presentations, AIME Day “Crimson Innovation” Program’s second prize for proposal for a new way to manage digital assets.

Miller, Steve: 1 journal articles, 3 juried exhibits, 3 non-juried exhibits, co-director of the study trip to Cuba, Annual Artist Honor from the New York Center for the Book, elected to the Board of Trustees of the Penland (NC) School of Crafts, President of the Faculty Senate.

Naidoo, Jamie: 1 book, 2 journal articles, 11 conference presentations, 9 book reviews, consultant for the American Library Association, the Children’s Defense Fund, University of Illinois, and Sesame Street on topics related to Latino literature for children and young adults, awarded the 2014 Internationale Jugendbibliothek (International Youth Library) Research Fellowship by the Auswärtiges Amt der Bundesrepublik Deutschland (Foreign Ministry of the Federal Republic of Germany, Munich).

Riter, Robert: 3 conference presentations, consultant for 4 archival organizations/projects, accepted into the Archival Education and Research Institute (July 2014, Pittsburgh).

Sweeney, Miriam: 4 conference presentations, Eugene Garfield Doctoral Fellowship (a national award for students working on dissertations), completed PhD work in December 2013 and was hooded in May 2014.

Wallace, Danny: 5 conference presentations, 2014 ALISE recognition for “dedicated service as the Editor of ALISE Statistics Reports.”

Weddle, Jeff: 10 short stories published, 1 conference presentation.

Yates, Steven: 1 journal article, elected to the board of the American Association of School Librarians.

ALISE, the Association for Library and Information Education, through its ALISE Statistical Report and Data Base Project is the primary statistical resource for Library/Information Science statistical data. Dr. Dan Albertson manages the project. He is currently responsible for building a new system to generate data to meet ALISE statistical needs. Once the system is completed, the Data Manager will be responsible for producing annual statistical reports and customized reports. Not only does this project provide important service to the Library/Information professions, it also serves as an excellent tool for teaching students how to develop, maintain, and utilize a complex data base.

Dr. Melissa Johnston was selected as one of 50 researchers to develop a national research agenda for school librarianship at the American Association of School Librarians’ IMLS-funded research

**Professors Embree** and **Miller** and five students visited Cuba in February to work with Cuban artist Alajandro Sainz whose prints illustrate a book of poems by Cuban poet Maria Vargas. This is the most recent interaction in more than a decade of collaboration between the SLIS Book Arts program and Cuban artists.

**Grants and Contracts**
The following table lists grant proposals and contracts submitted to internal and external funding agencies and organizations during 2013-2014. This information reflects the diversity of proposal topics, the variety of funding sources, and the percentage of current faculty actively engaged in seeking grants and contracts (64%). The total value of this year's proposals is $1,052,063.

<table>
<thead>
<tr>
<th>Project</th>
<th>PI(s)</th>
<th>Funding Agency/Program</th>
<th>Proposal amounts</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract addendum, ALISE Statistical Database Project</td>
<td>Albertson</td>
<td>ALISE</td>
<td>$5,250</td>
<td>Funded</td>
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<tr>
<td>Improving Early Identification in Rural Alabama: The Impact of an interactive video digital Library</td>
<td>Albertson</td>
<td>Autism Speaks</td>
<td>$39,000</td>
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<td>The Impact of Video Digital Libraries on Health Literacy of Autism in Rural Areas</td>
<td>Albertson</td>
<td>National Institute of Health</td>
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<td>Reviewed; not funded</td>
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<td>UA Universal Access Usability Initiative</td>
<td>Bonnici</td>
<td>UA Research Grants</td>
<td>$5,685</td>
<td>Funded</td>
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<tr>
<td>Nonverbal Communication in Information Behavior-Ischemic Stroke &amp; Partial Face Paralysis</td>
<td>Bonnici</td>
<td>ALISE</td>
<td>$5,000</td>
<td>Funded</td>
</tr>
<tr>
<td>Project ALFA LEAD 2.0: A Recruitment Project to Prepare 21st Century School Librarians to Lead in Meeting the Needs of Diverse Learners.</td>
<td>Johnston &amp; Bonnici</td>
<td>IMLS</td>
<td>$249,872</td>
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<tr>
<td>Innovative Partnerships: Exploring School Librarianship through a Global Lens</td>
<td>Johnston</td>
<td>UA Research Grant</td>
<td>$5,400</td>
<td>Reviewed, not funded</td>
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<tr>
<td>Fogarty HIV Research Training Program for Low &amp; Middle Income County Institutions</td>
<td>MacCall</td>
<td>National Institute of Health</td>
<td>$293,572</td>
<td>Reviewed; not funded</td>
</tr>
</tbody>
</table>
### 2013-2014 Grant Projects

- **Sustainable Training for Alabama Public Library Employees (STAPLE): Augmenting 21st Century Knowledge, Skills & Attitudes in library managers.** Funded by IMLS. PI: Campbell-Meier, with Naidoo & Weddle.

### Alumni

The SLIS alumni board, the Library School Association (LSA) continued their strong support of the School with activities including two **Summer Socials**: in Tuscaloosa at Wintzell’s hosted by Steven Yates on May 16th, and in Auburn at Irish Bred Pub on June 18th hosted by Jaena Alabi. LSA’s annual **Alumni Day** was held on October 11th; alumni from across the region gathered to network, participate in workshops, and to recognize **Distinguished Alum Dr. Allen C. Benson**, Library Director and Professor, U.S. Naval War College. Dr. Benson received his MLS from UA-SLIS in 1993. A panel of LSA members representing different types of libraries was on hand April 10th for the semi-annual **Mentoring Day** sponsored by LSA. LSA’s board met in fall on October 11 and in the spring on March 14 at the College’s new Digital Media Center to discuss business including continued fund raising activities to benefit the school. **Maya Jones** is outgoing president, **Stephanie Rollins** is incoming, with **Sam Rumore** president-elect.

SLIS participated in the 2013 ALISE Library and Information Studies Cooperative Alumni Reunion June 30th at the ALA Annual Convention held in Chicago, where a large number of SLIS alumni from across the U.S. and abroad had the opportunity to socialize. Alumni meet at other conference venues around the country to network and renew acquaintances.

### Welcomes

New Administrative Staff members hired this year include **Ann E. Prentice**, Professor and Interim Director, **Lesley Williams**, Accounting Specialist, and **Julessa Oglen**, Office Associate II.
Department of Telecommunication and Film  
Dr. Glenda Williams, chair

This has been an exciting year for the Telecommunication and Film department. Home to more than 600 majors, TCF students and faculty members proved once again that UA has one of the most competitive programs in the country.

Teaching
TCF had 630 registered majors this year, with 17 full-time faculty, 2 of which are full-time in the graduate program. TCF taught 121 undergraduate courses and 32 graduate courses with a total of 2,067 enrolled in these 154 classes.

TCF was excited to receive the donation of a production truck this year, making on-location shoots much more feasible. It was put to use on the largest ever TCF collaboration when classes led by Professor Adam Schwartz, Dr. Matt Payne, and Professor Maya Champion joined together for the production of Zom-Com. This TV pilot debuted at the Black Warrior Film Festival, and will be entered in other festivals during the next year.

Travel classes allowed students to network with industry professionals through trips to the Sundance Film Festival and Los Angeles with Dr. Rachel Raimist and Dr. Kristen Warner. Professor Nick Corrao continued to guide students through the production of Alabama Art Seen and Alabama Detours, all of which aired on WVUA. Dr. Chandra Clark led her students through multi-media work for a project on Alberta City.

The Alabama Program in Sports Communication hosted Christine Brennan to discuss gender issues in sports, and hosted Sue Rankin to discuss GLBTQ issues in sports. Dr. Kristen Warner skyped in Dr. Curran Nault, Co-Founder of OUTfest: An LGBT film festival in Austin, to discuss identity and film festivals. Dr. Rachel Raimist featured a number of diverse speakers for her Winterim class, including:

Women Guest Speakers:
- Dana Melton, TV story writer
- Jessica Alexander, production accountant
- Nancy Richardson, feature film editor (Divergent, Warm Bodies, Twilight)
- Eleanor Infante, trailer and documentary film editor

TCF alumni dinner included: Carly Palmour, Mary Catherine Keith, Lindsey White (she is African-American)

Women of Color Guest Speakers
- Caroline Martinez, archive manager at Paramount
- Rosie Wong, Senior Manager Sundance Industry Office
- Marla Watson, Post-Production Supervisor at Revolt Tv

African-American Guest Speakers:
- Quincy Newell, General Manager of CodeBlack Films/Lionsgate
Student News
TCF students took center stage again this year, winning 7 national awards and 6 regional awards. Students also reached the finalist stage in 4 other regional competitions.

In June, TCF students took home top honors at the 12th Annual Campus MovieFest Hollywood Awards held at Fox Studios in Los Angeles. Connor Simpson won Best Picture and Best Director for Manta; Alex Beatty won Best Editor for his short film Rise. Judges for the national Campus MovieFest include Hollywood celebrities and film industry executives and experts. Campus MovieFest is the world's largest student film festival with more than 80 participating colleges and universities. Approximately 180 films were screened at the event prior to the awards.

TCF started the school year with an excellent showing at the Birmingham Sidewalk Film Festival. Unsettlement, a Documenting Justice film produced by students Abbot Henderson and Elizabeth Blair won Best Student Short; students Hunter Holt and Heath Kinzer won Best Short in the SHOUT Gay/Lesbian Film Festival for The Straight and Narrow. Faculty member Andy Grace was advisor on both of these projects. Additionally, TCF had a strong presence at Sidewalk, with a total of 12 films or documentaries produced by TCF faculty or students being selected for screening.

TCF won a total of five awards at the BEA International Festival of Media Arts including Best of the Festival in Sports Production for Houndstooth: Tradition. Community. Loyalty., which was produced by Dr. Michael Bruce with students Alex Beatty and Holly Jackson. Students Miller Coop and Anne Tyler Bushman won First Place in the Student Interactive Multimedia Competition for Miracle League. Student Shelby Hadden won Third Place, Long Form Documentary for Not a Statistic, while Tommy Townsend received an Honorable Mention for his television story Drownings on the River in the Hard News Reporting category.

The department had three winning entries in the “UA Undergraduate Research and Creative Activity Conference.” Jeyoung Oh won the award for Internationally Focused research; her mentor was Dr. Yonghwan Kim. Second Place, Oral Presentations was won by the team of Leah Bradford, Drew Bryant, Taylor Crosby and Sarah Hollingsworth; Fourth Place, Oral Presentations was won by the team of Danielle Springsteen, Kristen Bolden, Lauria Jenkins and Morgan Wagner. Dr. Chandra Clark was the faculty mentor for both of these teams.

The winning trend continued when TCF Electronic News students received four Mark of Excellence Awards from the Society of Professional Journalists (SPJ). Hailey Swartwout won First Place, “Radio News Reporting” for Student On-line Identity Stolen; Tommy Townsend won First Place, “Television Breaking News Reporting” for Preventing More Boating Deaths. Bradley Whittington won First Place, “Television Feature Reporting” as well as First Place, “TV Photography” for Blind Band Student. TCF also had four additional finalists in the SPJ Awards.

The Cherones Experience continued in 2014 with the return of UA Alumni Tom Cherones and his friend Tom Azzari, both of Seinfeld fame. This year’s production, produced entirely by students, was A Day in the Life of Willie, written by student Thomas Kennemer. The scriptwriting competition grew this year, when a UA alum donated cash prizes to the winners of the competition. First Place script was “The Unthinkable” by Brittany E. Walton ($5,000); Second Place went to “Wishful Thinking” by Rachael Giles ($2,500); and Third Place went to “A Day in the Life of Willie” ($1,000) by Thomas C. Kennemer.
Students participated in professional activities
- Sports majors worked with ESPNU
- Sports majors were featured on Campus Clash on Fox Sports.
- News and sports students volunteered at WVUA
- Production students interned at the Tuscaloosa Amphitheater

*Both WVUA-TV and the Amphitheater internship are unique, living classrooms.

Networking opportunities also continued through innovative classes; students participated in
- RTDNA/SPJ National Convention
- Sundance Film Festival
- New Orleans Pitch Festival
- Full Frame Documentary Festival
- “Winterim” trip to Los Angeles to meet with industry professionals.

Research
TCF faculty published one book and edited one additional book. They published 24 journal articles and 6 book chapters. In creative scholarship, TCF faculty had 5 international awards, 9 national awards, 5 regional awards, and 13 state and local awards. Additionally, TCF faculty had 35 conference presentations and 27 authored or co-authored refereed papers presented at conferences.

- Dr. Andrew Billings published his book, The Fantasy Sport Industry: Games within Games and co-edited The Routledge Handbook of Sport and New Media.
- Dr. Michael Bruce received the Best of the Festival Award for Sports production at the BEA International Festival of Media Arts with Houndstooth: Tradition. Community. Loyalty. Dr. Bruce competitively received a $10,000 production grant from the Hyundai Corporation to create the promotional video, which celebrated diversity.
- Faculty member Andy Grace won the prestigious James Beard Award for Special/Documentary for his film, Eating Alabama which aired on PBS.

Faculty Publications


Service

The year capped off with TCF co-sponsoring the Black Warrior Film Festival (BWFF) on the UA campus. The Festival competition was opened to the entire region this year, and screened 83 films from 9 different universities. Ava DuVernay (Scandal and I Will Follow) was the Featured Filmmaker, and the Alumni Spotlight Filmmaker was Carly Palmour (Fed Up!). Of the 83 films, 18 were directed by females, 11 were directed by filmmakers of color, 13 films dealt with issues related to minorities, and 21 films featured a person of color as the protagonist. The BWFF was co-sponsored by Creative Campus; Dr. Rachel Raimist is the faculty advisor.

Faculty Accomplishments

Andrew Billings published two books, The Fantasy Sport Industry: Games within Games and The Routledge Handbook of Sport and New Media. He was a featured panelist at an ICA forum at George Washington University for “Tilting the Playing Field: Women in Sports Media.” He won top faculty paper at BEA in the Gender Studies division and published an additional ten refereed journal articles.

Michael Bruce won the BEA Best of the Festival award in Sports; he received a $10,000 production grant from Hyundai to create Houndstooth: Tradition. Community. Loyalty. Dr. Bruce won top faculty paper at BEA in the International division and had a paper selected for the BEA Research Symposium. He presented at the Arab-US Association of Communication Educators in Tangier, Morocco and was a faculty fellow at the 2014 NATPE conference. Dr. Bruce is also an elected member of the Broadcast Education Association Board of Directors.
**Jeremy Butler** published a book chapter on “Mad Men: Visual Style” in *How to Watch Television*. He also published a refereed article in *Cinema Journal*.

**Dwight Cammeron**’s documentary, *April's Hero*, (co-produced with student Shelby Hadden) was screened at the Lifetree Film Festival in Loveland, Colorado. He also serves as a consultant for the Jubilee Film Festival in Selma, Alabama.

**Maya Champion** served as departmental advisor for TCF and served as a production coordinator with her students on the TCF production of *Zom-Com*.

**Chandra Clark** won an Award of Excellence in the BEA Festival of Media Arts for her promotional video *Communicating Superstorm Sandy*. A portion of this piece was played for Congress; Dr. Clark also wrote about the making of this documentary series in the *Journal of Media Education*. She also accompanied a group of TCF students to the RTDNA/SPJ conference in Los Angeles.

**Nick Corrao**’s class on television production produced *Alabama Art Seen*, an original program which continued to air on WVUA this year. He also served as a jurist for Campus Moviefest and the Black Warrior Film Festival, and served as a reviewer for the Alabama State Council of the Arts. He accompanied students to the Full Frame Documentary Film Festival and to the New Orleans Pitch Festival.

**William Evans** published a book chapter on “Attracting audience to science news: Ethical and moral considerations” in *Ethical Issues in Science Communication: A Theory-based Approach*. He also published an article in *The Evolutionary Review*.

**Andy Grace** won the prestigious James Beard Award for Special/Documentary for his film, *Eating Alabama* which aired on PBS. Professor Grace also accompanied a group of students to the Full Frame Documentary Film Festival in North Carolina. He serves on the Arts Council of Tuscaloosa and on Druid City Garden Project.

**Yonghwan Kim** won top faculty paper in the BEA Research division. Dr. Kim also published five refereed journal articles, including one in the prestigious *Journal of Communication*. He also contributed a book chapter to *Agenda Setting in a 2.0 World: New Agendas in Communication* by Routledge.

TCF welcomed new faculty member **Elliot Panek** to the department. Dr. Panek teaches in the area of new media and will begin at UA in the fall of 2014.

**Matt Payne** contributed a book chapter on “Connected Viewing, Connected Capital: Fostering Gameplay across Screens” in *Connected Viewing: Selling, Streaming, & Sharing Media in the Digital Era*. He was a featured scholar in the documentary *Joystick Warriors: Video Games, Violence & the Culture of Militarism* which was released nationally in October. Dr. Payne continued his research on video gaming with two peer-reviewed journal articles published this year and co-produced the TCF production of *Zom-Com*.

**Rachel Raimist** was competitively selected as a Faculty Fellow for the Academy of Television Arts and Sciences Foundation Seminar. Her documentary *The Art of Healing* was selected for screening at the Black Warrior Film Festival. Dr. Raimist offered TCF students the opportunity to network in
Los Angeles during UA’s “Winterim” term, and took another group to the Sundance Film Festival. Dr. Raimist also serves as the A/V manager at the Tuscaloosa Amphitheater, supervising TCF student crews. She is the co-director of UA’s Creative Campus and was the advisor for the Black Warrior Film Festival.

Adam Schwartz produced the TCF pilot Zom-Com, which combined his TV production students with two other classes. Zom-Com debuted at the Black Warrior Film Festival. His film Company Havanabana: Bridging the Gap was selected for screening at the Sidewalk Film Festival. His Alabama Ghostbusters: A Web Series screened at the Alabama Phoenix Festival and was selected “Best New Release” on the “We Love Soaps” website.

Pam Tran was competitively selected to present a teaching panel at the BEA national convention and at the World Journalism Education Council in Belgium. Her news story Bloody Tuesday Remembered aired on Alabama Public Radio, and was selected as part of the UA Diversity Symposium.

Kristen Warner wrote The Cultural Politics of Colorblind TV Casting, which will be published by Routledge this year. She contributed a book chapter on “A Black Cast Doesn’t Make a Black Show: City of Angels and the Plausible Deniability of Color-Blindness” in Watching While Black: Centering the Television of Black Audiences. Dr. Warner also accompanied students to the Sundance Film Festival.

Glenda Cantrell Williams published in the International Journal of Business and Social Science and in the Proceedings of the International Conference on Journalism & Mass Communications from the conference in Thailand. She was invited to present at a BEA panel on assessment. Dr. Williams also published in the Journal of Media Education.

Shuhua Zhou continued to serve as the C&IS Associate Dean for Graduate Studies. He published four refereed journal articles, and serves as a member of the Editorial Board for eleven different journals.
Office of Graduate Studies
Dr. Shuhua Zhou, Associate Dean for Graduate Studies

Introduction
The fusion of education and cutting-edge research is the essence of any graduate program and the two are symbiotic at both the individual and institutional levels. Our doctoral program tries to embody these by providing a first-rate education to our students and by encouraging them to engage in active research and energetic scholarship. Because we are training the next generation of university faculty, we want them to be well versed in teaching and research while they acquire knowledge here. Their success will only add to establish our reputation and international networks as one of the citadels of ability and excellence.

Toward that end, the CCIS Office for Graduate Studies has continued to emphasize and encourage quality teaching and high research productivity. Our students taught a plethora of classes within and outside of the College, taking a sizeable share of undergraduate teaching at the University. We also set our research goal to be one the most productive in the country. I think we continue to see great results this year.

Teaching
Our doctoral students shared a substantial load of teaching for the college. They taught 54 sections of classes last year, totaling 843 students. They registered 2,070 credits hours produced in Fall 2013 and 2,845.5 credits hours in Spring 2014. Almost every student eligible for teaching was offered a chance to teach. Just by teaching alone, our students were making considerable educational and financial contribution to the College and the University.

These classes ranged from college-wide mass communication courses to core and special courses in each of the four departments in the College that offer undergraduate courses.

Student News
Our students took home several top paper awards from various national conferences. They also win a number of College, University, and discipline awards.

- **Adam Sharples** was awarded the top student paper submitted to the LGBT interest group at the annual meeting of the Association for the Education of Journalism and Mass Communication.
- **Bijie Bie** won the top paper award at the Mass Communication Division of The Southern State Communication Association Conference.
- **Julie Kim** won the second place top paper award at the Sports Division of the Broadcast Education Association Annual Conference.
- **Richard Mocarski** won the Knox Hagood Award for Outstanding Doctoral Student.
- **Adam Sharples** won Other Club Award for Outstanding Faculty Member – The University of Alabama – awarded to an instructor at the University of Alabama by a student leadership organization who votes on the instructor they feel best reflects the organizations values and commitment to student learning.
- We have three students, **Lauren Auverset**, **Coral Marshall** and **Adam Sharples**, represented us in the University wide 3MT (three minute thesis) competition.
Research
Our students have reported a total of 18 journal articles with one being a monograph, 4 book chapters and 74 conference presentations. Needless to say, I am extremely pleased with the number of articles that our students published as authors or co-authors. It is quite an accomplishment for a student to have a publication while they are still in the graduate program, given that the average time for a paper to appear in print in our discipline typically takes 12-18 months. I am proud that some of our students have multiple publications: Sim Butler, Lindsey Conlin, Julie Kim, Richard Mocarski, and Bin Shen, for example. These publications directly speak to the quality of research they are conducting.

Our increase of research and scholarly productivities is also partly reflected in the amount of funding for conference travel. We have reimbursed students for $7,200 as of today, which has not figured some students not having submitted receipts for ICA and AEJMC. This year we are again blessed to have Dr. Bissell contributing to the research travel fund from her grant money. Coupled with matching fund from the Graduate School, each of our students can be funded up to $1,400 for conference travel, on par with faculty travel funding. This is not even counting support from Capstone International which supports student travel if the conference is overseas, as well as funding from the Graduate Students’ Council.

Service
No scholar is complete without service. Our students have offered generous services to the community, to the college, the university and to the discipline. They served as graduate ambassadors, treasurers, judges in forensic teams, volunteers to teach Korean, French, and Chinese, and chairs and respondents in conference sessions.

Additional Information
Our incoming classes remain steady and strong. We had 53 enrolled in Fall 2013 and 52 in Spring 2014. We are looking to have 13 new Ph.D. students in the coming year. However, we also face challenges to recruit the best students we can. We lost at least three outstanding applicants to peer institutes who offer much more generous financial packages.

We graduated four in August, 2013 (Jeff Walker, Brandi Watkins, Michael Devlin, and Ann Bourne), two in December, 2013 (Sarita Stewards, and Diane Bragg) and two in May 2014 (Natalie Brown, and Bruce Finklea). We are looking to graduate five in August (Richard Mocarski, Sim Bulter, Will Nevin, Jackie Brosky and Richard Smallwood). With this rate of graduation, we are on pace to keep our runner-up spot nationally in terms of graduation efficiency reported by Journalism & Mass Communication Educator.

Student Accomplishments


The Digital Media Center
Elizabeth Brock, Director

Housed within the University’s Bryant Denny Stadium, the newly completed Digital Media Center opened this year as the new home for the University’s professional media assets and a state-of-the-art laboratory for students. Over the last year, Alabama Public Radio, the Center for Public Television and WVUA-TV have engaged faculty, staff and students in the production of award-winning, multi-media programming designed to inspire, educate, and inform Alabamians. Providing critical hands-on experience to a new generation of “digital natives” is central to the DMC’s mission.

By the Numbers

Original Production, WVUA-TV
- 430 hours of news
- 61 hours of sports talk
- More than 15 hours of live severe weather coverage
- More than six hours of special events coverage

Original Production, Center for Public Television
- 62 half-hour episodes of business, travel, informational and entertainment programming for WVUA-TV and Alabama Public Television
- 50 promotional spots for WVUA-TV
- 25 Alabama Detours for WVUA-TV
- 25 contract client productions for corporate use
- Six hours of live sports programming (ABC Medical Collegiate Classic) for ESPN3
- Two feature length documentaries for WVUA-TV and Alabama Public Television

Original Production, Alabama Public Radio
- 66 hours of Alabama focused newscasts
- 185 minutes of feature reports
- One 30-minute documentary
- 110 minutes of special reporting on the 50th anniversary of key events in the US Civil Rights Movement for Alabama Public Radio
- 1,508 hours of locally hosted classical, jazz, blue grass and big band music
- Eight hours of special programming featuring the Mobile Symphony Orchestra

Student Learning
- Each week, 140 student employees and interns worked in all aspects of television, radio and online production for WVUA-TV, CPT and APR
- WVUA-TV provided students with 700 weekly hours of hands-on experience
- Four WVUA-TV students were honored with awards from the Society of Professional Journalists.
- Five of the nine WVUA-TV students graduating in Spring 2014 have secured jobs in the television industry
- CPT provided students with 100 weekly hours of hands-on experience
- CPT students produced, shot and edited 10 client productions
- CPT students produced, shot and edited 15 Alabama Detours
- APR provided students with 78 weekly hours of hands-on experience
- APR students produced 142 minutes of on-air content for APR newscasts
- In partnership with CPT Executive Producers, 30 new Alabama Detours were produced by students enrolled in a TCF class

Revenue
- WVUA-TV sales revenue currently pacing 12 percent ahead of 2013.
- CPT and APR received approximately $358,000 in grant funding
- CPT contract productions totaled $180,000
- APR corporate underwriting is pacing 20% ahead of 2013
- APR vehicle donation revenue is pacing 41% ahead of 2013
- APR membership has recorded a 71% increase in “sustaining membership,” which allows for automatic renewal of monthly contributions.

WVUA-TV
On April 28, WVUA-TV went live from its new home in the Digital Media Center. The event was memorable on many levels; with severe weather in the forecast and on the ground, engineering, production and news worked together to go live more than two hours ahead of schedule. Some of the equipment had not been fully tested or commissioned, but the good will of the staff and students prevailed and the team did a extraordinary job providing more than 10 hours of first-rate, severe weather coverage.

WVUA-TV continues to grow in its role as a teaching television station using faculty and professional staff to mentor students in the production of original news, sports and informational programming. Broadcasting from its transmitter on Red Mountain in Birmingham, WVUA-TV is a full power, HD programming service carried over the air and by cable and satellite operators throughout the greater Birmingham market. The University of Alabama is one of just two universities in the country to hold the license of a full power commercial television station.

Each week-day WVUA-TV produces three daily newscasts and weekly sports programs such as Tider Insider and Crimson Cover; week-end original programming includes a 10 PM newscast and, during football season, Crimson Tide Kick Off.

In addition to news and sports programming, WVUA produced several special events coverage, including:
- University of Alabama Homecoming Parade, featuring Terry Saban.
- Second annual West Alabama Christmas Parade
- Rise Golf Tournament

A newly reorganized programming and traffic department has made significant improvements in the consistency and flow of WVUA-TV’s acquired programming. The week-day noon programming is delivering audiences in target audiences and the Saturday sports line-up continues to attract viewers.

A newly reorganized creative services department has led a year-long effort to improve the quality and quantity of on-air promotions for WVUA-TV talent and staff. In addition, the team is also working with College faculty in researching and developing a “rebranding strategy” that will include new logos and promotional graphics for the station.
The Center for Public Television

The Center for Public Television is an award-winning production unit consisting of an eight-member professional and staff and a team of student interns and employees. Productions include original television programming, client productions and documentaries. Producers work closely on all projects with students training them in pre-production, production, shooting, editing and research. This year CPT produced more hours of television programming than in any year in recent history. CPT also earned a record-breaking six Emmy nominations and two Emmy Awards for its original programming.

CPT&R professional staff continues to provide students experience in the production of high quality video productions for a variety of clients. This year clients included The DCH Foundation, United Way, the Chamber of Commerce, the University’s First Scholars Program, the College of Engineering, the Chamber of Communications and Information Science, the Plank Center, Student Affairs, and the Alumni Association, ERC Roofing and Hoover Toyota. Too Many Trophies, a commercial produced for the Bryant Museum, was awarded a regional Addy Award and has been nominated for a regional Emmy.

Our students play an integral role in all staff television and client productions, but they are also branching out to produce more original programming segments and paid client jobs themselves than we’ve ever done in the past. 10 out of the 22 client projects were produced, shot and/or edited by students.

Original television productions include:

- **The Iron Bowl Hour**
  Now in its fourth season, the series hosted by Will and Reed Lochamy takes a lighter look at SEC football in general and the UA/Auburn rivalry in particular. Last year, the series began airing on both WVUA-TV and Alabama Public Television.

- **Alabama Inc.**
  Hosted by Alabama Public Radio’s Marketplace reporter Gigi Doubain, and featuring APR News Director Pat Duggins, this weekly business series was the first to be featured on both WVUA-TV and public radio. Feature stories and interviews produced for television are edited for radio and air each Friday prior to the Sunday premiere of new episodes. The series airs on WVUA-TV and Alabama Public Television.

- **Afterhours: Live at the Red Cat**
  Taped at Birmingham’s Red Cat Café, this series features up and coming acoustic musical acts from around the Southeast. Future episodes will be taped at other musical venues to feature a broader cross section of musical tastes. The series airs on WVUA-TV and Alabama Public Television.

- **Alabama Detours**
  *Detours* are brief “mini-programs” featuring the people and places of Alabama in fast-paced, highly produced vignettes. These have proven to be popular with WVUA-TV viewers, whose requests are prompting the development of a special “Detours” component of the WVUA-TV website that provide additional information about the people and places feature in the segments. This year the series earned the Emmy for Best Promotional Campaign.
- **Bookmark**
  Hosted by retired UA Professor Don Noble, *Bookmark* engages authors in thoughtful discussion about their lives, creative influences, and of course, their literary works. This year Dr. Noble was honored by the Alabama Humanities Foundation with the Wayne Greenhaw Service Award. The series airs on Alabama Public Television.

- **Mama Called**
  *Mama Called* provides an in-depth look at the legendary Coach Paul W. Bryant through those who knew him best. Interviews from his family, friends, and former players including Gene Stallings, Bobby Bowden, Bob Baumhower, Nick Saban, Jerry Duncan, Kenny Stabler, and many more give an inside look at the life of Bryant from his early childhood in rural Arkansas, to his playing days at The University of Alabama, through his legendary career as a collegiate coach. The project received the **Emmy for Best Historical Documentary**.

- **Preserving Justice**
  *Preserving Justice* focuses on the important events that took place in 1963 and tells the lesser-known stories of that year. These stories document the extraordinary role played by members of Birmingham’s legal community and the profound impact they had on the Civil Rights Movement. The film shows how unified efforts of civil rights activists and daring members of the legal community in Birmingham helped create a new city, state and nation to inspire the next generation of lawyers and judges. The project received **two Emmy nominations**.

**Alabama Public Radio**

*Alabama Public Radio* continues to provide the best possible mix of news and music programming to a statewide audience. Over the last year, eighteen student news interns worked a total of 775 hours at APR. Each student was presented with a daily reporting assignment, which required conducting interviews and writing copy alongside APR’s professional staff. The result was 142 minutes of student-generated on air content, ideal for resumes.

The APR news team’s efforts in 2013-14 were generously recognized and rewarded by the broadcast industry with 26 awards for journalistic excellence. The list includes the national Sigma Delta Chi award for the team’s documentary “Winds of Change,” on the first anniversary of the Tuscaloosa tornado, as well as three national awards from the Public Radio News Directors’ Association. The APR documentary “Civil Rights Radio” won 4 national honors, including the station’s first Gabriel award. The Alabama Associated Press named APR the state’s “Most Outstanding News Operation” for the second year in a row.

**Selected Awards and Honors**

- WVUA student reporters received four awards from the Society of Professional Journalism
  - **Bradley Whittington** for “Best Television Feature” and “Best Television News Photography.”
  - **Tommy Townsend** for “Television Breaking News Reporting.”
  - **Emileigh Forrester** third place award for “Television Breaking News Reporting.”
  - **Katie Malone** third place award for “Television Sports Reporting.”
CPT received six Emmy Nominations and two Emmy Awards:
- Historical Documentary Mama Called (awarded)
- Photography Mama Called
- Promotion Image/News WVUA New Home
- Promotion Campaign Alabama Detours (awarded)
- Editor Program Non-News Preserving Justice
- Writer Non-News Preserving Justice

CPT received two Addy Awards
- Campaign Alabama Detours
- Promo DMC New Home

APR was one of seven news organizations nationally honored with the 2014 Unity Award for its coverage of the 50th anniversary of key events in Alabama’s Civil Rights Movement

APR was recognized with five Edward R Murrow Awards for
- Overall Excellence
- Feature Reporting: Crimson and Clover
- News Documentary: Civil Rights Radio
- News Series: Civil Rights Radio
- Use of Sound/Video: Anti-Racism Rally
Alabama Program in Sports Communication  
Dr. Andrew Billings, Director

The Alabama Program in Sports Communication (APSC) serves as an umbrella entity for fusing academic interests in the area of sport studies within communication-related disciplines. Bridging eight different academic units and several sport-specific majors and/or emphases, the program aids research and creative initiatives while programming lectures, forums, and other campus events for students, faculty, and the public at large. The Director of the APSC is Dr. Andrew Billings (Telecommunication & Film); the Assistant Director is Lars Anderson (Journalism). More information on the APSC can be found at: http://sportscom.ua.edu

The APSC continues to thrive with 16 faculty fellows representing eight different academic units. We also were able to accomplish the following over the course of the past twelve months:

- Added Sport Illustrated’s Lars Anderson as a full-time faculty fellow and Assistant Director of the APSC.
- Hosted the second APSC Symposium, with keynote speaker Dr. Sue Rankin from Penn State University.
- Featured lectures from prominent speakers, including:
  - ABC News/USA Today’s Christine Brennan
  - FOX Sports NASCAR Analyst Larry McReynolds
  - ESPN VP for College Sports Justin Connolly
- Co-sponsored a campus forum, Being Brave, discussing the Washington NFL mascot as well as a lecture from journalist Warren St. John.
- Partnered with professional sports entities including:
  - FOX Sports on a public relations campaign. Spring 2015 start.
  - NASCAR on a public relations launch campaign for the 2015 season.
- Presented six creative works and published (or have in-press) 46 academic publications (the most known productivity in the country in the area of sports communication).
- Hosted the Bryant Sports Leadership Institute in the summer of 2013, where high school students gathered for a two-day event with workshops, guest speakers, and networking.
- Continued to seek partnerships/funding opportunities with individuals and associations related to sports communication.

In all, the APSC continues to advance as a national leader in the area of sports communication instruction, research, and creative activities.
Assessment and Diversity
Dr. George Daniels, Assistant Dean for Administration

The Office of the Assistant Dean for Administration is responsible for the oversight of College matters related to assessment, accreditation, awards and diversity. 2013-14 was a busy year in all four areas. The assistant dean for administration was actively involved in the search for two of three leadership positions in institutional effectiveness for the University and served on two committees working on parts of the compliance documentation for the upcoming Southern Association of Colleges and Schools (SACS) re-affirmation. A new centralized College wide Awards committee structure was put in place. At the same time, the C&IS Diversity Forum had one of its most active years in its existence with the sponsorship of the fifth diversity symposium, a diversity teaching workshop and reviews of a proposal diversity distinction and the College's diversity plan.

Assessment
The selection of a new director for institutional effectiveness signaled a new era for assessment at the University beginning with regular semi-monthly meetings of the University Assessment Council and a recent Assessment Council Retreat. Working in conjunction with Dr. Ginger Bishop, the director of institutional effectiveness, the assistant dean has organized a summer workshop for C&IS departmental assessment coordinators as they prepare reports for the upcoming SACS re-affirmation review. Additionally, each departmental coordinator who submitted mid-year assessment reports by the April 15th deadline will be receiving feedback from those preparing the SACS Compliance documents that will be submitted in September. A new uniform deadline for assessment reporting and assessment planning will facilitate a smoother process for all involved. Efforts continue as of this writing to ensure all assessment coordinators are aware and equipped to handle these changes. At the same time, the assistant dean continues to represent the College on the Implementation Committee for the Quality Enhancement Plan (QEP) that will be submitted in January 2015.

Accreditation
At the same time as we prepare for the SACS Re-affirmation in 2015, those of us in the mass communication units of the College are preparing to launch our self-study for the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). The Council granted the College a one-year postponement while we searched for a new dean. Thus, the six-year review will take place in 2015-2016. That means in 2014-2015, we'll be preparing a report on the College's progress on all nine ACEJMC standards. As preliminary steps for this process, the assistant dean for administration organized formal portfolio assessments in the Spring of 2014 in two of three mass communication departments. Also, a curriculum map is being prepared that matches all ACEJMC Values and Competencies with the appropriate required and core courses in our JN, TCF, APR and MC programs. Beginning in the fall of 2014, the Values and Competencies will be automatically populated in the online syllabus tool. Pursuant to new ACEJMC requirements, the Office of the Assistant Dean spearheaded the publication of retention and graduation data on the C&IS website.

Awards
The assistant dean for administration represented the College on the University's Premiere Awards Committee. Many of the practices in handling this committee were modeled in the establishment of
a general **C&IS Awards Committee**, which would assist in identifying/putting forth candidates for UA awards and handling the selection of winners for internal awards. Centralizing College-wide awards process was a major goal of outgoing dean Loy Singleton and Interim Dean Jennifer Greer. Not only was there a concern that not enough College faculty and staff were receiving campus wide recognition in some of the University-wide awards, but also that it would be beneficial to create uniform deadlines and streamline processes for our own College honors. With these concerns in mind, a C&IS Awards committee was convened with representatives from each academic unit, a staff representative and the president of the C&IS Board of Visitors. The committee managed the nomination process and selection of the Board of Visitors and Knox Hagood Awards.

**Diversity**

The College has had another banner year in the area of diversity. Both students and staff won multiple national awards for their diversity-related projects. A record number of undergraduate students presented research at our Fifth **Discerning Diverse Voices Symposium**. And, the **Communication and Information Sciences Diversity Forum** successfully sponsored a Diversity Teaching workshop for the first time in several years. After much discussion and review, a new **C&IS Diversity Distinction** is in place. Beginning with May 2015, C&IS students will be eligible to be recognized for the diversity-related courses they take with the C&IS Diversity Distinction on their final transcripts.
Development and Alumni Outreach
Neely Portera, Director of Development

- Alumni and friends of the College contributed $1,296,382 to scholarships and support funds.

- A total of 405 individuals contributed $33,463 to Capstone Communications Society support fund.

- The College’s Board of Visitors has 74 members who contributed $47,500 to the Collegiate Fund in 2013-2014.

- The College held over 30 events for alumni and donors.
  - 2/10/13 Plank Center Dinner
  - 2/19/13 PR Day and Career Day
  - 3/14/13 Journalism Day
  - 3/15/13 Clarence Cason Award Luncheon
  - 3/19/13 Nashville Alumni Blitz
  - 4/1/13 Dean’s Medal Luncheon
  - 4/3/13 Spring Board of Visitors luncheon and meeting
  - 4/4/13 Honors Day Dinner
  - 7/9/13 Mobile Alumni Blitz
  - 8/15/13 Bailey Thomson Awards Ceremony
  - 9/18/13 Joe Perkins Reception
  - 10/12/13 Hall of Fame
  - 10/13/13 Dallas Texas Alumni Blitz
  - 10/24/13 Fall Board of Visitors luncheon and meeting
  - 10/24/13 David Sloan Scholarship Reception
  - 11/14/13 Plank Center Dinner, Chicago
  - 12/15/13 New York City Alumni Blitz
  - 1/20/14 Houston Texas Alumni Blitz
  - 2/7/14 Cason Award Luncheon
  - 2/10/14 Mobile Alumni Blitz
  - 2/17/14 Ft. Lauderdale Alumni Blitz
  - 2/20/14 Montgomery Alumni Blitz
  - 2/24/14 Charlotte Alumni Blitz
  - 3/14/14 Spring Board of Visitors luncheon and meeting
  - 3/13/14 Digital Media Center Grand Opening
  - 3/19/14 New York City Alumni Blitz
  - 4/3/14 Honors Day Dinner
  - 4/24/14 Charlotte North Carolina Crimson Caravan
  - 4/26/14 Denny Society Luncheon
  - 5/13/14 Montgomery Crimson Caravan
  - 5/15/14 WUAL Leadership Dinner
The research and grant activity in the ICIR has been tremendous in the 2013-14 academic year. The ICIR consistently represented at international, national, and regional conferences, and the ICIR Director and Research Associate have had great success in their research and grant output. What follows is a summary of the research and grant activity for the ICIR for the 2013-2014 academic year.

Grant Activity

- **Bissell, K.** Track My Plate: The development of measurement tools to assess children’s food intake.
  - AEJMC Senior Scholar Grant, 2014-2015. **$4,000.**
  - **Funded.**

- **Bissell, K.** Healthy Habits: Timing for Developing Sustainable Healthy Behaviors in Children and Adolescents.
  - National Institutes of Health. **$222,810.**
  - Not funded.

- **Bissell, K.,** Thorn, B., Mocarksi, R. Using Critical Approaches to Evaluate and Assess Health Disparities.
  - National Institutes of Health, **$820,000.**
  - Not funded.

- **Bissell, K. & Alsip, M.K.** Student, Faculty, and Administration Perceptions of New Nutritional Guidelines.
  - Robert Wood Johnson Foundation, **$120,000.**
  - Under review.

Update*

- **Bissell, K., & Higginbotham, J.** Developing Effective, Sustainable CBPR to Reduce Obesity in Rural Alabama.
  - National Institutes of Health. **$801,702.**
  - **Funded.**

*This is a three-year grant, and activity related to the grant is ongoing. Dr. Alsip and I meet with the other PI, consultants, and collaborators on a monthly basis, and work related to the project continues. Even though the payout for this grant covers 5% of my salary and 0% for Dr. Alsip, we spend tremendous amounts of time on grant-related activities. In the fall of 2013, we helped organized and run a Health Fair at the Sunshine School in Hale County. For the health fair, we organized the following stations: nursing faculty and nursing students conducted BMI, blood pressure, and cholesterol tests on all students and health fair attendees; we had representatives for the Druid City Garden Project develop a hands-on project related to the way to grow healthy foods; exercise and sport science faculty and graduate students from UWA demonstrated physical activity and games; Dr. Lea Yerby from IRH conducted a demonstration related to the fat content in certain foods; Dr. Alsip did a demonstration on food ads directed toward children, and health education professors did a demonstration on nutrition labels and healthy eating. This was a community service project managed by members of the grant team; furthermore, the health fair was not even one of the specific aims of the proposal. The Sunshine School principal asked us to help out, and the team, given its desire to work collaboratively with
community partners via CBPR, organized the entire health fair. In addition to organizing the health fair, the grant team has been working to have two separate groups of scholars—academic learners (UA faculty members with an expressed interest in CBPR) and non-academic scholars, Black Belt community members who wish to learn more about academic research. The grant team has worked with both groups to develop partnerships (academic and community) for small grant proposals. This involves traveling to the Black Belt area to work with the community scholars to train them on research methods and design, analysis and interpretation of results, and dissemination of key findings. Similar types of training have occurred with the academic learners. Our grant allows for the funding of one small proposal from one of these teams. The grants were submitted in late May, and the award will be announced in July 2014. Dr. Alsip and I facilitate the communication between the different groups, and Dr. Alsip manages Basecamp, which is a software system where communication between the group can occur online. The nature of this specific grant does not allow for high or moderate PI salary buyout as it was a relatively small grant (comparatively). The goal is to use the data collected thus far to submit a second proposal with the same grant team to NIH in the future. The amount of time and work spent on grant activities cannot be quantified per se as there is weekly activity for each “core” of the grant team. Dr. Alsip and I represent the dissemination core, and we work with other members of the other grant cores weekly.

Contract Work

1. **American Institute for Cancer Research**, survey research for a non-profit organization. This work involved online and paper surveys over more than 6,000 donors to AICR. The client wanted to learn more about its donor base and better understand the factors that increase or decrease annual giving. The ICIR designed the survey, created the sampling plan, distributed the survey, entered the data, analyzed the data, and produced a 200-page report summarizing the findings from the survey. The original report was submitted in the fall of 2012 with revisions submitted in January 2013. This project continued into the 2013-2014 academic year with additional statistical analysis and reports. The client asked for greater analysis regarding the variables that were most likely to predict donor behavior, and Dr. Alsip and I worked on the additional data analysis and interpretation through fall 2013. $27,500 (this amount was paid in 2012 and 2013).

2. **Alabama Department of Health and Human Services** and **UA College of Arts & Sciences**. Dr. Shuhua Zhou and I worked with another colleague on campus to develop a research plan for **Alabama’s HHS** designed to understand the way a new insurance program could be implemented in the state. The research program involved the design of an experiment to determine the type of individual who would be most appropriate to communicate with the uninsured in the state of Alabama. Following the experiment, we would conduct focus groups with select participants from the study. Dr. Shuhua Zhou and I continued to work with UA’s College of A&S on this proposal, identifying more in-depth plans for data collection and analysis for the client’s very specific sample. The Department of HHS eventually rejected the proposal, and it was not funded, but Dr. Zhou and I contributed a significant number of hours on the proposal development. $9,000.

3. Additionally, the ICIR research facilities have been “rented” out to C&IS faculty and faculty across campus who have received external funding to work on research or contract projects. We have “rented” the focus group lab, the theatre lab, and the content analysis lab to several faculty members over the last academic year. Of course, use of the facilities is free to faculty and graduate students who do not have external funding to pay for the use of lab space.

4. Dr. Alsip has worked with Regina Lewis on a collaborative project with **AgeReady**, a project with Human Resources, Social Work, and Nursing. Dr. Alsip has been tasked with managing the design of smaller research projects and trying to negotiate a research study that will get at AgeReady’s questions while keeping the project methodologically valid.
Engaging Faculty in Grant Writing

Richard Mocarski, a Ph.D. student in Communication Studies, was named as a grant mentor for C&IS faculty and graduate students. He led a research colloquium in October 2013 on grant writing for graduate students, and he is currently mentoring two faculty members on grant-writing with the hopes of getting these grants under review within the next six months (even though he has taken a job as a grant writer in Nebraska). Richard continued to work with faculty members throughout the 2013-2014 academic year, and he is currently assisting the ICIR Director on a grant application that will be submitted next October.

Dr. Jennifer Greer offered financial support in the form of travel money or research money to match what the ICIR already offered to C&IS faculty for external grant submissions. The grant amount has to be greater than $50,000, but the funding agency is not limited to federal agencies. The hope was that the incentive might be enough to encourage C&IS faculty to submit proposals.

Research Colloquia

Five research colloquia were held during 2013-2014 with great involvement from faculty and graduate students. Research interests are quite varied across the College, but the colloquia remain a great way to get researchers together and share ideas. I would like to see more collaborative work across the College and also across campus, and this is one area where I think researchers with similar interests can work together to develop projects. I organized three research colloquia specifically for graduate students, and I sought out the help of other graduate students to serve as discussants or session leaders. The graduate student colloquia covered the following topics: IRB proposal writing; navigating and negotiating the job market; maintaining a research program as an assistant professor. Two research colloquia were held for graduate students and faculty during the 2013/2014 year. Dr. Rhonda Gibson and Joe Bob Hester (UNC Chapel Hill) participated in a two-hour session on the representation of sexual minorities in media and working with big data. The first session for graduate students and faculty was related to grant writing, IRB, and looking outside of federal agencies for external funding.

Collaboration and Cross-Disciplinary Work

In the last year, I have worked extensively with faculty across campus in a variety of capacities. I am currently serving as an outside member for the Center for Mental Health and Aging Workgroup to look at ways research projects can become more interdisciplinary AND also identify ways local senior care facilities can be burdened less for participant requests. I have worked with Stuart Usdan, associate dean, HES, on a proposal for joint hire that would be cross-disciplinary. Conversations and work on this proposal started in January, as Dr. Usdan and I had originally talked about submitting a request for a shared post-doctoral position. I have worked with Jason Scofield, CDR, on the development of measures for young children’s media consumption, and I have consulted with several faculty in kinesiology to develop studies that are more interdisciplinary when looking at health and wellness in children.

ICIR Website, ICIR Software, Participant Pool and Qualtrics

Dr. Alsip has completely revamped the student recruitment procedures and has streamlined the process for faculty, graduate students, and student participants. The College has shifted its online software to Qualtrics, as the University has also moved in the direction of adopting this software campus-wide. Qualtrics is more user-friendly and has greater variety in terms of the design and construction of surveys and experiments. Qualtrics can be used by any faculty member or graduate
student with approval of the ICIR Director (and IRB approval). Dr. Alsip manages all questions from graduate students and faculty regarding the use of Qualtrics, and she conducts mini training sessions for graduate students on its use. While Qualtrics is not difficult to use, new users sometimes struggle with the filter questions, downloading the data, and exporting the data to SPSS. Dr. Alsip also maintains the participant pool for the College, and she manages all requests from graduate students and faculty on the use of students from the participant pool. This requires more work than should be necessary, but it consumes a great deal of time. Dr. Alsip handles all of the communication with students in the participant pool and the faculty regarding their research projects and fields all of the questions related to the website and/or the software. The ICIR has also used Basecamp in its involved with the other PIs on the NIH grant. We purchased Basecamp for the year again, and use this as a means of communicating easily with other researchers. In the last academic year, we have adopted or moved to more efficient computing software to help with the day-to-day needs of graduate students and faculty. Dr. Alsip and I have worked on updating the ICIR website so that we can highlight research-related news from the College.

ICIR Research Lab Training
The ICIR maintains several research labs on the 4th floor (Child Media Lab, Psychophysiology Lab, Content Analysis Lab, the Survey Lab, the Theatre Lab, and the Focus Group Lab). These labs are open to all College faculty and graduate students, and the labs are used for teaching and research purposes. Dr. Alsip maintains the calendar for each of the labs so that we do not have multiple researchers hoping to use the same lab at the same time. We both have run training sessions for use of the labs. Specifically, the psychophysiology lab requires several training sessions before any faculty member or graduate student can use it for data collection. Dr. Alsip conducted a three-week training session for the psychophysiology lab in the Spring of 2014, and she conducts mini training sessions for individuals who need help with the data analysis or interpretation of data from the psychophysiology equipment. The equipment in the Child Media Lab is not as complicated or difficult, but training is still required before the equipment can be used. The ICIR also has physiology equipment for specific use with children (a heart rate monitor), so any researcher working with the heart rate monitor and equipment must be trained prior to use. Dr. Alsip and I both work on training researchers on this equipment. The labs require constant maintenance and monitoring, and in many cases, we have to ensure the video equipment within each lab is operating properly as researchers often want video recordings of their sessions. Dr. Alsip and I manage the purchasing of equipment for each of the labs. The Content Analysis Lab requires tremendous oversight as some graduate students or faculty record a large number of hours from the DVRs but do not remove their programming from the computers in a timely fashion. This prevents other researchers from using the lab, so there is a weekly check of all hard drives in the CA lab to ensure there is available space for other researchers.

IRB
Dr. Alsip and I both serve on the IRB Review Board. This is purely service to the College and the University. Prior to my appointment as the ICIR Director, the College did not have a faculty member on the IRB Board. This meant that IRB proposals by the College’s faculty members and graduate students were sent to board members from other colleges. This resulted in unnecessary delays because other board members do not necessarily understand the need for research in our discipline. I became a board member in 2011, and Dr. Alsip became a board member in 2012. Involvement on the IRB Board requires the following: reviewing IRB proposals from our own college’s faculty members and graduate students (blinded) and reviewing the same from other
college’s faculty members and graduate students (also blinded). Additionally, as the IRB representatives for the College, we both spend extensive amounts of time assisting graduate students and faculty on their IRB proposals before the proposal is submitted. The need for prior review is especially important for the college’s international students. Dr. Alsip spends an extensive amount of time meeting one-on-one with some graduate students to write an IRB proposal that not only meets the IRB guidelines but also is readable. Serving as an IRB Board member requires significant amounts of time but without a College representative, our College’s proposals would be delayed even more than they already are. The IRB Board meets once a month, but reviews for inside and outside of the College proposals occurs on a weekly basis. Dr. Alsip manages all of the walk-ins who have questions about IRB procedures and protocol, and in many cases, graduate students (or faculty) do not understand a comment from a reviewer, so she has to walk the individual through the reviewer comments.

Research
Since May of 2013, seven manuscripts have been accepted for publication, including a 100-page monograph written with Dr. Sim Butler. Five other manuscripts are under first or second review at journals, and this work has all been conducted with ICIR Research Fellows (Butler, Conlin, McLemore, Yan) or GRAs assigned to the ICIR (Shen, Morton). As evidence of the type of graduate students the ICIR has as Research Fellows, Butler, Conlin, and McLemore all worked with me via Skype, FaceTime, or email to meet ICA deadlines and then the AEJ deadline as I was out of the country or out of town for work-related events.


Bissell, K. & Mocarski, R. (under review). I'm a loser, you're a loser: A critical analysis of contestant commentary from The Biggest Loser. *Under first review at Critical Cultural Review. (Richard Mocarski was not a GRA assigned to the ICIR; however, he willingly worked with me throughout the year on this project).

**UA’s Health Comm Lab**

The **Health Comm Lab** is housed in the College of Communication & Information Sciences and is directly affiliated with the ICIR. The lab is directed by two faculty members—Dr. Kim Bissell (Associate Dean for Research and ICIR Director) and Dr. Scott Parrott (assistant professor, journalism). The purpose of the lab is to facilitate research among graduate students and faculty with a specific interest in health communication. The lab works closely with graduate and undergraduate researchers in the College who want hands-on experience developing, designing, and implementing research studies. Currently, the lab has three graduate researchers—Lindsey Conlin, Dylan McLemore, and Bijie Bie. One example of a research project is the **Child Nutrition Camp**, which is a community service and research program for children between 6-11. The researchers will test the way new media technologies can increase children's interest and enjoyment of physical activity, will teach children about food advertising and the persuasive appeals used in food ads, and will teach children how to read nutrition labels and be more proactive in their health and wellness.

[http://healthcomm.ua.edu](http://healthcomm.ua.edu)

**Research Goals**

1. **Submit two** applications for larger grants (College-wide, $1 million+) and get more faculty involved in the grant application process;

2. **Submit two** applications for smaller grants (College-wide, $100,000-$250,000 range) and get more faculty involved in the grant application process;

   **ACTIONS:** Four grant proposals were submitted; however, none was for an amount over $1 million. One was for significantly less than listed above ($4000), but it was awarded, and two of the other three were for smaller grant amounts. My goal has been to submit fewer proposals but increase the quality of the proposal. Furthermore, I hope to be able to work on resubmitting non-funded proposals so that there is a greater chance of it getting funded.

3. **Secure three** contract jobs to be conducted by ICIR GRAs to generate revenue for the Center;

   **ACTIONS:** With the continuing work with the AICR, Alabama’s HHS, and with the ongoing work on the CBPR grant, the ICIR only submitted two proposals for contract work. In both cases, the pitch was for the ICIR to serve as a sub-contractor for a researcher at Shands Hospital in Gainesville, and for a researcher at UNA, both of whom had submitted proposals for external, federal funding but needed help on the research design and development. Neither PI was funded; subsequently, we did not secure new contract work.

4. **Continue to sponsor** monthly research colloquia for graduate students and faculty;

   **ACTIONS:** Monthly colloquia were held in October, November, January, February, and April. Continue to work collaboratively with researchers across campus in requests for external funding, in working with community groups to address health disparities in rural areas and in the Black Belt counties;
**ACTION:** I collaborated with Bev Thorn (psychology) on one grant proposal, and in my work with Stuart Usdan in HES, the Center for Mental Health and Aging, and with the Institute for Rural Health, I believe I have established myself and the ICIR as a solid co-PI or collaborator for future proposals.

5. Submit papers to peer-reviewed journals with ICIR Research Fellows and graduate students;

**ACTION:** As evidenced in the list of publications above, I believe I have been very successful in continuing to work well with the ICIR Research Fellows.

6. Take current research projects related to media, literacy, health literacy, nutrition, and exercise and conduct community outreach programs with children at-risk for overweight and obesity.

**ACTION:** I have described very little of the community service work I have done in the last year as it relates to health, wellness, obesity prevention, etc. I did speak to the Health Fair organized at the Sunshine School in Hale County, but beyond that, I serve as a fitness coach and running mentor for children at risk for overweight and obesity. I give talks usually once a month to one of the area schools related to either body image, media literacy, nutritional knowledge, and obesity prevention. Beyond that, I am an instructor at the Student Recreation Center and teach (usually) up to eight Group Ex classes a week. The work in health communication is not just the area of my research—it is something I have embraced as a lifestyle. While it is again difficult to quantify the work done outside of the office, I can say that my research informs the conversations I have with children about their health and well being, and the conversations I have with children inform the research I do.

**Goals Narrative**

I believe the ICIR has had a good four years since I started in the ICIR office and as associate dean for research, and I am pleased with the research activity, grant submission activity, and the development and creation of the new research labs. I do believe that my previous goals of submitting a significantly higher number of grants applications for external funding may have been flawed as I am learning that grant applications now require cross-disciplinary work and almost always involve other principal investigators. These types of grant submissions are lengthier as more individuals have to have input on the conceptualization and design of the project. I would like to continue to do cross-disciplinary work as well as engage colleagues in the College in upcoming grant applications.

I have further learned that the grant process usually involves a resubmission as most projects are rarely funded on the first go-around. With this in mind, I have to spend more time reworking other submissions so that funding is more likely.

In my fourth year as the Director of the ICIR, the Child Media Lab became one of the many places for my own research and that of the College’s graduate students in projects related to video games, health, and advertising. The psychophysiology lab, with the assistance of Dr. Zhou and the Office for Graduate Studies, has become a hotbed for graduate student research and remains an area of tremendous interest for many graduate students. The content analysis lab has active and consistent use, primarily by the College’s graduate students with interests in sports communication, violence in the media, advertising, and reality television. The media lab/continuous response lab is still a work in progress, but the lab has been used for some graduate student research in the last year.

In the last year, I have been involved in several conversations with faculty members across campus who are interested in health literacy and health disparities. I feel as if there is great possibility with
this collaborative work, but I also recognize that tangible outcomes are often slower than I would like. I feel that with these two contract projects finished, we can use the momentum and experience gained to market our services elsewhere with the hopes of adding enough contract work to fund a doctoral student on a full-time basis.

With the help of Dr. Alsip as the Institute’s research associate, I feel every aspect of our day-to-day functioning has improved significantly. MK handles many of the smaller details associated with the Institute—the handling of the CARP participant pool, the review of IRB applications both prior to submission to the OSP and then as a primary reviewer of the applications, and negotiations with the contracts office and the legal office on the contract work. As my work with graduate students has increased over the last year, her assistance in these many areas had ensured all work gets done in a timely fashion. Quite frankly, if she did not take on many of these tedious tasks, there is no way I would be able to be productive in my work with graduate students and other colleagues.

The day-to-day operation of the ICIR requires a tremendous amount of time from the fielding of emails and phone calls to the handling of the numerous walk-ins in need of IRB help. If I had to monitor and maintain the labs, deal with all of the IRB work, handle the communication related to the participant pool, and work on training faculty and graduate students in the lab, I would not get anything else done. This is not a matter of inefficient time management. This is simply a matter of dealing with all of the day-to-day tasks associated with running a research center.

With the previous help of Richard Mocarski, I feel that the ICIR will have success in securing funding from one external agency (despite moving to Nebraska, he and I will work together on grant proposals). While progress has been slow in this area, improvement has been seen in the last two years. The ICIR has gotten a submission funded and another submission scored, and the Institute has gotten valuable feedback from program officers and grant mentors across campus.

I am learning that grant writing is part politics, part a game and part luck. I am hopeful the odds will ever be in my favor in the coming year. I would like to see more faculty get involved in research activities conducted in our labs, and I have set that as one of many goals for the upcoming year.

Our College has tremendous individual success in the area of research, but I think there is room for collaboration with researchers within the College and across campus. The key is matching people and research interests. Currently, I believe we are working in silos; however, I think faculty in this College would be shocked to learn there is someone else on campus doing very similar types of work. Therefore, it is one of my goals to help facilitate those meetings so that our research profile can continue to grow across campus.

I believe the key to the College’s success in terms of its research profile lies in the securing of external funding, so this will remain a high priority in the upcoming years. I am optimistic about the ICIR’s future, and I remain very optimistic about the College’s research activities in the upcoming year. I believe that with four years of experience and four years of becoming familiarized with the administrative duties, I can be even more involved in this College’s research activities.

I would like our College to be known for its research in several key areas, and while research is being done in many areas, I think we can start to make a bigger name for ourselves with a little bit of creative branding. The UA Health Comm lab is just one example of taking an area of research and teaching, putting a little dressing on it, and then the coolness factor goes up exponentially.
Technical Services
Greg Goldstein, Area Technology Manager

Our support role includes providing a physical presence in aiding with the use of technology throughout Reese Phifer and all college academic departments when needed. We deliver a solid technical platform for our teachers and student to use and an on-site response to any issues.

Greg Goldstein, our area technology manager and his group work closely with faculty and staff to provide and support the latest software found in our areas of work/study. This spring the group, along with various other platform updates, tested and deployed the Adobe Creative Cloud product line for students to use in our labs and classrooms. This software and primarily its image editing and video production applications, make intense use of computing resources. In order to insure a stable platform for the Adobe product line of software, most Reese Phifer classrooms received some type of hardware and additional software updates in the preceding months.

The college provides on-site technical assistance 6 days a week. Hours vary throughout the week starting just before 8am most days and finishing up as late as 10pm some evenings. This year, access to computing resources has been improved for a majority of upper classmen giving them 24-hour admittance to their computer laboratories.

Facilities that received both a general and technical “makeover” in 2013 included our four Communication Studies classrooms. These classrooms are now better suited to facilitate small group learning and to offer an interactive environment for our performance labs. The College of Communication and Information Sciences Technical Services group has worked as a liaison between the college faculty, UA Facilities, UA Furnishing and Design and our campus Audio Visual group to provide plans for major improvements to one of our APR writing labs and to the college’s largest classroom in the 2013-2014 school year. The results of this labor will be exciting to see this coming fall.

New hire Blair Peavy (pictured at left) joined us this spring. He comes to us with several years of experience in IT in the banking industry. His background will benefit the college in many areas including security, Microsoft Windows systems management and stability.
Tisch Student Services
Dr. Carol Bishop Mills, Associate Dean for Undergraduate Studies

Tisch Student Services has been busy during the 2013-14 academic year. Our goal is to serve C&IS students and guide them to success from orientation through graduations, as well as support faculty through assisting with advising and collaborating on student initiatives and academic concerns. From our offices, we also support the College’s three main student leadership groups: the Student Executive Council (SEC), the C&IS Ambassadors (clearly identified by their red jackets), and the Academic Honor Council (AHC).

Recruiting, Bama Bound and Graduation
More than 350 high school students and transfer students visited C&IS this year when they were evaluating their college choices. Jim Oakely and Bridget Busby welcomed them and provided them with an overview of the college and pitched the benefits of coming to study with our outstanding faculty. Not surprisingly, we are already seeing many of those students return to campus for Bama Bound. Tisch coordinates the College’s Bama Bound program by introducing new freshmen and transfer students to our College’s academic programs and collegiate culture. This year, we are rolling out new materials for our incoming students, and have a video that highlights key aspects of each department.

During Bama Bound we also advise incoming students for the coming fall semester. This year, for the first time in 28 years, Jim Oakley, internship and career coordinator, turned over the reins of the program to me and Bridget Busby, academic advisor. He stayed on to help us through the transition and impart his nearly 30 years of experience and wisdom in running the program. More than 400 students attended the orientation sessions. We had a dedicated group of advisors who ensured each student made it into the classes they needed to have a successful start at The Capstone. Although we love saying hello to our new students, it is always bittersweet to say goodbye and good luck as they graduate and leave C&IS to keep pursuing their goals.

Mary Ann Bradley, registrar, processed 81 August 2013 applications, 158 December 2013 applications and 380 May 2014 applications. This year, the College began a tradition of teaching and service award winners serving as our commencement marshals. In August, Rachel Raimist served as an August marshal, Teri Henley served in December’s commencement, and Tracy Sims was the marshal for May. Each faculty member was joined by either Bridget Busby or Mary Ann Bradley, who served as marshal for her final graduation ceremony in May 2014.

Student Leadership Groups
Our student leaders in the Ambassadors, the Student Executive Council (SEC), and the Academic Honor Council (AHC) continued to represent our college well.

- The Ambassadors had a truly outstanding year under the leadership of president Hannah Fowler. The group donned their red jackets and increased visibility by greeting incoming and returning students in both Fall and Spring semesters. They began a “Tuesday Table,” to engage students with quizzes, games, and
giveaways to help foster community within the college, as well as answer questions. The Ambassadors also began assisting with recruiting tours, welcoming more than 150 students and their families to Reese Phifer Hall. They also participated in every college-wide event – from the Hall of Fame, the Cason Awards, and Honors Day festivities to Family Weekend, the Internship Spotlight, and the Silent Auction. Due to their high energy and outstanding visibility, members applications tripled for the 2014-2015 academic year!

- The SEC, the umbrella organization for C&IS groups, provided seven $300 book scholarships to deserving students from money generated from the 2013 Silent Auction. In the coming fall, the SEC will have raised close to $3,200 for even more book scholarships based on their 2012 Silent Auction. The SEC also hosted the **CommUnity Gathering**, our State of the College event. Following the Dean’s address the SEC sponsored a C&IS Get-on-Board Day.

- The AHC, strengthened their presence in the College by leading the students in the Capstone Creed during the CommUnity event, and followed up with collecting signatures on large version of the creed. The AHC also developed an honor code handout that was ready for distribution throughout the college on BlackboardLearn, and began work on a “Wall of Shame” for industry leaders who have made unethical decisions to help students better understand the long-term repercussions of misjudgments in ethical decision making. In sum, the justices continue to emphasize Honor Code and Academic Integrity.

**Faculty Services**
In addition to our work with undergraduate students, Tisch Student Services also works closely with faculty. We provided new faculty orientation sessions at the beginning of the fall semester, as well as educational opportunities to learn more DegreeWorks and Schedule Builder during the Spring. In addition, we collaborate with faculty members to continue strengthening our academic misconduct processes. Our goal is always to help make the process educational for the students, and fairly reflect the seriousness of any unethical acts. This year, we began to more frequently utilize the academic misconduct workshops across campus and employ requirements for writing center visits for those who were found guilty. Asking them to reflect on their choices enables the students to better understand the importance of ethical behaviors, as well as strengthen their skill sets.

**Tisch Student Services Culture**
This has been a year of change and transition in Tisch. We welcomed an interim dean this fall, and are saying goodbye to Jim Oakley and Mary Ann Bradley this Spring. During this time, we have worked to maintain the tradition of excellence and service that has come to be expected in Tisch, as well as launch new programs and revise existing ones. This year, we kicked-off **C&IS tailgating** on our lawn. Each unit in the college hosted one Saturday for our alumni and friend. Those who attended had a wonderful time, and we are looking forward to making this a C&IS tradition of collegiality, support, and involvement.
William E. Winter Reading Room and Learning Commons  
Dr. Ann Bourne, College Librarian

The William E. Winter Reading Room and Learning Commons meet the academic needs of our College by connecting students, faculty, and staff to informational resources.

By the Numbers
Growth in the College has been reflected in the number of students and faculty using the Reading Room and Learning Commons. The total number of users for combined spaces from August 2013 to July 2014 (projected) is a remarkable 27,249.

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<tr>
<th></th>
<th>Reading Room Users</th>
<th>Learning Commons Users</th>
<th>Group Study Room Reservations/Users</th>
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<tbody>
<tr>
<td>August 2013-July 2014 (projected)</td>
<td>10,020</td>
<td>11,702</td>
<td>1,270/5,527</td>
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Facilities
Initially established as a collection of journals and newspapers held by Journalism faculty member Dr. William Winter., the spacious and modern environment of the Reading Room and Learning Commons continues to support students committed to challenging scholarship and faculty engaged in innovative teaching at the 40th anniversary of the College.

Two computer labs provide separate spaces for both individual study and collaborative projects. These popular areas accommodate 27 Macs with access to the Internet and most software programs offered throughout the College. Three color printers provide ample opportunity for presentation of stellar projects. Additionally, three window study carrels and two lobby tables facilitate occasions of quiet analysis for students and faculty alike.

Available by reservation, three group study rooms in the Learning Commons offer enclosed spaces, each with 55-inch television monitors and individual thermostats. These in-demand spaces filled quickly with student activities, including class projects, organization meetings, and Skype interviews. Current reservations reflect a projected 29% increase over the previous year. The Reading Room print collections include monographs, academic and trade journals, and Alabama newspapers. Ready reference and course reserve materials are held here. Additionally, materials in the College archive are maintained to preserve the history and development of the College. These include publications, photographs, audio-visual materials, and memorabilia from all departments.

Outreach
This second year of REESEsearch Help, a collaborative effort with University Libraries, has allowed University librarian Mark Robison to continue weekly on-site Monday afternoon sessions in the Reading Room. Drop-in and scheduled research consultations numbered 26 from September 2013 through April 2014 as students took advantage of this service to hone their research skills. Further, the convenience of on-site REESEsearch Help promoted library visibility to students and faculty.
The **Media Writing Center**, also located in the Reading Room, has encouraged superior discipline-specific composition. Overseen by Journalism faculty member **Dr. Scott Parrott**, four trained student mentors offered one-on-one, interactive writing consultations for students seeking assistance during fall and spring semesters. The shared effort between the Reading Room and Journalism department continued to strengthen the instructional services available in the College community.

Finally, student assistant positions in the Reading Room and Learning Commons provided employment for 15 students over the past year. Most of these have chosen majors or minors in our College, and their diverse perspectives have enriched the interdisciplinary environment of the area. They have served as welcoming and supportive peers in a challenging culture of research and application.

**Achievements**