

PART I

GENERAL INFORMATION

This general information section will be included in its entirety in the site team's report, and it must present the most current information available. Before the site visit, the unit should review its responses to the questions below (especially 13 – 21) and update them as necessary. The unit then should print a copy of this updated section for each team member when they arrive on campus. A digital copy in **Word document format** of the updated responses also must be provided to the team chair to be included in the digital team report sent to the ACEJMC office.

In addition, if any significant changes not covered in this section have occurred since the original self-study report was submitted, the unit should describe and document those changes and present this new material to the team when members arrive.

Name of Institution: University of North Carolina at Chapel Hill

Name of Unit: School of Journalism and Mass Communication

Year of Visit: 2015

1. Check regional association by which the institution now is accredited.

- Middle States Association of Colleges and Schools
- New England Association of Schools and Colleges
- North Central Association of Colleges and Schools
- Northwest Association of Schools and Colleges
- Southern Association of Colleges and Schools
- Western Association of Schools and Colleges

2. Indicate the institution's type of control; check more than one if necessary.

- Private
- Public
- Other (specify)

3. *Provide assurance that the institution has legal authorization to provide education beyond the secondary level in your state. It is not necessary to include entire authorizing documents. Public institutions may cite legislative acts; private institutions may cite charters or other authorizing documents.*

The act establishing the University of North Carolina at Chapel Hill was passed by the state General Assembly in 1789 and can be found here: <http://docsouth.unc.edu/unc/unco1-08/unco1-08.html>

4. *Has the journalism/mass communications unit been evaluated previously by the Accrediting Council on Education in Journalism and Mass Communications?*

Yes
 No

If yes, give the date of the last accrediting visit: **2009**.

5. *When was the unit or sequences within the unit first accredited by ACEJMC?*



1958

6. *Attach a copy of the unit's undergraduate mission statement and the separate mission statement for the graduate program. Statements should give date of adoption and/or last revision.*

Mission Statement of the School

(Adopted by the faculty July 19, 1996; amended September 19, 2008)

The School's mission is to:

-  Educate students in a broad range of skills and concepts involving the gathering, editing and presentation of information, along with evaluating the effects of public communication.
-  Prepare students for careers in journalism and mass communication.

- 🏛️ Educate students about the media and their roles in society.
- 🏛️ Contribute to the body of knowledge about media and society.
- 🏛️ Extend that teaching and knowledge to the people of North Carolina and beyond.

In fulfilling that mission, the School is committed to the inclusion of men and women of all races, national origins, religions, cultures and lifestyles.

The School strives to teach undergraduate and graduate students

- 🏛️ How to prepare, produce and disseminate media messages.
- 🏛️ How to evaluate the effectiveness of media messages.
- 🏛️ How to be critical consumers of the media.

The School teaches about the rights, responsibilities and roles of the media in society. To prepare students for mass communication careers, the School requires students to pursue a liberal education and study mass communication techniques and theory.

The School asks teachers to strive for excellence in teaching, complemented by relevant research or creative activity, and service. The School asks faculty members to contribute to the body of knowledge of mass communication by conducting research and critically evaluating media performance. Such research and criticism enhance the School's teaching mission and help the media and public to understand the mass communication process.

The School serves constituents beyond its students. For the rest of the university, the School contributes to students' general education through mass media instruction and research. The School has a special obligation to work with the media and related professions in North Carolina in fulfilling their roles and responsibilities ethically and effectively. The School's service mission is international in scope through research and education about the roles and functions of mass communication in other countries.

Mission Statement of the Graduate Program

(Revised 2012)

The School offers two master's degrees and one doctoral degree from one of the most distinguished graduate programs in the nation.

The Master's Program

Master's students learn to critically examine the role of mass communication in society and receive a firm grounding in theory and analysis. By setting high standards for scholarly and

professional achievement, we seek to prepare our graduates to be leaders and critical thinkers, no matter what career paths they might take.

The master's program is designed to meet the needs of four types of students:

- 🏛️ Individuals who hold bachelor's degrees in other fields, have several years of work experience (but not necessarily in communication) and wish to pursue careers in mass communication.
- 🏛️ Individuals with some experience in mass communication who want education in specialized fields or wish to change career directions (for example, print journalists who want to learn multimedia skills or public relations practitioners who want to develop expertise in online communication).
- 🏛️ Experienced communication professionals who wish to prepare to teach or engage in media research after completing the master's degree.
- 🏛️ Experienced communication professionals who intend to go on to doctoral studies.

Designed to achieve a balance between professional practice and academic theory, it is not strictly a professional master's program that aims to hone technical skills. Nor is its focus solely academic and theoretical. The M.A. in Mass Communication offers three tracks – mass communication, interdisciplinary health communication (IHC) and professional. The professional track includes several specializations, including business and media, broadcast & electronic journalism, science and medical journalism, reporting, strategic communication, visual communication: interactive design, visual communication: photo-video, and visual communication: graphic design.

M.A. in Technology and Communication (MATC)

An online master's begun in fall 2011 and aimed at working professionals, it focuses on interactive media, the Internet, digital economics, and other issues reshaping journalism and mass communication in the 21st century.

Dual-Degree M.A.-J.D.

The School also partners with the UNC-CH School of Law to offer an M.A.-J.D. dual-degree program.

The Ph.D. Program

The doctorate in mass communication is designed to prepare students for college teaching and research positions or research careers in mass communication industries, advertising agencies, market- or opinion-research firms, business or government. We work closely with each student to develop a program of study that is both interdisciplinary, allowing the student to take full advantage of the university's rich academic offerings, and tailored to

meet the specific needs and interests of the student. The goal of the program is to produce outstanding scholars who are highly knowledgeable about mass communication and highly skilled as researchers.

7. What are the type and length of terms?

Semesters of 15 weeks.

Summer sessions of 5 weeks.

Intersessions of 2 weeks.

8. Check the programs offered in journalism/mass communications:

Four-year program leading to Bachelor's degree

Graduate work leading to Master's degree

Graduate work leading to Ph.D. degree

9. List the specific undergraduate and professional master's degrees being reviewed by ACEJMC. *Indicate online degrees.

- B.A. in Journalism and Mass Communication
- B.A. in Business Journalism
- M.A. in Mass Communication
- M.A. in Technology and Communication (online degree)

10. Give the number of credit hours required by the university for graduation. Specify semester-hour or quarter-hour credit.

- B.A. in Journalism and Mass Communication: 120 semester hours
- B.A. in Business Journalism: 120 semester hours
- M.A. in Mass Communication: 36 semester hours for professional track; 39 semester hours for interdisciplinary health communication and mass communication tracks and the M.A.-J.D. dual degree program.
- M.A. in Technology and Communication: 30 semester hours

11. Give the number of credit hours students may earn for internship experience. Specify semester-hour or quarter-hour credit.

1 credit hour per semester. As many as 3 credits during their time in the School.

12. List each professional journalism or mass communications sequence or specialty offered and give the name of the person in charge.

| Specialization | Person in Charge |
|-------------------------------------|---------------------------------|
| Advertising | John Sweeney |
| Broadcast and Electronic Journalism | Charlie Tuggle |
| Business Journalism | Chris Roush |
| Editing and Graphic Design | Andy Bechtel |
| Multimedia | Steven King |
| Photojournalism | Pat Davison (Fulbright 2013-14) |
| Public Relations | Lois Boynton |
| Reporting | Andy Bechtel |
| Strategic Communication | Lois Boynton and John Sweeney |

13. Number of full-time students enrolled in the institution:

As of spring 2014, 28,195 students were enrolled at UNC-CH. Of those, 17,670 were undergraduate students, 7,993 were in graduate programs, and 2,532 were in professional programs.

14. *Number of undergraduate majors in the unit, by sequence and total (if the unit has pre-major students, list them as a single total):*

Spring 2014 Figures from the UNC-CH Registrar

| Specialization | Undergraduate Majors |
|-------------------------------------|-----------------------------|
| Advertising | 170 (22%) |
| Broadcast and Electronic Journalism | 67 (9%) |
| Business Journalism | 22 (3%) |
| Editing and Graphic Design | 72 (9%) |
| Multimedia | 24 (3%) |
| Photojournalism | 25 (3%) |
| Public Relations | 255 (33%) |
| Reporting | 115 (15%) |
| Strategic Communication | 31 (4%) |
| Total Majors | 781 (101%) |
| Pre-majors | 345 |
| Total | 1,126 |

15. *Number of graduate students enrolled:*

As of Spring 2014

| | |
|-------------------------------------|---------|
| Total master's students: | 75 |
| Residential M.A.: | 33 |
| Online MATC students: | 42 |
| Total Ph.D. students: | 25 |
| Total of all graduate students: | 100 |

16. Number of students in each section of all skills courses (newswriting, reporting, editing, photography, advertising copy, broadcast news, etc.). List enrollment by section for the term during which the visit will occur and the preceding term. Attach separate pages if necessary. Include a separate list for online courses.

| JOMC Course | Fall 2014 | Spring 2015 (estimate) |
|---|------------------|-----------------------------------|
| JOMC 153, "Writing and Reporting" | 19 | 20 |
| | 22 | 20 |
| | 23 | 20 |
| | 20 | 20 |
| | 18 | 20 |
| | 17 | 20 |
| | 21 | 20 |
| | 20 | 20 |
| | 17 | 20 |
| | 20 | 20 |
| | 17 | 20 |
| | 18 | 20 |
| | 19 | 18 |
| JOMC 157, "News Editing" | 15 | 17 |
| | 15 | 17 |
| | 16 | 17 |
| JOMC 180, "Beginning Photojournalism" | 19 | 17 |
| | 13 | 17 |
| JOMC 181, "Intermediate Photojournalism" | 12 | |
| JOMC 182, "Introduction to Graphic Design" | 21 | |
| | 14 | |
| | 20 | |
| | 17 | |
| JOMC 187, "Introduction to Interactive Multimedia" | 19 | 17 |
| | 13 | 17 |
| | 14 | |

| JOMC Course | Fall 2014 | Spring 2015 (estimate) |
|---|----------------------------|-----------------------------------|
| JOMC 221, “Audio-Video Information Gathering” | 16 18 15 15 16 | 20 20 17 18 18 |
| JOMC 252, “Audio Journalism” | 15 15 14 | 20 20 |
| JOMC 253, “Introduction to Public Affairs Reporting” | 15 14 15 15 | 20 15 15 15 |
| JOMC 256, “Feature Writing” | 15 16 | 12 18 |
| JOMC 258, “Opinion Writing” | 18 | |
| JOMC 271, “Advertising Copy and Communication” | 24 22 21 | 28 26 26 |
| JOMC 272, “Advertising Media” | 35 20 | 18 18 |
| JOMC 333, “Video Communication for Public Relations and Advertising” | 16 | 20 |
| JOMC 334, “Presentation Design for Strategic Communication” | 16 | 17 |
| JOMC 421, “TV News Reporting and Producing” | 20 | 20 |
| JOMC 422, “Producing Television News” | 15 | 20 |






























| JOMC Course | Fall 2014 | Spring 2015 (estimate) |
|--|----------------------|-----------------------------------|
| JOMC 423, "Television News and Production Management" | | 20 20 20 |
| JOMC 425, "Voice and Diction" | 19 | 25 |
| JOMC 426, "Producing Radio" | 9 | 18 |
| JOMC 429, "Sports Xtra" | 14 | 20 |
| JOMC 431, "Case Studies in Public Relations" | 26 14 18 18 | 18 18 15 14 |
| JOMC 434, "Public Relations Campaigns" | 9 13 23 18 | 24 24 15 24 |
| JOMC 451, "Economics Reporting" | 25 | |
| JOMC 452, "Business Reporting" | | 18 |
| JOMC 453, "Advanced Reporting" | 10 | |
| JOMC 456, "Magazine Writing and Editing" | 8 | 17 |
| JOMC 457, "Advanced Editing" | | 17 |
| JOMC 459, "Community Journalism" | 16 | 18 |
| JOMC 463, "News Lab: Creating Tomorrow's News Products" | 17 | 20 |

| JOMC Course | Fall 2014 | Spring 2015 (estimate) |
|--|------------------|-----------------------------------|
| JOMC 472, “Advertising Art Direction” | | 17 |
| JOMC 473, “Advertising Campaigns” | 23 | 28 |
| JOMC 480, “Advanced Photojournalism” | 9 | 17 |
| JOMC 481, “Documentary Photojournalism” | | 17 |
| JOMC 482, “News Design” | 20 | 17 |
| JOMC 483, “Magazine Design” | 8 | 17 |
| JOMC 484, “Information Graphics” | 16 | 17 |
| JOMC 485, “Motion Graphics” | | 17 |
| JOMC 491, “News 21” | | 17 |
| JOMC 491, “The Business of Public Relations” | | 18 |
| JOMC 491, “Design and Development of Mobile Apps” | 12 | |
| JOMC 491, “International Advertising” | 17 | |
| JOMC 491, “Corporate Video Practicum for AD and PR” | | 17 |
| JOMC 491, “Sports Event Coverage” | | 20 |
| JOMC 560, “Medical and Science Journalism” | 8 | |
| JOMC 561, “Science and Medical Video Storytelling” | | 12 |
| JOMC 562, “Science Documentary Television” | 5 | |

| JOMC Course | Fall 2014 | Spring 2015 (estimate) |
|--|------------------|-----------------------------------|
| JOMC 565, “Environmental Storytelling” | 10 | |
| JOMC 581, “Multimedia Design” | 12 | 17 |
| JOMC 582, “Multimedia Narratives” | 7 | 17 |
| JOMC 583, “Multimedia Programming & Production” | | 17 |
| JOMC 585, “3-D Design Studio” | 17 | |
| JOMC 586, “Intermediate Interactive Multimedia” | 9 | 17 |
| JOMC 671, “Social Marketing Campaigns” | | 28 |
| JOMC 690, “Advanced Advertising Campaign Planning” | | 24 |
| JOMC 711, “Writing for Digital Media,” online | 12 | |
| JOMC 714, “Database and Web Research,” online | 12 | 20 |
| JOMC 720, “Strategic Communication,” online | 17 | |
| JOMC 721, “Usability and Multimedia Design,” online | 16 | |
| JOMC 732, “Public Relations and Strategic Writing” | | 18 |
| JOMC 753, “Reporting and Writing News” | 11 | |
| JOMC 782, “Multimedia Storytelling” | 21 | |

17. *Total expenditures planned by the unit for the 2014 – 2015 academic year: \$7,790,896*
Percentage increase or decrease in three years: 6%
Amount expected to be spent this year on full-time faculty salaries: \$4,400,000
18. *List name and rank of all full-time faculty. (Full-time faculty refers to those defined as such by the university.) Identify those not teaching because of leaves, sabbaticals, etc.*

47 Full-Time Faculty Members as of October 1, 2014

-  Penny Abernathy, Knight Chair in journalism and digital media economics.
-  Debashis Aikat, associate professor.
-  Spencer Barnes, assistant professor.
-  Andy Bechtel, associate professor.
-  Lois Boynton, associate professor.
-  Francesca Dillman Carpentier, associate professor.
-  Joan Cates, senior lecturer.
-  John Clark, lecturer and executive director, Reese News Lab.
-  Nori Comello, assistant professor.
-  Paul Cuadros, associate professor.
-  Dave Cupp, senior lecturer.
-  Patrick Davison, professor (2014-15 Fulbright in Japan.)
-  Tori Ekstrand, assistant professor.
-  Valerie Fields, lecturer.
-  Barbara Friedman, associate professor.
-  Rhonda Gibson, associate professor.
-  Ferrel Guillory, professor of the practice and director, Program on Public Life.
-  Jim Hefner, professor of the practice.
-  Heidi Hennink-Kaminski, associate professor.
-  Joe Bob Hester, associate professor.
-  R. Michael Hoefges, associate professor.
-  Anne Johnston, James H. Shumaker term professor.
-  Paul Jones, clinical professor.
-  Daniel Kim, assistant professor.
-  Steven King, assistant professor.
-  Susan King, John Thomas Kerr distinguished professor.
-  Daniel Kreiss, assistant professor.
-  Jock Lauterer, senior lecturer and director, Carolina Community Media Project.
-  Tom Linden, Glaxo Wellcome distinguished professor of medical journalism.

- 🏛️ Trevy McDonald, assistant professor.
- 🏛️ Dana McMahan, professor of the practice.
- 🏛️ Seth Noar, professor.
- 🏛️ Terence Oliver, associate professor.
- 🏛️ Cathy Packer, W. Horace Carter distinguished professor and co-director, UNC Center for Media Law and Policy.
- 🏛️ Daniel Riffe, Richard Cole eminent professor.
- 🏛️ Chris Roush, Walter E. Hussman Sr. distinguished professor.
- 🏛️ Laura Ruel, Hugh Morton distinguished professor.
- 🏛️ Adam Saffer, assistant professor.
- 🏛️ JoAnn Sciarrino, Knight Chair in digital advertising and marketing.
- 🏛️ Chad Stevens, assistant professor.
- 🏛️ Dulcie Straughan, James Howard and Hallie McLean Parker distinguished professor.
- 🏛️ John Sweeney, distinguished professor in sports communication.
- 🏛️ Ryan Thornburg, associate professor.
- 🏛️ C.A. Tuggle, Reese Felts distinguished professor.
- 🏛️ Lucila Vargas, Julian W. Scheer term professor and director, Latino Journalism and Media at Carolina.
- 🏛️ Lisa Villamil, assistant professor.
- 🏛️ Jon Yopp, Walter Spearman professor.

19. *List names of part-time/adjunct faculty teaching at least one course in fall 2014. Also list names of part-time faculty teaching spring 2014. (If your school has its accreditation visit in spring 2015, please provide the updated list of faculty at time of visit.)*

Spring 2014

- 🏛️ Amanda Adams.
- 🏛️ Delphine Andrews.
- 🏛️ Daniel Bernard.
- 🏛️ Steve Bouser.
- 🏛️ Linda Brinson.
- 🏛️ Esther Campi.
- 🏛️ Josh Carlton.
- 🏛️ Winston Cavin (3/4 time permanent.)
- 🏛️ William Cokas.

- Richard Cole.
- Tim Crothers.
- Bruce Curran.
- Christina Dodson.
- Cristina Fletes.
- Christa Gala.
- Adam Hochberg.
- Jeremy Holden.
- Melissa Hudgens.
- Gary Kayye.
- Kevin Kearns.
- Keith King.
- Chris Kirkman.
- Teresa Kriegsman.
- Mandy Locke.
- Stephanie Mahin.
- John McCann.
- Kevin Nathanson.
- Paul O'Connor (3/4 time permanent.)
- Sara Peach.
- David Radanovich.
- John Robinson.
- Merrill Rose.
- Donald Shaw.
- Genie Tyburski.
- Jessica Willoughby.
- Michael Yopp.

Fall 2014

- Steve Bouser.
- Roddy Boyd.
- Linda Brinson.
- Brian Carroll.
- Winston Cavin (3/4 time permanent.)
- Tim Crothers.
- Bruce Curran.
- Laura Fiorelli-Crews.
- Livis Freeman.

- 🏛️ Christa Gala.
- 🏛️ Amanda Gallagher.
- 🏛️ Adam Hochberg.
- 🏛️ Jeremy Holden.
- 🏛️ Melissa Hudgens.
- 🏛️ Maggie Hutaff.
- 🏛️ Gary Kayye.
- 🏛️ Hyosun Kim.
- 🏛️ Chris Kirkman.
- 🏛️ Shaena Mallett.
- 🏛️ Kevin Nathanson.
- 🏛️ Paul O'Connor (3/4 time permanent.)
- 🏛️ Matt Ogle.
- 🏛️ Sara Peach.
- 🏛️ David Radanovich.
- 🏛️ John Robinson.
- 🏛️ Merrill Rose.
- 🏛️ Donald Shaw.
- 🏛️ Walter Storholt.
- 🏛️ Ross Taylor.
- 🏛️ Genie Tyburski.
- 🏛️ Marshele Waddell.
- 🏛️ Beatriz Wallace.
- 🏛️ Michael Yopp.

Spring 2015 (projected)

- 🏛️ Amanda Adams.
- 🏛️ Delphine Andrews.
- 🏛️ Daniel Bernard.
- 🏛️ Steve Bouser.
- 🏛️ Linda Brinson.
- 🏛️ Esther Campi.
- 🏛️ Josh Carlton.
- 🏛️ Winston Cavin (3/4 time permanent.)
- 🏛️ William Cokas.
- 🏛️ Richard Cole.
- 🏛️ Tim Crothers.
- 🏛️ Bruce Curran.

- 🏛️ Christina Dodson.
- 🏛️ Cristina Fletes.
- 🏛️ Christa Gala.
- 🏛️ Adam Hochberg.
- 🏛️ Melissa Hudgens.
- 🏛️ Gary Kayye.
- 🏛️ Kevin Kearns.
- 🏛️ Keith King.
- 🏛️ Chris Kirkman.
- 🏛️ Teresa Kriegsman.
- 🏛️ Mandy Locke.
- 🏛️ Stephanie Mahin.
- 🏛️ John McCann.
- 🏛️ Paul O'Connor (3/4 time permanent.)
- 🏛️ Sara Peach.
- 🏛️ David Radanovich.
- 🏛️ John Robinson.
- 🏛️ Cathy Roche.
- 🏛️ Donald Shaw.
- 🏛️ Ross Taylor.
- 🏛️ Genie Tyburski.
- 🏛️ Michael Yopp.

20. *Schools on the semester system. For each of the last two academic years, please give the number and percentage of graduates who earned 72 or more semester hours outside of journalism and mass communications.*

| Academic Year | Total Graduates | Graduates who earned 72 credit hours outside of the School | |
|---------------|-----------------|--|-------------|
| | | Number | Percent |
| 2013-14 | 356 | 356 | 100 percent |
| 2012-13 | 359 | 359 | 100 percent |

Data taken from UNC-CH Registrar.