

Standard 8

Professional and Public Service



Communications students speak at the 2017 Internet Governance Forum-USA in Washington, D.C.

Highlights

- ❖ The Imagining the Internet Center sends student/faculty/staff teams around the world each year to report on policy issues raised at Internet Governance Forums.
- ❖ The school is the academic home of the North Carolina Open Government Coalition that promotes the importance of governmental transparency in a democracy.
- ❖ Individually, faculty members contribute professional and public service through a number of avenues, including leadership in AEJMC, BEA and ACEJMC.
- ❖ Professionals on the school’s advisory board return to campus each term to interact with students and advise the school. Board members represent *The New York Times*, ESPN, U.S. Chamber of Commerce, ABC, “60 Minutes” and Pew Research Center.
- ❖ The school communicates through e-newsletters with its unusually young alumni – almost all still in their 20s and 30s.

Standard 8. Professional and Public Service

- 1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.**

The School of Communications is a dynamic environment for professional and public service activities. Here are leading examples at the state, regional, national and international levels:

- ◆ The school's [Imagining the Internet Center](#) serves the public good by exploring the past, present and future impact of the Internet on people and society. Elon sends student teams to cover Internet Governance Forums and Internet Hall of Fame inductions around the world: Greece, Brazil, India, Egypt, Switzerland, Germany, Lithuania, Hong Kong, Kenya, Mexico and Washington, D.C. Through the years, more than 200 Elon students have been involved in the center's initiatives, including the Internet Predictions Project that looks at the evolution of the Internet from its formative years. The center's director, professor Janna Anderson, partnered with the Pew Research Internet, Science and Technology Project on the "Future of the Internet" book series and 2017 reports. Elon presented the inaugural Areté Medallion to Internet pioneer Vint Cerf when he visited campus in 2016.
- ◆ The School of Communications is home to the North Carolina Open Government Coalition and its educational arm, the [Sunshine Center](#). Since 2006, the center has hosted workshops and Sunshine Day celebrating transparent government in a democracy. This year, the center hosted state Attorney General Josh Stein as keynote speaker. The school maintains the coalition website and operates a phone/email hotline for the general public. The coalition's board consists of journalists, broadcasters, librarians, attorneys, the League of Women Voters and government officials. The school raised and manages a \$600,000 endowment to support the coalition. Jonathan Jones directs the coalition.
- ◆ Elon students and faculty have traveled from Russia to Morocco to cover the International Collegiate Programming Contest, which involves more than 30,000 computer science students on six continents competing for 360 slots at the finals. Associate professor Amanda Sturgill leads the effort that involves teams of students, faculty, staff and alumni.
- ◆ The school hosted 2017 conferences for the Society of Professional Journalists Region 2 and the North Carolina College Media Association and co-hosted the regional PRSSA conference with UNC Chapel Hill. The school also helped sponsor "Freedom Sings," a show produced by the First Amendment Center on music that has either been banned or helped start social movements to illustrate freedom of speech and expression.

A lecture by
Internet Pioneer Vint Cerf
 Friday, Sept. 30 — McCrary Theatre, 3:30 p.m.



 **ELON** UNIVERSITY | School of Communications

Imagining the Internet Center

An initiative of the School of Communications, the **Imagining the Internet Center** documents the evolution of digital communication by covering major international forums and surveying thousands of experts.



Global INET - Geneva, Switzerland



F R E E D O M
s i n g e r s
 FIRST AMENDMENT CENTER




How rock, pop and soul music changed the world.

Wednesday, Oct. 12 – 7:30 p.m.
 PARC, Danieleley Center
 ELON UNIVERSITY

- ◆ The graduate program includes a winter term course titled Interactive Project for the Public Good. Since the last accreditation review, about 30 graduate students each year have completed interactive media projects for organizations that had limited exposure and were in need of a digital footprint. Recent examples include Belize (Cornerstone Foundation), Costa Rica (Camara de Turismo de Sierpe, tourism and travel agency), Guatemala (Tierra Verde Project, organic agriculture), Ireland (Abair Leat, language mobile messaging application), and the Dominican Republic (Alegría Gri Grí, nonprofit assistance agency). The iMedia student groups produced videos, designed promotional materials, shot still photography, researched marketing plans, and assisted with social media to help raise awareness of these organizations.

Other professional and public service activities occur on Elon's campus, such as:

- ◆ Faculty, staff and students participate each year in the UNC Center for Public Television spring fundraising drive to solicit pledges for WUNC-TV, the statewide PBS member station. Elon volunteers answer phones and process pledge information.
- ◆ The School of Communications organizes events to celebrate National News Engagement Day. This AEJMC initiative encourages students to read, watch, tweet, like and share the news. The day's activities included "Put it in pictures" where community members take photos of how they engage with news and "Hear ye, hear ye" where students dress as town criers and shout headlines on campus.
- ◆ The school takes a leadership role in bringing top academicians, politicians and thought leaders to campus to participate in public forums. Besides Internet pioneer Vint Cerf and state Attorney General Josh Stein mentioned earlier, guests have included Pulitzer Prize journalist Bob Woodward, NPR radio talk show host Diane Rehm, First Amendment Center president Ken Paulson, and Apple co-founder Steve Wozniak, plus a live chat with BuzzFeed president Greg Coleman.
- ◆ The school hosted visiting journalists from China, Palestine, Nigeria and other countries, coordinated by the Global Communications Association. A faculty member moderated a Community Connections program about the "Role of Government and the Future of the Traditional Two-Party Political System," and professionals on the Communications Advisory Board are guest speakers in classes each semester.



**sunshine
center**
of the North Carolina
Open Government Coalition

The Sunshine Center is the educational arm of the **North Carolina Open Government Coalition**, focusing on outreach efforts to inform citizens about the importance of government openness. Elon's **School of Communications** has housed the coalition and center since 2007.

ncopengov.org



North Carolina
College Media Association

*Conference for College Media
Students and Advisers*

Keynote by
Elon alumnus Al Drago '15
New York Times photographer

@Al_Drago

Saturday, Feb. 25 — Elon University's School of Communications

2. List online examples of professional and public service activities undertaken by members of the faculty in the past six years. Limit to five examples per faculty member. The unit has the option of providing a complete list online. Do not include service to the unit or institution; this information should be presented in Standard 1.

Faculty members individually serve the profession and public in important ways.

For example, two faculty members serve on the Accrediting Council, and five in all have been trained to participate in ACEJMC site visits. Faculty have leadership roles with the Internet Governance Forum/USA, Broadcast Education Association board of directors, Institute for Shipboard Education (Semester at Sea) board of trustees, and Hearst Journalism Awards steering committee. Others serve on editorial boards of academic journals, as officers of AEJMC and BEA divisions and other organizations, and as reviewers for peer-reviewed journals and judges for juried competitions.

The following is a list of professional and public service activities undertaken by each faculty member, in alphabetical order.

Bill Anderson

Professional Advising Board, Manning, Selvage & Lee, Washington, D.C., 2005-present
Reviewer, *International Journal of Sports Communication*, 2015-present
Judge, PRSSA Diversity Conference Competition, 2015 & 2016
Reviewer, AJHA National Convention, 2001-present
Reviewer, *Public Relations Inquiry*, 2017

Janna Anderson

Senior Contract Researcher, Pew Internet Project, Pew Research Center, 2003-present
Coordinator, Documentary Journalism, Internet Governance Forum-USA, 2009-12 and 2016.
Keynote Speaker/Moderator, World Future Conference, San Francisco, 2015;
RoboUniverse Conference and Exposition, New York, 2015
Member, Editorial Board, *Newspaper Research Journal*, 2007-2015

Brooke Barnett

Accreditation site-team member, ACEJMC, 2011-present
Editorial Board, *Insight Into Diversity*, 2014-present, and *Electronic News*, 2009-present
Advisory Board, Indiana University, Journalism School, 2012-present
Invited Presenter, Scripps Howard Leadership Academy, Manship School, LSU 2017
Workshop Facilitator, University of Missouri School of Journalism, 2016

David Bockino

Interview, NPR Marketplace, *Greetings from Myanmar*, 2016
Book Talks, *The Guidebook Experience*, (multiple locations), 2015
Guest Speaker, Indian Institute of Journalism & New Media, Bangalore, India, 2013
Guest Speaker, College of Journalism, Chennai, India, 2013

Vanessa Bravo

Reviewer, *Journal of Computer-Mediated Communication Research*, 2015
Reviewer, *Public Relations Review*, 2012-14
Reviewer, *Journal of Public Relations Research*, 2012
Reviewer, Communication Technology Division, AEJMC, 2013
Reviewer, International Communication Association, Public Relations Division, 2016

Lee Bush

Reviewer, *Journal of Advertising Education*, 2015

Reviewer, *Continuum Journal of Media & Cultural Studies*, 2015

Board Member and Communications Chair, EarthShare North Carolina, 2012-15

Speaker, "Brand Marketing, Integration and the Power of the Human Network," PRSA, Chattanooga, 2012

Invited Speaker, "Trends in Marketing," Alamance County Arts Council, 2011

Naemah Clark

Speaker, TEDx Mid Atlantic, "Women aging in front of the audience," 2016, and TEDx Greensboro, "Does the media tell us who we are?" 2014

Subject of NBC News package, diet and individuals forsaking sugar, 2016

Newspaper column, "Lesson in purging racism on campus," Greensboro *News & Record*, 2015.

Presenter, "Creating failure on the path to leadership," National Scholastic Press Association, Orlando, 2015

Interviewee, Seth MacFarland criticized for racial stereotyping of Asians, "The Lead with Jake Tapper," 2013

David Copeland

Member, Editorial Board, *Journalism History*, 2006 to present

Member, Editorial Board, *Historiography*, 2015 to present

Reviewer, "Indelible ink: The trials of John Peter Zenger and the birth of America's free press," *American Journalism*, 2016

Keynote speaker, "Religious press, print culture, and defining the nation," Religious Press and Print Culture, Mainz, Germany, 2014

Member, Publications Committee, American Journalism Historians Association, 2010-present

Colin Donohue

Organizer, SPJ Region 2 conference, Society of Professional Journalists, 2011 and 2017

Organizer, statewide media conference, North Carolina College Media Association, 2017

Organizer, National News Engagement Day (campus events and activities), 2014-present

Judge, newspaper competition and state High School Journalist of the Year competition, North Carolina Scholastic Media Institute, Chapel Hill, N.C. 2012, 2014 and 2016.

Judge, Large School Newspapers, North Carolina College Media Association, 2008-16

Vic Costello

Instructor, Filmmaking Workshop, Sandscribe Foundation, Ethiopia, 2017

Chair, Bylaws Committee, Broadcast Education Association, 2015-present

Member, Board of Directors, Broadcast Education Association, 2014-present

Member, Festival of Media Arts, Advisory Committee, BEA, 2014-present

Chair, Task Force, District Reconfiguration, BEA, 2014-15

John Doorley

Member, Editorial Board, *Public Relations Review*, 2011-present

Consultant, "Brand and reputation management program," Tantalus Group, Translink, South Coastal British Columbia Transportation Authority, Vancouver, Canada, 2017

Consultant (pro-bono), American Foundation for the University of the West Indies, Coral Gables, Fla., 2015

Consultant, "Reputation management," Boeing Global Service, Seattle, 2016

Consultant, "Mindful reputation" (clients include Hoffmann-LaRoche and Deloitte), present

Ahmed Fadaam

Keynote speaker, Region 2 conference, Society of Professional Journalists, 2017

Interviewee, "Ahmed's Diary" radio series, "The Story with Dick Gordon," WUNC-FM, Chapel Hill, 2006-12

Exhibition, "Iraqi Refugees," Raleigh, 2016

Exhibition, "Building Bridges," Wichita State University, Kan., 2016

Kelly Furnas

Instructor, "J-CAMP," James Madison University, Harrisonburg, Va., 2016

Keynote address, Virginia Association of Journalism Teachers and Advisers, JMU, Harrisonburg, Va., 2016

Presenter, "Journalism education and career skills," Business Professionals of America national leadership conference, Boston, 2016

Presenter, "Drones and the media," Texas Association of Journalism Educators, Dallas, 2015

Keynote address, Flint Hills Publications Workshop, Kansas State University, Manhattan, Kan., 2015

Kenn Gaither

President/Chief Executive Officer, Institute for Shipboard Education, Charlottesville, Va., 2014-15

Member, Board of Trustees, Institute for Shipboard Education, 2015-present

Program Reviewer, Department of Mass Communications, Delaware State University, Dover, 2014

Program Reviewer, Department of Communications, Graduate Program, College of Charleston, 2013

Member, Editorial Advisory Board, *Journalism and Mass Communication Educator*, 2012-present

Gerald Gibson

Judge, Faculty Video Competition, Broadcast Education Association, District 2, 2016

Reviewer, Aesthetics and Criticism Division, BEA, 2015

Judge, Student Competition, Corporate Video Productions, BEA, 2014

Participant, Faculty Thought Seminar, Time-Warner Media Lab, Burbank, Calif., 2013

Jessica Gisclair

Participant, ACEJMC Site Team Training, 2016

Participant, Scripps Howard Academic Leadership Academy, Manship School of Mass Communication, Louisiana State University, Baton Rouge, 2013

Don Grady

Member, Accrediting Council on Education in Journalism and Mass Communication (AEJMC representative, twice elected), 2012-15 and 2016-present.

Program Reviewer, Communication Studies Department, Furman University, Greenville, S.C., 2017

Member, ACEJMC accreditation site team, Colorado State University, Fort Collins, Colo., 2016

Judge, Basket Mosse Award, AEJMC, Summer 2017

Presenter (multiple workshop sessions), "Assessment Boot Camp," BEA Conference, Las Vegas, 2012-17

Ben Hannam

Proprietor, Accomplish Studios, Chapel Hill, 2006-present

Judge, Logo Design, Visual Communication Division, AEJMC, 2016-17

Chair, Creative Competition, Visual Communication Division, AEJMC, 2016

Reviewer, Portfolios, Professional Association for Design, Raleigh, N.C., 2015-16

Presenter, "Creativity versus logic in graphic design," National Scholastic Press Association, Orlando, 2015

Sana Haq

Juror, Documentary Short, University Film and Video Association, California State University, Los Angeles, 2017

Presenter, "Women with a movie camera," Teaching and Media Conference, Winston-Salem, 2017

Juror, Documentary Feature, RiverRun International Film Festival, Winston-Salem, 2013

Instructor, Documentary Film Boot Camp, Winston-Salem Downtown Public Library, 2013

Anthony Hatcher

Presenter, "Writing with context on social media," National Scholastic Press Association, Washington, 2014

Lecturer, "Is journalism—and journalism school—still relevant in the age of blogs, tweets and citizen journalism?" Osher Lifelong Learning Institute, North Carolina State University, Raleigh, 2014

Columnist, "How to disagree in close quarters," *Huffington Post* and *Burlington Times-News*, 2016

Columnist, "They're just like us," *Raleigh News & Observer*, 2016

Dan Haygood

Presenter, "Creativity in advertising" and "Branding your publication or online news site," National Scholastic Press Association, Indianapolis, 2016

Presenter, "Seven design principles for developing creative advertising," North Carolina Scholastic Media Association Institute, Chapel Hill, 2016
Reviewer, Research Paper Competition, History Division, AEJMC, Southeast Colloquium, Baton Rouge, 2016
Presenter, "Branding your publication, online news site, and other media properties," Columbia Scholastic Press Association convention, New York, 2016
Presenter, "David Ogilvy and Rosser Reeves," Erwin Center Series, Clemson University, Clemson, S.C., 2014

Denise Hill

Member, International Advisory Council, APCO Worldwide, 2015-present
Member, Leadership Academy Task Force, national Public Relations Society of America, 2017
Presenter, "The historiography of public relations," Arthur W. Page Society, Diverse Future Conference, Lenox, Mass., 2016
Panelist, "Diversity in public relations," PRSSA Regional Conference, Chapel Hill, 2015
Presenter, "Communication models and communication theory," PRSA, Accreditation Education Program, Charlotte, 2015-17

Jooyun Hwang

Reviewer, Public Relations Division, National Communication Association, 2016
Reviewer, *Journal of Asian Pacific Communication*, 2016
Reviewer, *Journal of Communication Management*, 2013

Jonathan Jones

Director, North Carolina Open Government Coalition and its Sunshine Center, 2014-present
Presenter, "Libel law," North Carolina Scholastic Media Association, Asheville and Charlotte, 2016
Panelist, "Legislative update," Freedom of Information Summit, Washington, 2016
Panelist, "Traps, tricks and what do you do when this happens?" North Carolina School Public Relations Association, Wilmington, 2015
Organizer/Presenter, "Let the sunshine in," North Carolina Civic Education Consortium, Chapel Hill, 2015

Doug Kass

Freelance Writer/Director/Producer, Centerline Digital, Myriad Media, Trailblazer Studios, Raleigh, 2008-15
Juror, Budapest International Documentary Festival, Budapest, Hungary, 2016
Judge, Student experimental and documentary categories, Broadcast Education Association, 2016
Adviser/mentor, Documentary Division, Documentary Center of Cambodia, Phnom Penh, 2004-present

Derek Lackaff

Visiting Faculty, Communications Program, Danish Institute for Study Abroad, Copenhagen, Denmark, 2015
Visiting Lecturer, UB-SIM Communications Program, Singapore Institute of Management, 2012
Invited Lecturer, "The better Alamance project: Technology connections to build strong communities," North Carolina Campus Compact Civic Engagement Institute, Wilmington, 2014
Reviewer, Association of Internet Researchers, AEJMC, *CyberPsychology, Social Networking and Behavior*, BEA, and *Information, Communication, and Society*.

Rich Landesberg

Member, Editorial Board, Broadcast Journalism, AEJMC, present
Executive Administrator, Board Member and Judge, Radio Television News Directors Association of the Carolinas, 2005-present
Chair and vice chair, News Division, Broadcast Education Association, 2005-present

Byung Lee

Presenter, "Easy, beautiful and useful data visualization using Tableau 2," preconference workshop, AEJMC, 2016
Presenter, "Q software workshop: LeeQSort," preconference workshop, International Society for the Scientific Study of Subjectivity, New Orleans, 2016
Presenter, "Visualization of big data and analysis: Gephi and Tableau," Kyungpuk University and Pusan University, Korea, 16

Speaker, "Use of social media in political communication, especially Twitter," Twin Lakes, Elon, 2012
Speaker, "Newspapers' past and present," visiting Korean newspaper executives, Rutgers University, 2012

Julie Lellis

Reviewer, *Journal of Marketing Communications*, 2017; *Environmental Communication*, 2016; and
Scandinavian Journal of Disability Research, 2016
Presenter, "How to revive lifeless communications and reinforce identity," G&S Business Communications,
Raleigh, 2017
Reviewer, Visual Communication Division, AEJMC, 2009-2016; LGBTQ Interest Group, AEJMC, 2016
Grant Reviewer, Contemplative Pedagogy Teaching and Learning Grants, Center for Contemplative Mind in
Society, 2015

Harlen Makemson

Member, Editorial Board, *Visual Communication Quarterly*, 2015-present
Research Chair, History Division, Southeast Colloquium, AEJMC, 2010-13
Member, Awards Committee, American Journalism Historians Association, 2010-present
Presenter, Beginning Desktop Publishing Workshop, North Carolina Scholastic Media Institute, Chapel Hill,
2012

Barbara Miller

Reviewer, *Journal of Public Relations Research*, *Journal of Applied Communication Research*, *Journalism and
Mass Communications Quarterly*, *Journalism of Environmental Communications*, *Communications Research
Reports*, 2011-present

William Moner

Co-webmaster, Visual Communication Division, AEJMC, 2015-present
Reviewer, *Journal of Digital and Media Literacy*, 2014
Reviewer, Union for Democratic Communications, 2014-15
Presenter, "The evolving role of social media in globalization," Southern Illinois University, Carbondale, 2012
Member, Board of Directors, H.O.P.E (Helping Other People Eat), non-profit dedicated to raising funds for local
community food bank, 2016-present

Phillip Motley

Co-editor of special issue on the value of critique, *Arts and Humanities in Higher Education*, 2017
Co-webmaster, Visual Communication Division, AEJMC, 2015-present
Reviewer, *Partnerships: A Journal of Service-Learning and Civic Engagement*, 2014-present
Panelist, "The new generation of marketers," Digital Marketing for Business Conference, Raleigh, 2013
Member, International Collaborative Writing Group, International Society for the Scholarship of Teaching and
Learning, 2012-13

Max Negin

Presenter, "Finding your first job in sportscasting" and "Art of the interview," National Scholastic Press
Association, Orlando, 2015
Presenter, "Art of the interview" and "How to be a better storyteller," National Scholastic Press Association
Conference, Washington, 2015, and Indianapolis, 2016
Presenter, "Upping your game in sportscasting," RTDNA Excellence in Journalism Conference, Anaheim, 2013
Senior Media Manager (EVS & Avid), NBC Sports, 2008-present

Tom Nelson

Columnist, "History shows 'alternative facts,' journalism can have real consequences," *Greensboro News &
Record*, *Burlington Times-News*, 2017
Columnist, "Remember the Spanish Civil War to understand the dangers of 'righteousness' today," *Burlington
Times-News*, *Winston-Salem Journal* and *Greensboro News & Record*, 2016
Consultant, curator of historical photographs and visual documentary, WWII German Prisoners of War Museum,
Camp Concordia, Concordia, Kan., 2011-present
News Reporter, KXMB-TV, Bismarck, N.D., 2011

Youssef Osman

Juror, Document Category, Blowup Film Fest, Chicago International Arthouse Film Festival, Chicago, 2015-17
Juror, Short Fiction Category, Festival of Media Arts, Broadcast Education Association, Las Vegas, 2016-17
Juror, Fiction Category, University Film and Video Association, American University, Washington, 2015-16
Presenter, “Red camera workflow” and “Color grading” workshops, UFVA, Montana State University, Bozeman, 2014

George Padgett

Columnist, “Surprise: Transgender deniers blame liberals and progressives,” *Times-News*, Burlington, 2017
Columnist, “Liberal and loving it,” *Times-News*, Burlington, 2015

Paul Parsons

Vice President, Accrediting Council on Education in Journalism and Mass Communications, 2016-present
Chair, accreditation teams, University of Kansas (2016), University of Sharjah, United Arab Emirates (2016), California State at Fullerton (2015), Anahuac University, Mexico (2014), Michigan State University (2013) and University of Puerto Rico, Arecibo (2013)
Convener, Leadership Sessions, World Journalism Education Congress, Mechelen, Belgium, 2013
Editorial board, *Journalism & Mass Communication Educator* (2003-12) and *Monographs* (2008-12)

Randy Piland

Photography Director, national Boy Scout Jamboree, 2011-present
Summer Faculty, Visual Storytelling Workshop, Philmont Training Center, Cimarron, N.M., 2010-present
Presenter, Photojournalism and Photoshop workshop, Wycliffe Global Alliance, Kandern, Germany, 2014
Associate Director, Region 6, National Press Photographers Association, 2010-15
Photographer, *ABA Journal Magazine*, 2015-16

Glenn Scott

Fulbright Lecturer, Department of Language & Culture, University of the Ryukyus, Okinawa, Japan, 2011-12
Member, Doctoral Dissertation Committee, School of Media and Journalism, UNC Chapel Hill, 2016-17
Head, Participatory Journalism Interest Group, 2014-15, and research chair, Civic & Citizen Journalism Interest Group, AEJMC, 2013-14
Reviewer, *Revitalizing the Bonds of Journalism*, AEJMC Presidential Initiative co-sponsored by the Kettering Foundation, 2016
Reviewer, Tankard Book Award, AEJMC, 2014-16

Michael Skube

Chair, General Nonfiction jury, Pulitzer Prize, 2011

Jessalynn Strauss

Member, Editorial Board, *Journal of Public Relations Research*, 2017
Speaker, “Promoting Las Vegas: Stories and strategies of press releases,” Center for Gaming Research, UNLV, 2017
Speaker, “Cracking the social media code: Creating a responsible communication strategy,” New Horizons in Responsible Gambling, British Columbia Lottery Council, 2015
Judge, Case Study Competition, Regional PRSSA Conference, UNC Chapel Hill, 2016
Reviewer, International History of Public Relations Conference, 2015

Amanda Sturgill

Organizer of coverage, International Collegiate Programming Contest in Russia, Morocco and other countries, Elon from 2010 to present
Presenter, “Translating the story of global learning: Lessons for multi-institutional research.” International Society for the Scholarship of Teaching and Learning, Los Angeles, 2016
Chair and research chair, midwinter conference, Technology Division, AEJMC, 2010-14
Reviewer, AEJMC (various divisions), and *Journal of Religion and Media, Journalism and Mass Communication Quarterly, Newspaper Research Journal*
Session Chair, “The golden age of data: Big data and media analytics,” BEA Research Symposium, present.

Nicole Triche

Presenter, "Women with a movie camera," Teaching and Media Conference, Winston-Salem, 2017
 Juror, Documentary Shorts, Full Frame Documentary Film Festival, Durham, N.C., 2015
 Workshop Leader, Pitching Short Documentaries," University Film and Video Association, Washington, 2015
 Judge, Shorts Program, Milwaukee Film Festival, Milwaukee, Wisc., 2015
 Director, "Jeanne Robertson: Fabulously funny," Paramount Theater, Burlington, N.C., 2014

Hal Vincent

Workshop Leader, "Creative communications for nonprofits," Moral Leadership in Action Conference, Chautauqua Institution, Chautauqua, N.Y., 2016
 Chair, Distinguished Teaching Award, Early Career Teaching Excellence Committee, Advertising Division, AEJMC, 2016
 Chair, Membership Committee, Advertising Division, AEJMC, 2015
 Education Chair, Board of Directors, AdFed Triangle, American Advertising Federation, 2015-present
 Faculty Founder, Project ECHO academic partnership with Pace Communications, Greensboro, 2014-present

Brian Walsh

Chair, Best of the Web Competition, Communication Technology Division, AEJMC, 2015-16
 Judge (pitch), River Run Film Festival, Winston-Salem, 2014

Frances Ward-Johnson

Adviser and Award Recipient, 2013 "Adviser of the Year," Lambda Pi Eta honor society, National Communications Association, 2014

Qian Xu

Reviewer, *American Communication Journal*, *Asian Journal of Communication*, *Chinese Journal of Communication*, *Communication Research*, *Journalism and Mass Communication Quarterly*, *Journal of Computer-Mediated Communication*
 Reviewer, International Communication Association, AEJMC, Human-Computer Interaction with Mobile Devices and Services, Visual Information Communication International Symposium
 Discussant, "Consumer behavior and social media," Communication and Technology Division, International Communication Association, Seattle, 2014
 Discussant, "Top Student Papers," Communication Technology Division, AEJMC, Washington, 2013
 Chair, High Density Refereed Research Session, Communication Technology Division, AEJMC, Chicago, 2012

- 3. Describe the unit's contact with alumni, professionals and professional organizations to keep curriculum and instruction, whether online or onsite, current and to promote the exchange of ideas. Contact may include alumni and professional involvement in advisory boards, curriculum development, guest speaking, placement, internships, and fundraising. Provide advisory board members' names and contact information.**

The school has a 28-member national advisory board comprised of professionals in journalism, strategic communications, cinema and television arts, communication design and media analytics.

Board members come to campus for a day each semester to speak in classes, talk with faculty about changes in the professional world and how that may impact curriculum, and discuss how to make the school even better. Sometimes the board conducts mock interviews of seniors or tackles issues in campus forums.

National Advisory Board

Michael Radutzky (Chair)

Senior Producer, "60 Minutes"
and Executive Producer, CBS News, New York

Karen Albritton

Former President and CEO, Capstrat
Raleigh

Jeff Blumb

Partner, Nation Consulting
Green Bay, Wisc.

Roger Bolton

President, Arthur W. Page Society
New York

Brad Brinegar

Chairman and CEO, McKinney
Durham

Ann Camden

Senior Vice President, G&S Business Communications
Raleigh

Julie Carey

Northern Virginia Bureau Chief, NBC News4
Washington, D.C.

Rich Cervini

Senior Vice President of Production/Operations
CBS Television Distribution, New York

Joie Chen

Principal, Way Forward Media
Washington, D.C.

Michael Clemente

Former Executive Vice President, Fox News
New York

Thomas J. Collamore

Senior Vice President of Communications
U.S. Chamber of Commerce, Washington, D.C.

Angela Connor

Executive Vice President, Capstrat
Raleigh

MJ Jacobsen

Former Senior Vice President of Communications
National Geographic Society, Washington, D.C.

Allen H. Johnson III

Editorial Page Editor, News & Record
Greensboro

Bill Kanarick

Chief Strategy Officer
Publicis.Sapient, Boston

Eric Kraus

Executive Vice President, Communications
Clean Harbors, Inc., Norwell, Mass.

Jack MacKenzie

Executive Vice President, Penn Schoen Berland
Los Angeles

Sunshine Janda Overkamp

Chairman, Overkamp Overkamp-Smith
Atlanta

Byron Pitts

Chief National Correspondent, ABC News
New York

Tony Quin

Founder and CEO, IQ Agency
Atlanta

Lee Rainie

Director of Internet, Science & Technology Research
Pew Research Center, Washington, D.C.

Gayle Sierens

Former Anchor, WFLA-TV
Tampa, Fla.

Michael Tackett

D.C. Bureau Editor, The New York Times
Washington, D.C.

Craig Waller

Former President, Pace Communications
Greensboro

Evan Welsh

Senior Director, Partner Marketing/Communications
SAP, Philadelphia

Ken White

Former News Director, WOWK-TV, Charleston, W.Va.
Charlotte

Brian Williams

Anchor of Breaking News & Special Reports
MSNBC, New York

Norby Williamson

Executive Vice President for Production
ESPN, Bristol, Conn.

National advisory board members also interact with students outside of the board meeting. For example, "60 Minutes" senior producer and board chair Michael Radutzky and MSNBC anchor Brian Williams visit with journalism students in the "60 Minutes" Master Class when the students come to New York during their spring or fall breaks. In 2016, board member Roger Bolton made a special trip to campus to speak in a public relations class on the importance of strategic communications. In 2015, board member Jack MacKenzie and Bruce K. Rosenblum (former executive vice president of Warner Bros. Media Research & Insights) gave a campus presentation on audience research, and MacKenzie discussed "The Plurals" as the next generation of college students and media consumers.

Faculty and staff participate in professional organizations to stay abreast of industry trends and to promote the exchange of ideas. The school and/or faculty are members of the North Carolina Press Association, Arthur W. Page Society, National Press Photographers Association, North Carolina Association of Broadcasters, American Advertising Federation, and the Tar Heel Chapter of the Public Relations Society of America. Faculty interact on a regular basis with media and communication leaders at conferences and other venues.

The school surveyed its alumni again during spring 2017 to gain their perspectives on curriculum and instruction. As one of the school's indirect measures of assessment, those results are provided in Standard 9. Of course, alumni are welcomed back to the school on a regular basis, often as guest speakers in classes, and the school solicits their feedback on the quality of preparation they received at Elon for the workplace or graduate school.

4. Describe the unit's methods for communicating with alumni, such as newsletters or other publications, on paper or online. Provide in the workroom copies of publications or the Web link for communication during the previous academic year.

The School of Communications has made alumni communication a top priority. In 2010, the school began a quarterly online alumni newsletter, releasing two newsletters in the fall term and two in the spring.

The e-newsletter includes a dean's message, news and feature stories on students and alumni, web and video links, and an array of social media and interactive components. These are coordinated through the university's Alumni Office, which sets the distribution schedule for all academic units.

Because of Elon's enrollment growth in the past decade, the university has an unusually young alumni base, with 61 percent of alumni in their 20s and 30s. The School of Communications has an even younger alumni base, having been a school only since 2000 and a department before that for 12 years. The school and its predecessor department have a total of 4,873 alumni, and Elon has email addresses for 93 percent of them.

The school has an active alumni network website with information about maintaining or reconnecting with the school, alumni news and profiles, video highlights, and links to the alumni e-newsletters.

Elon mails a general-interest magazine to all graduates. The *Magazine of Elon* featured the School of Communications in its spring 2017 issue. The story, "Creating the Comm Quad," described the new and renovated buildings that comprise the 105,000-square-foot and state-of-the-art School of Communications. Other recent issues have included a story about communications alumna Candice Burrow Spake, finding success in the entertainment industry as a script writer for the movie "New Life" (fall 2017); a profile of graduate DeeDee Carowan Filiatreault ('93) who has found success as a newspaper columnist and a recent compilation of her columns and essays in "Tales from the Crib," a book about parenthood; a profile of communications fellow Yasmine Arrington ('15), who created a Washington-based program called ScholarCHIPS, a nonprofit organization to provide college scholarships and a support network for children of incarcerated parents (2016); and a story about Bill Zint ('79), WSOE's first station manager.

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

The School of Communications has a record of supporting high school journalists. Since 2014, the school has been a sponsor of the Journalism Education Association and National Scholastic Press Association high school journalism conventions. Colin Donohue has organized Elon's participation and run the sponsorship table, along with Tommy Kopetskie. A number of faculty and staff have given presentations in the last three years:

- Bryan Baker presented sessions titled "Shooting the interview" and "Creative sound for digital media" at the 2014 and 2015 conventions
- Naeemah Clark presented "Becoming a contemplative student leader" in 2014, "Celebrating failure on the path to leadership" in 2015, and "Say something! Writing effective opinion pieces" in 2016
- Ben Hannam presented "Creativity versus logic in graphic design" in 2015
- Anthony Hatcher presented "Writing with context on social media" in 2014
- Dan Haygood presented "Branding your publication or online news site" and "Creativity in advertising" in 2014 and 2015, and presented "Branding your publication or online news site" and "7 principles for developing creative advertising" in 2016
- Max Negin presented "Art of the interview" in 2014, 2015 and 2016; "Finding your first job in sportscasting" in 2014 and 2015; "Research and relationships for the sports journalist" in 2014; and "How to be a better storyteller" in 2016

At the North Carolina Scholastic Media Association Summer Institute from 2013-16, Naeemah Clark, Colin Donohue and Jonathan Jones have offered sessions. Donohue, Haygood, Jones and Kopetskie regularly serve as judges for the NCSMA awards competition.

In other high school journalism service activities, Donohue and a student presented "Social media integrity" to students at The Burlington School in 2014. Staci Saltz has participated in the Elon Academy, a program for academically promising high school students in Alamance County with financial need and/or no family history of college, since its inception in 2008. She has taught courses in multimedia production, photography, videography and presentation skills.

Communications faculty recognized by Society of Professional Journalists

For their efforts organizing the SPJ Region 2 conference, Associate Professor Anthony Hatcher and Director of Student Media Colin Donohue were named the organization's Members of the Month.

Anthony Hatcher, associate professor of communications, and Colin Donohue, director of student media and instructor in communications, were named the Society of Professional Journalists' Members of the Month for April and May.



Colin Donohue (left) and Anthony Hatcher

[↕](#) [Enlarge](#)

The two were honored in large part because they co-organized the SPJ Region 2 conference, which was held April 7-8 at Elon University. The gathering featured professional journalists, students, faculty and staff from throughout the region, which comprises North Carolina, Virginia, Maryland, Delaware and Washington, D.C. This year marked the second time Elon has hosted the regional event.

"Organizing the regional conference has twice been a joy because of the educational opportunities we've been able to provide to people throughout our region," Donohue said.

"Hosting the conference also strengthens our chapter. We're able to raise funds and generate excitement about SPJ, which allows us to offer more networking, programming and travel opportunities to our students. We're in for an exciting next couple of years."

The mix of offerings at the conference included sessions on social media, mobile reporting apps, Western media's representation of Muslims, women multimedia journalists and more. Additionally, an opening panel discussed the proliferation of fake news, which Hatcher moderated.

"Elon's SPJ chapter was fortunate to have strong student leadership in 2016-2017," said Hatcher, who has advised Elon's chapter since 2003. "Despite their intense involvement with student media, or perhaps because of it, some of our top students became SPJ leaders this year."

SPJ Region 2 Director Andy Schotz nominated Hatcher and Donohue for the award and in his letter noted the difficulty of attracting people to a conference in the region's southernmost state.

"With just a few tips and guidelines, they dove in and put together a superb conference," Schotz wrote. "I don't remember us having four choices of sessions in certain time slots, but this year's conference did, and all were excellent. There was a great balance of SPJ core priorities of FOI, diversity and ethics."