

## STANDARD 5

### SCHOLARSHIP: RESEARCH, CREATIVE AND PROFESSIONAL ACTIVITY



Professor David Copeland, director of the graduate program, is a media historian

### HIGHLIGHTS

- ❖ School of Communications faculty members have authored more than 20 books and produced 1,100 scholarly and creative works in the past six years.
- ❖ The school's definition of scholarship and peer review embraces traditional research, creative activity, and professional and trade publications.
- ❖ The school stimulates professional activity by providing an academic membership each year plus substantial travel funding for conference presentations.
- ❖ Newer faculty members receive a one-semester teaching sabbatical around the midpoint of their tenure timetable to help them achieve scholarly goals.
- ❖ Eight faculty members have taken full sabbaticals in the past six years, including one currently serving as a Fulbright Professor in Japan.

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

At Elon, teaching is the first priority, but not the only priority. Faculty are expected to contribute to intellectual discovery in their disciplines and beyond.

Elon is not a Research I institution and does not aspire to become one. Nonetheless, peer-reviewed publication, creative activity and other forms of professional activity have become increasingly important at the university, and the faculty promotions and tenure committee expects to see peer-reviewed scholarship in candidate files.

Because the definition of scholarship can differ so substantially among disciplines, each department was instructed in 2004 to define "peer review" in its discipline. The Communications faculty created a scholarship statement that defines the breadth of professional activity in the discipline as well as defining "peer review." The document (provided in response to #5, as requested) serves as a guideline for the faculty member as well as for the tenure and promotion committee.

The statement says the school is open to many forms of professional activity, ranging from traditional research to multimedia activity to professional publications. The document says of the faculty: "We have teacher-scholars who study in humanities areas such as history and ethical practice, who conduct social science research into communication processes and effects, and who engage in creative activity through documentary, screenwriting and other artistic expression."

To help faculty achieve scholarly goals, tenure-track and continuing-track faculty receive a teaching sabbatical around the midpoint of their tenure and promotion cycle. As noted in Standard 4, faculty also receive course reassignments and financial support from the school and institution to support research and creative activity. The school monitors scholarly productivity during the annual evaluation process and provides guidance as needed to assist faculty members pursuing scholarly activity.

2. *Define the group of faculty whose work is included in this section and state time restrictions used to incorporate activities of faculty who were not employed by the unit during all of the previous six years (for example, new faculty and retired faculty).*

This section includes the scholarly and creative activity of the 41 Communications faculty members listed in Table 2 as full professors, associate professors, assistant professors and lecturers as of fall 2011.

While faculty members are to be productive scholars at Elon, the university does recognize the intellectual and creative contributions that faculty have made elsewhere. If a scholarly work has not previously been considered for tenure or promotion, the university will value it as part of the developing scholarly record of a faculty member. As a result, the grid includes some scholarly productivity that precedes time at Elon.

The grid does not include scholarly work by individuals no longer on the Elon faculty, and the school remarkably has not had a faculty member retire in its 11-year history.

Because of growth and the increase in course reassignments, the school has hired 13 new faculty members – a third of its total faculty – in the past three years. Three were newly minted Ph.D.s (a fourth is to earn the Ph.D. this fall), and the rest came to Elon from other universities or the professions. Those hired into permanent positions are eligible for associate professor rank if they have six or more years of full-time teaching experience, and they are eligible to seek an accelerated tenure/continuation cycle (four or five years instead of six years) if they have two or more years of full-time teaching experience elsewhere.

3. *Using the grid that follows, provide counts of the unit's productivity in scholarship for the past six years by activity, first for the unit as a whole and then for individuals broken down by academic rank. The grid should capture relevant activity by all full-time faculty. Adapt the grid to best reflect institutional mission and unit policies and provide a brief narrative.*

The school's intellectual climate is reflected in the quality and quantity of faculty research and creative activity. The fact that faculty members have authored more than 20 books in the past six years is a significant statement for a non-Research I university.

Faculty productivity is robust as well in terms of book chapters, journal articles, conference presentations, creative activity, and awards and honors. Overall, the school counts more than 1,100 scholarly and creative works and honors among its faculty during the past six years.

| Scholarship, Research, Creative and Professional Activities | Totals by Unit | By Individuals      |                           |                           |               | Totals by Faculty (41) |
|---|----------------|---------------------|---------------------------|---------------------------|---------------|------------------------|
|   |                | Full Professors (3) | Associate Professors (19) | Assistant Professors (17) | Lecturers (2) |                        |
| Awards and Honors   | 96             | 12                  | 50                        | 35                        | 3             | 96                     |
| Grants Received Internal                                    | 86             | 3                   | 42                        | 45                        | 0             | 90                     |
| Grants Received External                                    | 25             | 2                   | 23                        | 6                         | 0             | 31                     |
| Scholarly Books, Sole- or Co-Authored                       | 17             | 6                   | 13                        | 1                         | 0             | 20                     |
| Textbooks, Sole- or Co-Authored                             | 4              | 2                   | 3                         | 0                         | 0             | 5                      |
| Books Edited  | 40             | 24                  | 16                        | 0                         | 0             | 40                     |
| Book Chapters   | 35             | 11                  | 17                        | 10                        | 0             | 38                     |
| Monographs  | 1              | 0                   | 1                         | 0                         | 0             | 1                      |
| Articles in Refereed Journals                               | 101            | 7                   | 51                        | 50                        | 0             | 108                    |
| Refereed Conference Papers                                  | 233            | 2                   | 106                       | 139                       | 1             | 248                    |
| Invited Academic Presentations                              | 209            | 27                  | 102                       | 87                        | 15            | 231                    |
| Encyclopedia Entries  | 14             | 5                   | 9                         | 1                         | 0             | 15                     |
| Book Reviews  | 36             | 4                   | 29                        | 3                         | 0             | 36                     |
| Articles in Non-Refereed Publications                       | 134            | 10                  | 101                       | 27                        | 7             | 145                    |
| Juried Creative Works                                       | 49             | 0                   | 7                         | 15                        | 27            | 49                     |
| Non-Juried Creative Works                                   | 26             | 0                   | 3                         | 23                        | 0             | 26                     |
| Total   | 1,106          |                     |                           |                           |               |                        |

#### Notes

- “Other Faculty” was changed to “Lecturers” to reflect a category of permanent faculty at Elon.
- To better reflect institutional mission and unit policies, the category “Invited Academic Papers” was revised to “Invited Academic Presentations” to reflect participation at academic conferences.
- Totals by unit differ from totals by faculty because co-authored works are counted a single time in the totals by unit.

4. List the scholarly, research, creative and professional activities of each member of the full-time faculty in the past six years. Please provide a full list; do not refer team members to faculty vitae for this information. (Full-time faculty refers to those defined as such by the unit.)

The following is a listing of faculty scholarly activity such as books, book chapters, journal articles, newspaper and trade publications, academic presentations and panels, and creative projects. The listing is not exhaustive; some faculty listings would span many pages if every panel presentation were cited.

**Janna Anderson**  
**Associate Professor**

Anderson, J. and Rainie, L. (2011). *Challenges and Opportunities: The Future of the Internet IV*. Amherst, N.Y.: Cambria Press.

Anderson, J. (2011). "Challenges and Opportunities: The Future of the Internet." Keynote speech at Webcom 10, Montreal, Canada.

Anderson, J. (2011). "Internet Evolution: Hyperconnected, Hyper-real." South by Southwest Interactive, Austin, Texas.

Anderson, J. (2011). "Imagining the Internet." Danish Top Executives Summit video appearance; also televised on Danish National Television, Copenhagen, Denmark.

Anderson, J. (2010). "Remaking Education for a New Century." Contributed to World Future Society's "Strategies and Technologies for a Sustainable Future" publication tied to the World Future 2010 Conference, 3-6.

Anderson, J. (2009). "U.S. Control Over Internet Hotly Disputed." *ITWire*. Available at <http://www.itwire.com/your-it-news/home-it/29530-us-control-over-internet-hotly-disputed>

Anderson, J. and Rainie, L. (2009). *Ubiquity, Mobility, Security: The Future of the Internet III*. Amherst, N.Y.: Cambria Press.

Rainie, L. and Anderson, J. (2008). *Hopes and Fears: The Future of the Internet II*. Amherst, N.Y.: Cambria Press.

Rainie, L., Anderson, J. and Fox, S. (2008). *Up for Grabs: The Future of the Internet I*. Amherst, N.Y.: Cambria Press.

Anderson, J., DeNardis, L. and Book, C. (2008). "Internet Governance Policy and the Future of the Internet." *Feedback*, 49 (6), 18-28.

**Lucinda Austin**  
**Assistant Professor**

Austin, L., Mitchko, J., Holmes, W. and Freeman, C. (2011). "Ensuring Individuals Have the Opportunity to Live to Their 'Full Potential': Reframing Injury and Violence Prevention and Response." *Contemporary Case Studies in Health Communication: Theoretical and Applied Approaches*. M. Brann, ed. Mahwah, N.J.: Lawrence Erlbaum Associates, 285-298.

Austin, L. (2011). "Framing Health through Government's Use of Social Media: U.S. Centers for Disease Control and Prevention." International Communication Association, Boston.

Jin, Y., Liu, B. and Austin, L. (2011). "The Effects of Crisis Attribution, Information Form, and Source on Publics' Crisis Responses: Examining the Role of Social Media in Effective Crisis Management." International Public Relations Research Conference, Miami.

Austin, L. (2010). "Framing Diversity: A Qualitative Content Analysis of Public Relations Industry Publications." *Public Relations Review*, 36, 298-301.

Austin, L. (2010). "When Nonprofit Partnerships Equal Big Profits: A Closer Look at an Exemplar Nonprofit Organization Relationship." *PRism*, 7 (2).

Austin, L., Freeman, C. and Mitchko, J. (2010). "A Multilevel Approach to Evaluating Coordinated Communication Initiatives: Reframing Injury and Violence Prevention and Response." National Conference for Health Communication, Marketing and Media, Atlanta.

Austin, L. and Toth, E. (2010). "An Exploratory Search for How Ethics Is Developing in Global Curricula: Analysis of Curricula Descriptions and Interviews with Public Relations Educators." International Public Relations Research Conference, Miami.

Austin, L., Mitchko, J., Freeman, C., Kirby, S., and Milne, J. (2009). "Using Framing Theory to Unite the Field of Injury and Violence Prevention and Response." *Social Marketing Quarterly*, 15 (S1), 35-54.

**Brooke Barnett**  
**Associate Professor**

Barnett, B., Copeland, D., Makemson, H. and Motley, P. (2011). *An Introduction to Visual Theory and Practice in the Digital Age*. New York: Peter Lang.

Miller, B., Packer, A. and Barnett, B. (2011). "Reporting Risk: Perceptions of Fear and Risk from Health News Coverage." *Communication Research Reports*, 28 (3), 1-10.

Barnett, B. (2011). "Bringing Expert Voices into the Classroom through a Documentary Production Project." Media and Civil Rights Conference, University of South Carolina, Columbia.

Miller, B. and Barnett, B. (2010). "Understanding of Health Risks Aided by Graphics with Text." *Newspaper Research Journal*, 31 (1), 52-69.

Barnett, B. and Reynolds, A. (2009). *Terrorism and the Press: An Uneasy Relationship*. New York: Peter Lang.

Roselle, L. and Barnett, B. (2009). "The Effects of Patriotic Messages in the Mass Media After the Election of Barack Obama." American Political Science Association, Toronto.

Barnett, B., Reynolds, A., Roselle, L. and Oates, S. (2008). "Journalism and Terrorism Across the Atlantic: A Qualitative Content Analysis of CNN and BBC Coverage of 9/11 and 7/7." *Feedback*, 49 (4).

Barnett, B. and Roselle, L. (2008). "Patriotism in the News: Rally Round the Flag." *Electronic News*, 2 (1), 10.

Simonetti, K. and Barnett, B. (2007). "You Can't Say That: Profanity, Indecency and the Chilling Effect on Broadcasting." *Feedback*, 48 (1), 28.

Reynolds, A. and Barnett, B., eds. (2006). *Communication and Law: Multidisciplinary Approaches to Research*. Mahwah, N.J.: Lawrence Erlbaum Associates.

**Connie Book**  
**Professor**

Book, C., Little, B. and Jessell, H. (2010). "75 Years of *Broadcasting & Cable Magazine*: An Examination of Women Featured in Fifth Estater." *Journal of Broadcasting & Electronic Media*.

Book, C. (2008). "Why Not Interrupt the Super Bowl?" *Multichannel News*, September 29, 63.

Anderson, J., DeNardis, L. and Book, C. (2008). "Internet Governance Policy and the Future of the Internet." *Feedback*, 49 (6), 18-28.

Book, C. and Meyers, S. (2008). "An Examination of the Use of Anecdotal Evidence in the FCC's Report and Order on Video Franchising." *Journal of Municipal Telecommunications and Policy*, 16 (1), 12-16.

Book, C. (2008). "Using Data to Evaluate the Success of State Cable Franchising: A Case Study of Texas." National Association of Telecommunication Officers and Advisors, Washington, D.C.

Book, C. and Jernigan, L. (2007). "Women in *Public Relations Weekly*: A Framing Theory Analysis of Leaders Featured in the Industry Trade Magazine, 2002-2006." Association for Education in Journalism and Mass Communication, New Orleans.

Book, C. (2006). "A Quantitative Analysis of the Golden Era of Children's Television." Broadcast Education Association, Las Vegas.

Book, C. (2006). "PCTV: Consumers, Expectancy-Value and Likely Adoption." *Convergence*, 12 (3), 325-340.

Book, C. (2005). "Access Television Ratings and the Numbers Game." *Journal of Municipal Telecommunications Policy*, 13 (2), 24-27.

**Vanessa Bravo**  
**Assistant Professor**

Molleda, J, Bravo, V., Giraldo, A. and Botero, L. (2011). "Testing the Theory of Cross-National Conflict Shifting: A Quantitative Content Analysis and a Case Study of the Chiquita Brands' Transnational Crisis Originated in Colombia." Association for Education in Journalism and Mass Communication, St. Louis.

Bravo, V. (2011). "Size Matters: Larger Public Relations Agencies Offer More Social Media Services than Smaller Ones." International Communication Association, Boston.

Bravo, V. (2011). "International Government Public Relations: Conceptualization, Functions and Convergence with Public Diplomacy." Southern States Communication Association, Little Rock.

Bravo, V., Ferguson, M., Sung, K. and Park, H. (2011). "Social Media and Other Web-Based Services Offered by Public Relations Agencies: Content Analysis of 274 Websites." Southern States Communication Association, Little Rock.

Bravo, V. (2010). "The Role of the Nation-State in its Relationship with its Transnational Communities: A Contextual Study." Florida Social Sciences Society, Gainesville, Fla.  
Bravo, V. (2010). "Persuasive Elements in Blogs: The Case of Public Relations Agencies' Websites." AEJMC midwinter meeting, Norman, Okla.

**Lee Bush**  
**Associate Professor**

Bush, L. and Miller, B. (2011). "U.S. Student-Run Agencies: Enhancing Students' Understanding of Business Protocols and Professionalism." Association for Education in Journalism and Mass Communication, St. Louis.

Bush, L. (2010). "The Nature of Online Social Good Networks and Their Impact on Nonprofit Organizations and Users," *PRism*, 7 (2).

Bush, L. (2010). "Student Communications Agencies Groom Entry-Level Applicants." *PR News*.

Bush, L. (2009). "Student Public Relations Agencies: A Qualitative Study of the Pedagogical Benefits, Risks and a Framework for Success." *Journalism & Mass Communication Educator*.

Bush, L. (2008). "Conversational Marketing: Engaging the Networked Community in a Dialogue with Your Brand." *PRSA Tactics*.

Bush, L. (2007). "Beyond Media Relations: Winning Our Seat at the Brand Marketing Table." *PR Strategist*.

Bush, L. (2006). "PR Practitioner as Consumer Agent." International Public Relations Conference, Miami.

**Paul Castro**  
**Associate Professor**

Castro, P. (2011). Coca-Cola Refreshing Filmmakers Award Grant for Writing and Directing.

Castro, P. (2007). Writer, Warner Bros. feature film "*August Rush*," which won Movieguide Award.

**Naeemah Clark**  
**Assistant Professor**

Clark, N., Haygood, D. and Levine, K. (2011). "Trust Me! Wikipedia's Credibility Among College Students." *International Journal of Instructional Media*, 38 (1), 27-36.

Levine, K., Clark, N., Haygood, D. and Muenchen, R. (2011). "Change: How Young Voters Interpreted the Messages Sent During the 2008 Presidential Election Season." *American Behavioral Scientist*, 55, 479-501.

Clark, N. and Gallagher, A. (2010). "Shining a Light: An Analysis of Race and Identity in Online Messages on Yahoo's Shine Blog Regarding *Vanity Fair's* 2010 Hollywood Issue." Association for Education in Journalism and Mass Communication, Denver.

Lee, Y. and Clark, N. (2009). "I'm Saying This for Uncle Sam! How Corporations Used Images of Family to Help Fund World War II." *Advertising and Society Review*, 10.



Levine, K., Clark, N. and Haygood, D. (2009). "What is Change? How Young Voters Interpreted the Messages Sent During the 2008 Presidential Election Season." National Communication Association, Chicago.

Lepre, C. and Clark, N. (2009). "Meeting Michelle: How Newsmagazines Framed Michelle Obama in the 2008 Presidential Campaign." Women & Society Conference, Marist College, Poughkeepsie, N.Y.

Levine, K., Clark, N. and Haygood, D. (2008). "Turn the Radio On: College Students and Their Music Listening Preferences." Southern States Communication Association. Savannah, Ga.

Clark, N. and Boyer, L. (2007). "A Place of My Own: College Students' Uses and Gratifications from Facebook." International Communication Association, San Francisco.

Clark, N. and Perkins, C. (2007). "Parts of the Scenery, Leaders of the Pack, One of the Gang: Diversity of Children's Television Programs." International Communication Association, San Francisco.

Clark, N. (2006). "The Two Faces of Soul Brother #1: The Social Crusade of James Brown." American Journalism Historians Association, Wichita, Kan.

**David Copeland**  
**A.J. Fletcher Professor**

Copeland, D. (in press). *The News Media: A Documentary History*. W. Sloan, ed. Northport, Ala.: Vision Press.

Barnett, B., Copeland, D., Makemson, H. and Motley, P. (2011). *An Introduction to Visual Theory and Practice in the Digital World*. New York: Peter Lang.

Copeland, D. (2011). "The Colonial Press, 1690-1765." *The Media in America: A History*, 8th edition. W. Sloan, ed. Northport, Ala.: Vision Press.

Copeland, D. (2010). *The Media's Role in Defining the Nation: The Active Voice*. New York: Peter Lang.

Copeland, D. (2010). "Reading Heads to Justify Slavery: Phrenology in the Press of Antebellum America." American Journalism Historian Association, Tucson, Ariz.

Copeland, D. (2008). "Rewriting and Editing." *The Responsible Reporter*, B. Evensen, ed. New York: Peter Lang.

Copeland, D. and Hatcher, A. (2007). *Mass Communication in the Global Age*, 2nd edition. Northport, Ala.: Vision Press.

Copeland, D. (2007). "A Series of Fortunate Events: Why People Believed Richard Adams Locke's Moon Hoax." *Journalism History*, 33 (3), 140-150.

Copeland, D. (2006). *The Idea of a Free Press: The Enlightenment and Its Unruly Legacy*. Evanston, Ill.: Northwestern University Press.

Copeland, D. (2006). "It's Primary: The Importance of Primary Documents in Conducting Research," *Journalism Studies*, 7 (3), 463-66.

**Vic Costello**  
**Associate Professor**

Costello, V. (2010). "The iPad Initiative: What We've Learned in Three Weeks." Broadcast Education Association District II conference, Elon, N.C.

Costello, V. (2008). "Service-Learning, Civic Engagement and Communications: Utilizing Media to Build Awareness of Community-Based Organizations and Issues." Gulf-South Summit on Service-Learning and Civic Engagement in Higher Education, Nashville.

Costello, V. (2008). "Sunshine Laws in North Carolina: Strategies and Resources for Teaching the Principles of Open Government." North Carolina for the Social Studies state conference, Greensboro.

Costello, V. and Moore, B. (2007). "Cultural Outlaws: An Examination of Audience Activity and Online Fandom." *Television and New Media*, 8, 124-143.

Costello, V. (2007). "The Synthetic Image: Is It Live or Is It Digitized?" Broadcast Education Association, Las Vegas.

Costello, V. (2006). "Take This Class And Ship It: Strategies For Developing Irresistible Study Abroad Programs." Broadcast Education Association, Las Vegas.

Costello, V. (2006). "Beyond Basic Design: Teaching Accessibility, Nomadicity, and Usability in Multimedia and Web Design Courses." Broadcast Education Association, Las Vegas.

**Michelle Ferrier**  
**Associate Professor**

Ferrier, M. (2011). "Media Entrepreneurship and the Role of the Academy." International Council for Small Business, Stockholm, Sweden.

Ferrier, M. (2009). Awarded \$10,000 grant from McCormick Foundation, New Media Women's Entrepreneur Grant.

Ferrier, M. (2005). "Folklore: Story and New Media – From Fabric to Pixels: The Hyper rhetorics of the Digital Story Quilt," American Folklore Society, Atlanta.

Ferrier, M. (2005). "The Hyper rhetoric of the Quilt: Logics for a Postmodern World," Popular Culture Association.

**Mike Frontani**  
**Associate Professor**

Frontani, M. (2011). "Michael Cimino." *New Catholic Encyclopedia*. R. Fastiggi, ed. Detroit: Gale, 181-183.

Frontani, M. (2009). "The Solo Years." *The Cambridge Companion to the Beatles*. K. Womack, ed. Cambridge, U.K.: Cambridge University Press.

Frontani, M. (2007). *The Beatles: Image and the Media*. Jackson: University Press of Mississippi. American Library Association selection as a 2008 Choice Outstanding Academic Title.

Frontani, M. (2007). "From the Bottom to the Top: Frank Sinatra, the American Myth of Success, and Italian American Identity." *Italian Americans and the Arts & Culture*. M. Bona, D. Esposito and A. Tamburri, eds. New York: American Italian Historical Association, 94-110.

Frontani, M. (2007). "Alternative Press." *Encyclopedia of American Journalism*. S. Vaughn, ed. New York: Routledge, 13-17.

**Kenn Gaither**  
**Associate Professor**

Kandari, A. and Gaither, T. (2011). "Arabs, the West and Public Relations: A Critical/Cultural Study of Arab Cultural Values." *Public Relations Review*.

Gaither, T. (2008). *Nation Branding, Propaganda, and Public Relations: An Analysis of English-Language Developing Country Head of State Web Sites*. Amherst, N.Y.: Cambria Press.

Curtin, P. and Gaither, T. (2008). *International Public Relations: Negotiating Culture, Identity, and Power*. Thousand Oaks, Calif.: Sage Publications.

Gaither, T. and Curtin, P. (2007). "Crisis Response and Agenda Building During the Spinach E. Coli Crisis: A Mixed-Methods Analysis." International Communication Association, San Francisco.

Gaither, T. and Curtin, P. (2007). "Examining the Heuristic Value of Models of International Public Relations Practice: A Case Study of the Arla Foods Crisis." *Journal of Public Relations Research*.

Gaither, T. and Curtin, P. (2007). "International Public Relations: Toward an Integrated Theoretical Base." *Public Relations Theory*. Hansen-Horn, ed. Boston: Allyn & Bacon.

Curtin, P. and Gaither, T. (2006). "Contested Notions of Issue Identity in International Public Relations: A Case Study." *Journal of Public Relations Research*.

Gaither, T. and Curtin, P. (2006). "Extending Models of International Public Relations Practice: An Analysis of the Arla Foods Crisis." Association for Education in Journalism and Mass Communication, San Francisco.

Curtin, P. and Gaither, T. (2006). "International Public Relations Ethics: A Cross-Disciplinary Approach to the Challenges of Globalization, Identity and Power." International Communication Association, Dresden, Germany.

Curtin, P. and Gaither, T. (2005). "Privileging Identity, Difference, and Power: The Circuit of Culture as a Basis for Public Relations Theory." *Journal of Public Relations Research*.

**Mandy Gallagher**  
**Assistant Professor**

Gallagher, A. and Gallagher, J. (2010). "Moving Out of the Spotlight? An Analysis of Playboy Centerfolds' Career Goals and Ambitions, 1977-2001." Association for Education in Journalism and Mass Communication, Denver.

Clark, N., Gallagher, A. and Boyer, L. (2010). "Shining a Bright Light: An Analysis of Race and Identity in Online Messages." AEJMC, Denver.

Fontenot, M., Boyle, K. and Gallagher, A. (2009). "Civic Respondents: A Content Analysis of Sources Quoted in Newspaper Coverage of Hurricanes Katrina and Rita." *Newspaper Research Journal*, 30 (1), 21-33.

Fontenot, M., Boyle, K. and Gallagher, A. (2008). "Information Subsidies and Disaster Coverage: A Qualitative Content Analysis of Press Releases and Newspaper Coverage of Hurricanes Katrina and Rita." International Communication Association, Montreal.

Gallagher, A. and Hèbert, L. (2007). "You Need a Makeover: The Social Construction of Female Body Image in *A Makeover Story*, *What Not to Wear*, and *Extreme Makeover*." *Popular Communication*, 5 (1), 57-79.

Gallagher, A., Fontenot, M. and Boyle, K. (2007). "Communicating During Times of Crises: An Analysis of News Releases from the Federal Government Before, During and After Hurricanes Katrina and Rita." *Public Relations Review*, 33 (2), 217-219.

Fontenot, M., Boyle, K. and Gallagher, A. (2007). "Civic Respondents: A Content Analysis of Sources Quoted in Newspaper Coverage of Hurricanes Katrina and Rita." AEJMC, Washington, D.C.

Gallagher, A. (2006). "A Historical Examination of the Representation of Media Messages and Social Issues in *ABC Afterschool Specials*, 1972-1981." AEJMC, San Francisco.

Fontenot, M., Boyle, K. and Gallagher, A. (2006). "Civic-Minded Crises: A Qualitative Content Analysis of Government Communications and News Coverage of Hurricanes Katrina and Rita." AEJMC, San Francisco.

**Gerald Gibson**  
**Assistant Professor**

Gibson, G. (2010). "Elon Puts the 'i' in iPad." Broadcast Education Association District II conference, Elon, N.C.

Gibson, G. (2006). "Technology in Transition." Broadcast Education Association, Las Vegas.

**Jessica Gisclair**  
**Associate Professor**

Gisclair, J. (2010). "Let's Talk Ethics!" North Carolina chapter of the Public Relations Society of America, Chapel Hill, N.C.

Gisclair, J. (2011). "Quick-to-Click Culture: The Waning of Ethics in the Internet Age." Popular Culture Association, San Antonio.

Gisclair, J. (2010). "Proscribed vs. Normative Ethics: Media Coverage of an Olympic Sprinter." Popular Culture Association, St. Louis.

Gisclair, J. (2009). "Beauty Exposed: A Survey of Traditional Values." Midwest Conference on Asian Affairs, Oxford, Ohio.

Gisclair, J. and Balik, A. (2009). "Perceptions of Beauty and Self in China's X-Generation." Popular Culture Association, New Orleans.

Gisclair, J. (2008). "The Dissonance Between Culture and Intellectual Property in China." *Southeast Review of Asian Studies*, 30, 182-187.

Gisclair, J. (2008). "Keep the Pirate at Bay: The Positive Influence of Open Source Software in Developing Countries." Western conference of the Association for Asian Studies, Boulder, Colo.

Gisclair, J. (2008). "Doing Business with China: Cultural and Intellectual Dissonance." Association for Education in Journalism and Mass Communication, Chicago.

**Don Grady**  
**Associate Professor**

Grady, D. (narrator) and Nelson, T. (producer) (2010). *Prisoners of Plenty*, Award of Excellence for documentary about World War II German prisoners of war in Kansas, Broadcast Education Association, Las Vegas.

Grady, D. (2009). "Digital Sound." *Encyclopedia of Journalism*. C. Sterling, ed. Thousand Oaks, Calif.: Sage Publications.

Grady, D. (2009). "Recording." *Encyclopedia of Journalism*. C. Sterling, ed. Thousand Oaks, Calif.: Sage Publications.

Grady, D. (2006). "Indirect Measures: Internships, Careers and Competitions." *Assessing Media Education*. W. Christ, ed. Mahwah: N.J.: Lawrence Erlbaum Associates, 349-371.

Grady, D. and Book, C. (2005). "Satellite Radio Enthusiasts and Their Relationship with AM/FM Radio," North Carolina Association of Broadcasters, Wrightsville Beach, N.C.

**Anthony Hatcher**  
**Associate Professor**

Hatcher, A. (2011). "Oral History." *Research Methods in Communication*. W. Sloan and S. Zhou, eds. Northport, Ala.: Vision Press.

Hatcher, A. (2008). "Oral History." American Journalism Historians Association, Seattle.

Hatcher, A. (2008). "How to Teach the Religion and Media Course." Association for Education in Journalism and Mass Communication, Chicago.

Hatcher, A. (2008). "Adding God: Religious and Secular Press Framing in Response to the Insertion of 'Under God' in the Pledge of Allegiance." *Journal of Media and Religion*.

Copeland, D. and Hatcher, A. (2007). *Mass Communication in the Global Age*, 2nd edition. Northport, Ala.: Vision Press.

Hatcher, A. (2007). "God is Still Speaking, but the Television Networks Aren't Listening: The United Church of Christ 'Bouncer Ad' Controversy." AEJMC, Washington, D.C.

Hatcher, A. (2007). "One Session and You're Done: Challenges in Teaching Public Speaking Workshops." National Association of Communication Centers, Greensboro, N.C.

Hatcher, A. (2006). "The Gospel According to *The Gospel According to . . . Books*," National Faculty Leadership Conference, InterVarsity Christian Fellowship/USA, Alexandria, Va.

Hatcher, A. (2006). "Magazines." *Encyclopedia of Religion, Communication, and Media*. D. Stout, ed. New York: Routledge.

Hatcher, A. (2006). "Reflections From the Experienced: Lessons Learned About the Challenges and Rewards that Faculty and Staff Experienced When They Were New and Junior." Associated New American Colleges Summer Institute, Naperville, Ill.

**Dan Haygood**  
**Assistant Professor**

Haygood, D., Park, J. and Yun, H. (2011). "The Power of Political Boycott in Online Communities and Blogs: Exploring Online Political Debaters." Midwest Political Science Association, Chicago.

Clark, N., Haygood, D. and Levine, K. (2011). "Trust Me! Wikipedia's Credibility Among College Students." *International Journal of Instructional Media*, 38 (1), 27-36.

Haygood, D. and Park, J. (2010). "New Business Pursuit at a Small Advertising Agency: An Emerging Model." Association for Education in Journalism and Mass Communication, Denver.

Haygood, D. (2010). "Globalization as Expressed by Global Brands: An Updated Analysis of Countries and the Best Global Brands," American Academy of Advertising, Minneapolis.

Haygood, D. (2010). "Sail with the Pilot: Popular, Unforgettable Ad Jingle Entwined with Early ACC History." *ACC Sports Journal*.

Haygood, D. (2009). "Henry Luce's Anti-Communist Legacy: An Analysis of U.S. News Magazine's Coverage of China's Cultural Revolution." *Journalism History*, 35 (2).

Overcash, R. and Haygood, D. (2008). *Brand-Aid: Enduring Lessons for Building Successful Brands*. Chapel Hill, N.C.: Chapel Hill Press.

Haygood, D. (2007). "A Status Report on Podcast Advertising." *Journal of Advertising Research*.

Haygood, D. (2007). "Rosser Reeves versus David Ogilvy and Their 'Competing' Advertising Philosophies: The Real Story." Conference on Historical Analysis and Research in Marketing, Duke University.

Morrison, M., Haygood, D. and Krugman, D. (2006). "Inhaling and Accelerating: Tobacco Motor Sports Sponsorship In Televised Automobile Races, 2000-02." *Sports Marketing Quarterly*.

**Ray Johnson**  
**Assistant Professor**

Johnson, R. (2007). Writer, associate producer and editor of documentary film *Fully Awake* about Black Mountain College, shown at the *National Gallery of Art* in Washington, the Museum of Modern Art in New York, and the Guggenheim in Spain.

Johnson, R. (2006). Co-producer and editor of documentary film *Just a Guy: The David Rhodes Story* about a quadriplegic who become Deputy Attorney General of California.

Johnson, R. (2006). Producer of documentary and promotional film *Why Me?* about the plight of children in foster care. Second Place Award at the National Association of Broadcasters convention, Las Vegas.

**Derek Lackaff**  
**Assistant Professor**

Stefanone, M., Kwon, K. and Lackaff, D. (2011). "The Value of Online Friends: Networked Resources via Social Network Sites." *First Monday*, 16 (2).

Stefanone, M., Lackaff, D. and Rosen, D. (2011). "Reality Television and Computer-Mediated Identity: Offline Exposure and Online Behavior." *Reality Television: Modeling the Global and the Local*. A. Hetsroni, ed. New York: Nova Science Press, 25-44.

Stefanone, M., Lackaff, D. and Rosen, D. (2011). "Contingencies of Self-Worth and Social Networking Site Behavior." *CyberPsychology, Behavior, and Social Networking*, 14, 41-49.

Lackaff, D. (2011). "Rebooting Iceland: Crowd-sourcing Innovation in Uncertain Times." South by Southwest Interactive, Austin, Texas.

Rosen, D., Stefanone, M. and Lackaff, D. (2010). "Culturally Unique Social Patterns in Computer-Mediated Social Networking." *Interpersonal Relations and Social Patterns in Communication Technologies*. J. Park and E. Abels, eds., Hershey, Pa.: IGI Global, 354-367.

Stefanone, M., Lackaff, D. and Rosen, D. (2010). "The Relationship Between Traditional Mass Media and Social Media: Reality Television as a Model for Social Network Site Behavior." *Journal of Broadcasting & Electronic Media*, 54, 508-525.

Lim, K. and Lackaff, D. (2010). "Leveling Up Students with Blogs: Motivating Active Learning through Game Mechanics." International Communication Association, Singapore.

Strover, S., Lackaff, D., McConnell, C. and Pimenta Alves, A. (2010). "Fostering Collaboration: Social Media and International Relationships." International Association for Media and Communication Research, University of Minho, Braga, Portugal.

Stefanone, M. and Lackaff, D. (2009). "Reality Television as a Model for Online Behavior: Blogging, Photo, and Video Sharing." *Journal of Computer-Mediated Communication*, 14, 964-987.

Chung, C., Barnett, G., Kim, K. and Lackaff, D. (2009). "A Comparative Network Analysis of Theoretical Structure of Communication Research." Association for Education in Journalism and Mass Communication, Boston.

**Richard Landesberg**  
**Associate Professor**

Landesberg, R. (2009). "Channeling What They Already Know about Social and Mobile Media," Association for Education in Journalism and Mass Communication, Boston.

Landesberg, R. (2009). "Not Your Father's Campaign: Political Coverage in the Age of Facebook, iReports, SNL and, Yes —Television." AEJMC, Boston.

Parsons, P., Scott, G. and Landesberg, R. (2009). "Barriers to Media Development." *Global Journalism: Topical Issues and Media Systems*, 5th edition. A. de Beer, ed. Boston: Pearson/Allyn & Bacon, 48-64.

Landesberg, R. (2009). "Talk and News Radio." *Encyclopedia of Journalism*. C. Sterling, ed. Thousand Oaks, Calif.: Sage Publications.

Landesberg, R. (2007). "Expanding Frontiers: Teaching International News Reporting in the American University Classroom." Broadcast Education Association, Las Vegas.

Landesberg, R. (2006). "Network Radio News: It's Alive!" Broadcast Education Association, Las Vegas.

Landesberg, R. (2006). "The Buck STARTS Here: What Industry and the Academy Want from Each Other." Broadcast Education Association convention, Las Vegas.

**Byung Lee**  
**Associate Professor**

Lee, B. and Oh, S. (2010). "Consumer Attitudes toward Movie Piracy in Korea." Q Conference of the International Society for the Scientific Study of Subjectivity, Akron, Ohio.

Lee, B. (2010). "Actionscript's Event Processing and Harold Lasswell's Communication Model." *Viewpoints*, 10 (1), 4-5.

Lee, B. (2009). "Q-Study on Koreans' Attitude toward Downloading Songs Illegally." *Journal of Human Subjectivity*, 7 (1), 37-58.

Lee, B. (2008). "Reconciliation of Free and Forced Distribution in Q Sorting." International Society for the Scientific Study of Subjectivity, Hamilton, Canada.

Lee, B. (2008). "Koreans' Attitude toward Downloading Songs Illegally: Comparison between Forced and Free Distribution of Their Attitude." Association for Education in Journalism and Mass Communication, Chicago.

Lee, B. (2007). "College Students' Attitude toward Downloading Songs Illegally: Comparison of Koreans with U.S. Counterparts." International Society for the Scientific Study of Subjectivity, Bethesda, Md.

Lee, B. (2006). "Q-Study on College Students' Attitude toward Downloading Songs Illegally." International Society for the Scientific Study of Subjectivity, Trondheim, Norway.

Lee, B. (2005). "Analysis of Digital Media Convergence: Market vs. Public Sphere Model." Asian Media Information and Communication Centre conference, Beijing, China.

Lee, B. (2005). "Q Methodology for Understanding Agenda Setting/Melding/Building and World Building." Korean Society for Journalism and Communication Studies, Kyungju, Korea.

**Julie Lellis**  
**Assistant Professor**

Lellis, J. (2009). "Voiced Values: Communicating a Local Organizational Identity for Disability." Association for Education in Journalism and Mass Communication, Boston.

Lellis, J. C. (2008). "Local News Coverage of Disability: Current Themes and the Role of Nonprofit Organizations as Sources." International Public Relations Research Conference, Miami.

Lellis, J., Brice, J., Evenson, K., Rosamond, W., Kingdon, D. and Morris, D. (2007). "Launching Online Education for 911 Telecommunicators and EMS Personnel: Experiences from the North Carolina Rapid Response to Stroke Project." *Prehospital Emergency Care*, 11 (3), 298-306.



Lellis, J. (2006). "The University of North Carolina at Chapel Hill's Silent Campaign: Public Communication Regarding Disability Issues in the Early 1990s." Association for Education in Journalism and Mass Communication, San Francisco.

Smith, M., Haller, B., Lellis, J. and Wong, G. (2006). "Disability as Entertainment: The Comedy of 'The Ringer.'" Association for Education in Journalism and Mass Communication, San Francisco.

Lellis, J. (2006). "Sustaining the Issue: How Issues Management Helps Nonprofit Organizations Communicate about Disability and Chronic Illness." Kentucky Conference on Health Communication, Lexington, Ky.

Lellis, J. (2006). "A Complex Normality: A Case Study of the Group Process in a Nonprofit Public Relations Committee." International Public Relations Research Conference, Miami.

**Harlen Makemson**  
**Associate Professor**

Barnett, B., Copeland, D., Makemson, H. and Motley, P. (2011). *An Introduction to Visual Theory and Practice in the Digital Age*, New York: Peter Lang.

Makemson, H. (2009). *Media, NASA, and America's Quest for the Moon*. New York: Peter Lang.

Makemson, H. (2009). "Refocusing the Eye: New Perspectives on CBS News." American Journalism Historians Association, Birmingham, Ala.

Makemson, H. (2009). "Cartoonists, Political." *Encyclopedia of Journalism*, C. Sterling, ed. Thousand Oaks, Calif.: Sage Publications, 253-261.

Makemson, H. (2008). "How Media Shaped America's Quest for the Moon." American Journalism Historians Association, Seattle.

Makemson, H. (2007). "Putting the 'Multi' Into Media History." American Journalism Historians Association, Richmond.

Makemson, H. (2006). "Beat the Press: How Leading Political Cartoonists Framed Protests at the 1968 Democratic Party Convention," *Journalism History*, 32 (2), 77-86.

Makemson, H. (2005). "One Misdeed Evokes Another: How Political Cartoonists Used 'Scandal Intertextuality' Against James G. Blaine." *Media History Monographs*, 7 (2), 1-20.

Makemson, H. (2005). "A Forgotten Legend: The Political Cartoons of Bernhard Gillam." American Journalism Historians Association, San Antonio.

**Barbara Miller**  
**Assistant Professor**

Miller, B., Packer, A. and Barnett, B. (2011). "Reporting Risk: Perceptions of Fear and Risk from Health News Coverage." *Communication Research Reports*, 28 (3), 1-10.

Bush, L. and Miller, B. (2011). "U.S. Student-Run Agencies: Enhancing Students' Understanding of Business Protocols and Professionalism." Association for Education in Journalism and Mass Communication, St. Louis.

Miller, B. (2010). "Community Stakeholders and Marketplace Advocacy: A Model of Advocacy, Agenda Building, and Industry Approval." *Journal of Public Relations Research*, 22 (1), 85-112.

Miller, B. and Barnett, B. (2010). "Understanding of Health Risks Aided by Graphics with Text." *Newspaper Research Journal*, 31 (1), 52-69.

Sinclair, J. and Miller, B. (2010). "Understanding Public Response to Technology Advocacy Campaigns: A Persuasion Knowledge Approach." *Understanding Science: New Agendas in Science Communication*. L. Koehler and P. Stout, eds. New York: Routledge, 88-108.

Miller, B. and Sinclair, J. (2009). "A Model of Public Response to Marketplace Advocacy." *Journalism and Mass Communication Quarterly*, 86 (3), 613-630.

Miller, B. and Sinclair, J. (2009). "Community Stakeholder Responses to Advocacy Advertising: Trust, Accountability, and the Persuasion Knowledge Model." *Journal of Advertising*, 38 (2), 37-52.

Miller, B. and Horsley, J. (2009). "Digging Deeper: Crisis Management in the Coal Industry." *Journal of Applied Communications Research*, 37 (3), 298-316.

Kelleher, T. and Miller, B. (2006). "Corporate Blogs and the Human Voice: Relational Strategies and Relational Outcomes." *Journal of Computer-Mediated Communication*, 11 (2). Miller, B., Packer, A. and Barnett, B. (2011). "Reporting Risk: Perceptions of Fear and Risk from Health News Coverage." *Communication Research Reports*, 28 (3), 1-10.

**Phillip Motley**  
**Assistant Professor**

Barnett, B., Copeland, D., Makemson, H. and Motley, P. (2011). *An Introduction to Visual Theory and Practice in the Digital Age*, New York: Peter Lang.

Sturgill, A., Motley, P. and Nam, S. (2011). "International Service-Learning as a Mechanism for Building Skills in Mass Communication: Enhancing Ability through Authentic Experiences." Association for Education in Journalism and Mass Communication, St. Louis.

Motley, P. and Nam, S. (2010). "Project-Based Learning in Technology Focused Visual Communications Courses." International Society for the Scholarship of Teaching and Learning, Liverpool, England.

Motley, P. and Nam, S. (2010). "Student Perceptions of Difficulty and Enjoyment." International Society for the Scholarship of Teaching and Learning, Liverpool, England.

Nam, S. and Motley, P. (2010). "Sustainable Learning in Technology Intensive Programs." International Society for the Scholarship of Teaching and Learning, Liverpool, England.

Motley, P. and Nam, S. (2010). "Perceptions of Email Usage in the Academic Environment." Scholarship of Teaching and Learning Commons, Statesboro, Ga.

Motley, P. (2009). "What Does a Successful Student in the Digital Arts Really Look Like?" Scholarship of Teaching and Learning Commons, Statesboro, Ga.

Motley, P. (2008). "Playing to Learn." Teaching for a Change Conference, Park City, Utah.

**Sang Nam**  
**Assistant Professor**

Sturgill, A., Motley, P. and Nam, S. (2011). "International Service-Learning as a Mechanism for Building Skills in Mass Communication: Enhancing Ability through Authentic Experiences." Association for Education in Journalism and Mass Communication, St. Louis.

Nam, S. and Motley, P. (2010). "Sustainable Learning in Technology Intensive Programs." International Society for the Scholarship of Teaching and Learning, Liverpool, England.

Motley, P. and Nam, S. (2010). "Project-Based Learning in Technology Focused Visual Communications Courses." International Society for the Scholarship of Teaching and Learning, Liverpool, England.

Motley, P. and Nam, S. (2010). "Student Perceptions of Difficulty and Enjoyment." International Society for the Scholarship of Teaching and Learning, Liverpool, England.

Nam, S. (2010). "Assessment Using Rubrics In Music Performance Courses." International Society for the Scholarship of Teaching & Learning, Statesboro, Ga.

Motley, P. and Nam, S. (2010). "Perceptions of Email Usage in the Academic Environment." Scholarship of Teaching and Learning Commons, Statesboro, Ga.

**Max Negin**  
**Assistant Professor**

Negin, M. (2010). Producer of multimedia installation "More Me Than Yesterday." Center for Visual Artists, Greensboro, N.C.

Negin, M. (2010). Producer of multimedia installation "Trash." Center for Visual Artists, Greensboro.

Negin, M. (2010). Producer of multi-screen video installation "Incompositus, Ordo." Center for Visual Artists, Greensboro.

Negin, M. (2010). Producer of multi-screen video installation "Standing By." Center for Visual Artists, Greensboro.

**Tom Nelson**  
**Associate Professor**

Nelson, T. (2010). "Popular Culture and Globalization." Global Studies National Conference, University of Illinois.

Nelson, T. (2010). *Prisoners of Plenty*, Award of Excellence for documentary about World War II German prisoners of war in Kansas, Broadcast Education Association, Las Vegas.

Nelson, T. (2010). Chapter in *Producing Online News: Digital Skills, Stronger Stories*. R. Thornburg, ed. Washington, D.C.: CQ Press.

Nelson, T. (2009). "Nuances of Diversity." Association for Education in Journalism and Mass Communication midwinter conference, Norman, Okla.

Nelson, T. (2008). "Media Mask." International Conference of Technology. Northeastern University, Boston.

Nelson, T. (2008). "Gone But Not Forgotten." Popular Culture Association, San Francisco.

Nelson, T. (2008). "Diversity within Diversity." Diversity Within Organizations. University of Montreal.

Nelson, T. (2008). "British Colonialism as a Positive Influence." Media, War and Conflict Conference. Bowling Green State University, Bowling Green, Ohio.

Nelson, T. (2008). "Watching Words." International Conference on the Book. Catholic University of America, Washington, D.C.

**George Padgett**  
**Associate Professor**

Padgett, G. (2011). "Why Diversity Is Important," *An Introduction to Visual Theory and Practice in the Digital Age*. B. Barnett, D. Copeland, H. Makemson and P. Motley, eds. New York: Peter Lang.

Padgett, G. (2006). *New Directions In Diversity: A New Approach to Covering America's Multicultural Communities*. Chicago: Marion Street Press.

Padgett, G. (2006). "Media Gone Limp: Did Lack of Media Diversity Affect Coverage of Katrina and Aftermath?" International Conference on Diversity in Organizations, Communities and Nations, New Orleans.

Padgett, G. (2006). "How Failure of Media to Diversify Affected Coverage of Katrina." *International Journal of Diversity in Organisations, Communities and Nations*.

Padgett, G. (2006). "Five Freedoms: First Amendment Under Attack." Association for Education in Journalism and Mass Communication, San Francisco.

**Paul Parsons**  
**Professor**

Parsons, P. (2011). "Curriculum in a Changing Age." Association of Schools of Journalism and Mass Communication, Dallas.

Parsons, P. (2010). "Administrators from Around the World Identify Top Challenges," convener of administrative sessions at World Journalism Education Congress, South Africa, *ASJMC Administrator*, 3, 7.

Parsons, P. (2010). "Examination of Diversity Plans Suggests Six Key Factors During Economic Hard Times." *ASJMC Insights*, 13-15.

Parsons, P. (2010). "Advisory Boards and Their Role in Development," ASJMC, Atlanta.

Parsons, P., Scott, G. and Landesberg, R. (2009). "Barriers to Media Development." *Global Journalism: Topical Issues and Media Systems*, 5th edition. A. de Beer, ed. Boston: Pearson/Allyn & Bacon, 48-64.

Parsons, P. (2009). "Fulbright Opportunities in Journalism and Communications," Association for Education in Journalism and Mass Communication, Boston.

Parsons, P. (2008). "The Ways and Means of Building Faculty Diversity," ASJMC, New Orleans.

Parsons, P. (2006). "Indirect Measures: Institutional Data, Surveys, Interviews, and Advisory Boards." *Assessing Media Education*. W. Christ, ed. Mahwah, N.J: Lawrence Erlbaum Associates, 329-347.

Parsons, P. (2006). "The Genesis and Outcome of an Assessment Plan," *ASJMC Insights*, 7-13.

**Randy Piland**  
**Senior Lecturer**

Piland, R. (2010). Best of Festival Award, Interactive Multimedia Faculty Competition, Broadcast Education Association, Las Vegas.

Piland, R. (2008). June 1-7 cover photo, *American Profile* magazine.

**Glenn Scott**  
**Associate Professor**

Scott, G. (2011). "Considerations in Online Content Analysis Methods in Media Research." Association for Education in Journalism and Mass Communication, St. Louis.

Parsons, P., Scott, G. and Landesberg, R. (2009). "Barriers to Media Development." *Global Journalism: Topical Issues and Media Systems*, 5th edition. A. de Beer, ed. Boston: Pearson/Allyn & Bacon, 48-64.

Scott, G. (2008). "References to Gender in Newspaper Political Commentary During the Presidential Primary Campaigns." AEJMC, Chicago.

Stevenson, R., Scott, G. and Shaw, D. (2008). "United States of America: Media System." *International Encyclopedia of Communication*. Malden, Mass.: Wiley-Blackwell, 5532-5238.

Imfeld, C., Scott, G. and Feighery, G. (2007). "Fraud Talk: How Banks Use Online Efforts to Fight Phishing." *New Media and Public Relations*. S. Duhé, ed. New York: Peter Lang Publishing Group, 271-284.

Scott, G. (2007). "Measuring an Eroding Base: Use of the Circulation Robustness Variable for U.S. Newspapers." AEJMC, Washington, D.C.

Scott, G. (2006). "Rethinking Rights: Press Coverage of Orders Rescinding the World War II Evacuation of Japanese-Americans." AEJMC, San Francisco.

Imfeld, C. and Scott, G. (2005). "Under Construction: Measures of Community Building at Newspaper Websites." *Online News and the Public*. B. Garrison, M. Salwen and P. Driscoll, eds. Mahwah, N.J.: Lawrence Erlbaum Associates.

**Michael Skube**  
**Associate Professor**

Skube, M. (2008). "Springfield's Secret" about race riots in Lincoln's birthplace. *Los Angeles Times*, July 6.

**Amanda Sturgill**  
**Associate Professor**

Sturgill, A., Motley, P. and Nam, S. (2011). "International Service-Learning as a Mechanism for Building Skills in Mass Communication: Enhancing Ability through Authentic Experiences." Association for Education in Journalism and Mass Communication, St. Louis.

Moody, M. and Sturgill, A. (2011). "Differences in Editorial Coverage of Jeremiah Wright in the Mainstream and Minority Presses." AEJMC, St. Louis.

Sturgill, A., Pierce R. and Wang, Y. (2010). "Online News Websites: How Much Content Do Young Adults Want?" *Journal of Magazine and New Media Research*, 11 (2), 18.

Poller, B., Davis, K. and Sturgill, A. (2010). "Trying to Become a Pod Star." AEJMC, Denver.

Collins, B., Zhenge, Z. and Sturgill, A. (2010). "The Effects of Media Use on Religious People's Perceptions of Politics and Science." AEJMC, Denver.

Winchester, C., Sturgill, A. and Freeman, J. (2009). "The Effect of Audio Recording on Reportorial Accuracy: Implications for Teaching Beginning Journalists." AEJMC, Boston.

Pierce, R., Sturgill, A. and Wang, Y. (2009). "Online News Websites: How Much Information, How Fast?" AEJMC, Boston.

Sturgill, A. (2009). "Covering People Who Hate the Media: The Case of Conservative Evangelicals." AEJMC, Boston.

Sturgill, A., Winney, J. and Libhart, T. (2008). "Harry Potter and Children's Perception of the News Media." *American Communication Journal*, 10 (1).

Sturgill, A. (2007). "Municipal Information Websites and the Language Divide." *Electronic Journal of Communication*, 17 (3-4).

**Nagatha Tonkins**  
**Assistant Professor**

Tonkins, N., Brumbaugh, P., Waters, R., Wall, D. and Wescott, K. (2009). "Standing at the Crossroads of an Experiential Learning Requirement: Collaborations for Intentional, Integrated Student-Learning." National Society for Experiential Education.

**Nicole Triche**  
**Assistant Professor**

Triche, N. (2008). Produced and directed "The Bars & Tone Experiment," five experimental shorts.

Triche, N. (2006). Produced and directed "Metacarpus," an experimental documentary.

**Frances Ward-Johnson**  
**Associate Professor**

Sha, B., Rayburn, J. and Ward-Johnson, F. (2011). "Gender in U.S. Public Relations Practice: Men and Women Practitioners in 2010." International Symposium on Communications in the Millennium, San Diego.

Ward-Johnson, F. (2010). "Black and White in Conflict: North Carolina Newspaper Coverage of the Greensboro Sit-In Movement, February 1960." Association for the Study of African American Life and History, Raleigh.

Guiniven, J. and Ward-Johnson, F. (2010). "The Effectiveness and Ethics of Cause-Marketing: A Front-Burner Issue for PR." International Public Relations Research Conference, Miami.

Ward-Johnson, F. (2010). "Exploring Media Images and Minorities." Association for Education in Journalism and Mass Communication midwinter conference, Norman, Okla.

Ward-Johnson, F. (2009). "Media Portrayals of Presidential Candidates' Wives." AEJMC, Boston.

Ward-Johnson, F. (2009). "Transforming Feminist Dialogues: Ten Years of the Journal of International Women's Studies." National Women's Studies Association, Atlanta.

Ward-Johnson, F. (2009). "From Teacher-Directed Instruction to Peer-to-Peer Learning: The Impact of Using Blogs in Public Relations Classes." International Association of Online Communicators, Washington, D.C.

Ward-Johnson, F. and Guiniven, J. (2008). "An Exploration of the Social Media Release and Its Implications for the PR-Journalist Relationship." *Journal of New Communications Research*, 2 (2), 65-77.

Ward-Johnson, F. (2007). "Cultural Roles of the Press and PR." AEJMC, Washington, D.C.

Ward-Johnson, F. (2007). "Ida B. Wells-Barnett and America's First Anti-Lynching Campaign, 1892-1900." *Women, Public Relations and Progressive-Era Reform: Rousing the Conscience of a Nation*. D. Straughan, ed. Lewiston, N.Y.: Edwin Mellen Press, 143-160.

**Qian Xu**  
**Assistant Professor**

Schmierbach, M., Boyle, M., Xu, Q. and McLeod, D. (2011). "Exploring Third-Person Differences Between Gamers and Non-Gamers." *Journal of Communication*, 61 (2), 307-327.

Xu, Q. and Sundar, S. (2011). "Lights, Camera, Music, Interaction! Interactive Persuasion in E-commerce." International Communication Association, Boston.

Xu, Q. and Sundar, S. (2011). "Interactivity, Arousal and Memory: Information Processing in an E-commerce Site." International Communication Association, Boston.

Sundar, S., Xu, Q., Bellur, S., Oh, J. and Jia, H. (2011). "Beyond Pointing and Clicking: How Do Newer Interaction Modalities Affect User Engagement." *Proceedings of the Conference on Human Factors in Computing Systems*, 29, 1477-1482.

Sundar, S., Xu, Q. and Bellur, S. (2010). "Designing Interactivity in Media Interfaces: A Communications Perspective." *Proceedings of the Conference on Human Factors in Computing Systems*, 28, 2247-2256.

Sundar, S., Xu, Q., Bellur, S., Oh, J. and Jia, H. (2010). "Modality is the Message: Interactivity Effect on Perception and Engagement." *Proceedings of the Conference on Human Factors in Computing Systems*, 28, 4105-4110.

Xu, Q. (2010). "Effects of Modality Interactivity and User Arousal in Online Shopping Sites." International Communication Association, Singapore.

Schmierbach, M., Xu, Q. and Boyle, M. (2010). "The Role of Exemplification in Shaping Third-Person Perceptions and Support for Restrictions on Video Games." Association for Education in Journalism and Mass Communication, Denver.

Sundar, S., Xu, Q., Bellur, S., Jia, H., Oh, J. and Khoo, G. (2010). "Click, Drag, Flip and Mouse-Over: Effects of Modality Interactivity on User Engagement with Web Content." International Communication Association, Singapore.



5. *Attach relevant sections of faculty guides, manuals or other documents in which the unit specifies expectations for scholarship, research, and creative and professional activity in criteria for hiring, promotion and tenure. Describe how the unit's criteria for promotion, tenure and merit recognition consider and acknowledge activities appropriate to faculty members' professional as well as scholarly specializations.*

Faculty in the School of Communications have broadly defined the scope of scholarly and creative activity in such a fertile and fast-changing discipline as communications. The faculty's statement, titled "Scholarship and Peer Review as a Form of Professional Activity," is provided on the following page.

The university's Faculty Handbook identifies ways for faculty to demonstrate their professional activity toward the standards for tenure, continuation and promotion. As a general guide, the Elon Teacher-Scholar statement (provided in Standard 4 Faculty) refers to five areas of scholarship that meet the university's standards:

Elon University encourages and recognizes a broad array of scholarly endeavors just as it has adopted a broad view of faculty engagement with students. Scholarship adds significantly to our understanding by: 1) discovering or uncovering new knowledge or insights, 2) generating new theories and techniques that guide discovery, 3) integrating knowledge within or across disciplines, 4) applying knowledge responsibly to solve problems, and 5) developing pedagogical innovations that facilitate the dissemination of knowledge.

The Teacher-Scholar statement also identifies some common features of recognized scholarly work: 1) It results in a product, presentation, exhibition, or performance that expands knowledge, skills, or understanding that can be shared with others; 2) It extends beyond the limits of the institution; 3) It develops and/or expands the expertise of the faculty member and lifts the faculty member's standing within the institution and in his/her great community (scholars, artists, researchers, professional practitioners); and 4) The work is reviewed by those outside the institution who have appropriate expertise.

# Scholarship and Peer Review as a Form of Professional Activity

School of Communications, Elon University

Adopted by the faculty on March 16, 2004

**S**cholarship is one form of professional activity at Elon. The Elon Teacher-Scholar document states: “The Elon faculty embrace the idea that scholarship and teaching are inseparable because scholarship is the foundation of teaching.” In the School of Communications, we seek in our faculty a desire to search for the truth (discovery), have these findings examined for their importance and quality (peer review), communicate these findings (publication and presentation), and make an important impact in the broad intellectual community (significance).

**BREADTH OF SCHOLARSHIP:** Communications scholarship resides at the intersection of the humanities, the social sciences, the fine arts, and the practical application of the three. We have teacher-scholars who study in humanities areas such as history and ethical practice, who conduct social science research into communication processes and effects, and who engage in creative activity through documentary, screenwriting and other artistic expression. Scholars may work in multiple areas of discovery and creativity.

**METHODS OF SCHOLARSHIP:** We embrace both qualitative and quantitative methodologies as they relate to communications, and research on the pedagogy of teaching. We abide the five areas of scholarship as defined in the Elon Teacher-Scholar statement: discovering or uncovering new knowledge; generating new theories and techniques that guide discovery; integrating knowledge within or across disciplines; applying knowledge to solve problems; and developing pedagogical innovations that facilitate dissemination of knowledge.

**FORMS OF PRESENTATION:** The form of this scholarship may be equally diverse, ranging from traditional outlets such as books, monographs and scholarly journals to scholarship in the form of trade publications, documentaries, screenplays, films and new media. Scholars in the School of Communications should aim for a permanent and lasting form of presentation so that their ideas may reach students and scholars throughout the field and across boundaries of place and time. Conference presentations also are important in the expression and review of scholarship and may represent the first step in the production of a permanent and lasting addition to the field.

**PEER REVIEW:** Peer-reviewed scholarship is a subset of scholarship in general. Peer-reviewed scholarship is evaluated externally by academic or professional peers who are most qualified to examine the quality and importance of the completed work. Examples include academic peers for scholarly journals and presentations; professional peers for significant articles or productions accepted by the media for publication or broadcast; competitions for both academic and creative work; and professional organizations for significant invited publications or presentations based on the faculty member’s expertise. Most peer review occurs prior to the presentation or publication of the scholarship; however, peer review may occur afterward, as with annual awards by academic or professional organizations. As faculty members prepare their annual reports or their tenure or promotion files, they should be able to clearly document the manner and quality of the peer review.

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

Full-time faculty may apply for a sabbatical in their sixth year at Elon. The university's Faculty Research & Development Committee (which has a School of Communications faculty member on it) considers all requests and makes the selections. Faculty can choose a one-semester sabbatical at full salary, or a one-year sabbatical at half salary. In practice, the first sabbatical is timed for the period shortly after the granting of tenure.

Leaves of absence are determined by the dean in consultation with the provost, based on the specific circumstance and in accordance with the Faculty Handbook.

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

Seven faculty members in the school have taken sabbaticals in the past six years: Byung Lee (fall 2010), Don Grady (spring 2010), Harlen Makemson (fall 2008), Brooke Barnett (spring 2008), Jessica Gisclair (spring 2008), George Padgett (fall 2007), and Mike Frontani (spring 2007).

Lee used his sabbatical to develop software to analyze data using factor analysis and to work on two scholarly papers, both of which were presented at the International Society for the Scientific Study of Subjectivity Q Conference in Ohio in fall 2010. Grady's sabbatical project entailed the research and writing for a book tentatively titled "Great Ideas in Communication." The book will identify, categorize and discuss those ideas that have had the greatest impact on communication, ranging from important theoretical notions to established conventions. Makemson used his sabbatical to spur activity for his book *Media, NASA and America's Quest for the Moon*, published by Peter Lang in 2009. Barnett traveled to research and write the book *Terrorism and the Press: An Uneasy Relationship*, also published by Peter Lang in 2009. Gisclair developed new courses and enhanced present courses in media law and ethics with specific emphases on intellectual property issues on the Internet for her spring 2008 sabbatical. Her sabbatical led to two conference papers, one publication and one conference panel. Padgett spent his 2007 sabbatical working on a diversity dictionary that eventually morphed into a revision of his 2006 book *New Directions in Diversity* with a dictionary supplement. For his spring 2007 sabbatical, Frontani researched the Beatles for his book, *The Beatles: Image and the Media*, which won an American Library Association selection as a Choice Outstanding Academic Title in 2008.

Outside of maternity or medical leave, faculty rarely request leaves of absence at Elon. The dean has received three special requests in the last six years and granted them all

after consulting with the provost. Glenn Scott received a Fulbright Professorship to Japan for 2011-12 and the university provided a leave of absence, and Kenn Gaither took a leave of absence from Elon for the winter and spring terms of 2005 and 2008 to sail as executive dean on the Semester at Sea program.

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

The university provides about \$1,000 a year per faculty member for travel, which doesn't come close to meeting the needs of an energetic and widely traveled faculty. As a result, the school reallocates from other budget lines or draws from private funds to cover travel costs for faculty. In addition, the school offers to pay for one academic or professional membership for each faculty member each year.

The result is twofold: 1) Faculty are far more prominent at AEJMC, BEA and other conferences and have shown a significant increase in scholarly productivity, and 2) The school is scrambling to cover both more faculty travel and the escalating costs of travel.

As Table 11 shows, the school spent \$115,300 for faculty travel, memberships and other forms of professional development in 2010-11. This compares to \$64,900 for the same purposes two years previously.

Another means for encouraging scholarship and professional activity are course reassignments that reduce a faculty member's teaching assignment by one course to provide more time and focus for scholarship.

Summer research funding is another motivator. The university's Faculty Research and Development Committee awards summer grants of \$8,000 to promote scholarship and awards of varying amounts to cover the expenses of research or publication. (FR&D also awards pedagogy and technology grants, outlined in Standard 2 Curriculum). The dean has a \$17,000 summer allocation to support professional development, which can range from conference travel to the school creating its own technology workshop. Through the years, summer funding has provided stipends for a faculty workshop to enhance the new Digital Media Convergence course and has helped faculty members attend Poynter Institute workshops.

In 2005, the university began offering Hultquist Awards for first-year faculty members pursuing summer faculty development. Five or more awards are given each year across the university through a competitive process. Communications faculty have been highly competitive. Summer 2010 recipients were Naeemah Clark, Dan Haygood and Phillip Motley. Each received approximately \$1,000.

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

All faculty use travel funds – literally. One year, every faculty member in the school participated in at least one conference that was reimbursed from the travel budget. Most faculty follow up on the school’s offer to pay for an academic or professional membership each year.

In terms of competitive FR&D summer fellowships, faculty members in the school have been successful through the years:

- 2011 Barbara Miller, for a book on marketplace advocacy  
Frances Ward-Johnson, to research icons of African American politics
- 2010 David Copeland, for two books, *The Media’s Role in Defining the Nation: The Active Voice* and *Handbook of Digital Media Production: Visual Theory and Practice in Interactive World*  
Vic Costello, for a book on multimedia foundations for digital design  
Harlen Makemson, to research and write for *Handbook of Digital Media Production: Visual Theory and Practice in Interactive World*  
George Padgett, to revise his *New Directions in Diversity* book  
Glenn Scott, for a chapter in *Global Journalism: Topical Issues and Media Systems*
- 2009 Michael Frontani, for “Solo Years” in *The Cambridge Companion to the Beatles*  
Byung Lee, for a Q study on Koreans’ attitude toward downloading songs illegally in the *Journal of Human Subjectivity*  
Barbara Miller, for an article in the *Journal of Advertising* on issue advocacy
- 2008 Brooke Barnett, for two journal articles related to journalism, patriotism and terrorism in *Electronic News* and *Feedback*  
David Copeland, for a trio of book chapters: “Re-Writing and Editing” in *The Responsible Reporter*; “The Early American Press, 1690-1783” in *The Age of Mass Communication*; and “The Colonial Press, 1690-1765” in *The Media in America: A History*  
Kenn Gaither, to co-author the book *International Public Relations: Negotiating Culture, Identity and Power*
- 2007 Byung Lee, for a conference paper at the International Society for the Scientific Study of Subjectivity on illegal music downloads

Tom Nelson, for professional development as a reporter for KXMB-TV CBS in Bismarck, N.D.

2006 Brooke Barnett, for two book chapters in *Communication and Law: Multidisciplinary Approaches to Research*

10. *Describe actions by the unit administration to alert faculty members to opportunities to engage in scholarship, research, and creative and professional activity and to encourage faculty to engage in these activities.*

Opportunities are circulated on the school's bulletin board near faculty mailboxes, through the School's listserv (comm@elon.edu), or through the dean's **COMMUNICATOR** newsletter emailed to all faculty and staff. The department chair and others encourage faculty during the annual review discussions to engage in professional activity.

11. *Describe the unit's efforts to foster a climate that supports intellectual curiosity, critical analysis and the expression of differing points of view.*

An academic community thrives on intellectual curiosity, analysis and free expression.

Faculty enjoy teacher-scholar discussions through its "Sacks and Scholars" lunch series that offers encouragement and support in an informal environment. Each session includes a colleague's presentation of a research topic, followed by discussion of a teaching-related issue. Presenters last year included Dan Haygood, who discussed his work on a book relating to sports broadcasting history, and Phillip Motley, who talked about the mastery of conceptual material in classes with a high technological learning curve.

One of the school's strengths is that faculty work together. David Copeland and Anthony Hatcher co-edited a book that includes chapters and essays by other faculty members. George Padgett and Byung Lee have published together. So have Lee Bush and Barbara Miller. So have Phillip Motley and Harlen Makemson. So have Dan Haygood and Naemah Clark.

Because of rising scholarly expectations for tenure and promotion, the school has formalized a faculty mentoring process so that more-experienced faculty can offer guidance to newer faculty about building a teaching, service and scholarly record of quality. Faculty are encouraged to visit each others' classes and to go to lunch – on the university's dollar – to discuss life in the academic world.

On the national level, Elon faculty have established a prominence at AEJMC and Broadcast Education Association conferences by presenting research, serving as moderators and panelists, and assuming leadership roles in the associations. The school supports faculty who wish to apply for a Fulbright Professorship, attend a Poynter Institute seminar, or participate in an American Society of Newspaper Editors program.

Each year the School of Communications presents an Excellence in Scholarship Award to one faculty member. Recipients are David Copeland, 2004; Connie Ledoux Book, 2005; Brooke Barnett, 2006; Kenn Gaither, 2007; Mike Frontani, 2008; Harlen Makemson, 2009; Barbara Miller, 2010; and Janna Anderson, 2011.