

Part II, Standard 8. Professional and Public Service



Reynolds Wolf, former CNN weatherman (alumnus)



Connie Schultz—Pulitzer-Prize Journalist, Ayers Lecturer

Executive summary (optional).

The union of professionals and academics is one that is very important in the training of future communication professionals, and our department reaches out to engage communication professionals as we do our alumni, another very important constituency.

As ambassadors of our program, alumni are important to us, and consequently we make efforts to actively engage them as much as possible. Some of the ways in which we engage both constituencies are through vigorous programs that involve both groups. Our annual Communication Week brings communication professionals—broadcasters, print journalists, and public relations practitioners—to campus annually to lecture, speak and interact with faculty and students. Our summer journalism institute also brings communication professionals to visit and speak to the institute students. Our endowed lecture series, the Ayers Lecture, also brings renowned communication professionals to lecture and interact with faculty and students annually. For our alumni, we hold an annual alumni reunion in their honor. We have published an annual alumni newsletter since 2006, although, for budget reasons, we had a hiatus in-between. Furthermore, we involve those alumni that are within driving distance in our communication advisory board and in our learning outcomes assessment. All these avenues provide us means of receiving feedback from them. Further, we receive more detailed feedback from them through our periodic alumni survey that helps us improve our curriculum and instruction.

All our faculty members belong to communication professional organizations paid for by the department. Most of the time, we have supported our faculty, 100 percent, when they attend professional conferences to present a paper or participate in professional service. Some of our faculty members—those with a terminal degree—serve as reviewers for conferences and scholarly journals.

We hold an annual summer journalism institute—a four-day intensive workshop for high school students aspiring to become journalists, and we partner with high school newspapers for projects. Our faculty and staff are also involved in various community service activities. One of our full-time faculty members still works on a freelance basis.

Please respond to each of the following instructions:

- 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 department's efforts at providing leadership, developing high standards of professional practice, and contributing to the advancement of journalism and mass communications as academic disciplines are exemplified in several activities that it regularly conducts. Such activities include its annual Summer Journalism Institute, Communication Week, Communication Advisory Board meetings, Alumni Reunion, and an endowed lecture series, as well as several major contributions by our faculty both to the profession and to the community at large.

An annual event, the Department of Communication's Summer Journalism Institute is a four-day intensive workshop designed to provide, free-of-charge, a course of instruction to high school students (especially juniors and seniors), on the basics of print (soon to become digital) journalism, broadcast journalism, as well as public relations. Each student is involved in the reporting, writing, and producing of print and broadcast stories, and PR packages. All students also produce, under the direction of the instructor, an electronic newspaper. Area minority students are intensively recruited for this program. See Appendix II.8.6A. "Summer Journalism Institute Program").

The Communication Week is also a four-day, annual event featuring active media professionals who visit our campus to speak to, and interact with, students in formalized lecture settings, and informal sit-down sessions. CNN producers, PR personnel from major corporations, television station managers and other media professionals all share their insights with JSU communication students.

Our annual Alumni Reunion brings our alumni back to campus to interact with our faculty, staff, and students. By so doing, we foster a continuous and lasting relationship with the ambassadors of our programs. Through feedback from reunions and alumni surveys, we revise and keep our programs strong and responsive to both industry and community needs.

Membership of our Communication Advisory Board comprises vice presidents of news organizations, editors, news directors, managing editors, public information directors, among others. Similar to the alumni reunion, our advisory board meetings link us directly with industry leaders who interact with us, advise us on changing industry standards and other relevant issues. Again, this helps to keep us connected and current in our field and in our community.

Each year, the department hosts the Ayers Lecture Series sponsored by Jacksonville State University in collaboration with *The Anniston Star*, northeast Alabama's internationally recognized regional newspaper. The lecture series brings in prominent media professionals to speak on issues of importance to journalism and mass communications. Many dignitaries as well as the general public are invited annually to the Ayers Lecture Series. The series is a two-day event, and as part of the program, the Ayers lecturer spends a day on the campus of JSU—much of that day in direct contact with communication students.

Over the years the Series has hosted such luminaries as: Diane McWhorter, essayist and Pulitzer-prize winning author; Harrison Salisbury, former N.Y. Times editor; Vitaly Korotich, Russian journalist; Tom Johnson, former CNN executive; Donald Trelford, former editor of *The Observer*; Hodding Carter III, Washington journalist and former president and C.E.O. of the Knight Foundation; Judy Woodruff, PBS senior correspondent; Rick Bragg, former Atlanta bureau chief for the N.Y. Times and a Pulitzer-prize winning author; R.W. Apple, former associate editor of *The New York Times* and a Pulitzer-prize winning author; Alexander Pumpyansky, editor-in-chief of *Novoye Vremya* and the *New Times of Moscow*; Alberto Ibarguen, former president and C. E. O. of the John S. and James L. Knight Foundation; Jackie Northam, foreign correspondent for NPR; Connie Schultz, Pulitzer-prize winning columnist; and a host of others, who have served as our Ayers lecturers.

All campus media are under the aegis of the department: *The Chanticleer* (the student newspaper), and WLJS-FM (the student radio station). Both media are supervised by the manager of student media, who also teaches for us on a part-time basis. He reports directly to the head of the department.

Student media are just that: student media. They are run by paid staff and part-time volunteers, the vast majority of whom are communication majors. The manager of student media, Mike Stedham, holds a master's degree in English, worked for many years as editor with *The Anniston Star*, worked for many years as a radio personality, and now teaches writing, reporting and newspaper design in the department. He occasionally works for WEAC TV-24 as

a news caster. He advises students in reporting, writing, and broadcasting affairs. The editorial tone and subject matter of the student media are controlled by the students themselves, in keeping with the First Amendment precepts they learn in the classroom. Among other things—public service function of informing and entertaining the public—the student media also serve as a practical laboratory for training our communication students in journalism and mass communication.

2. Provide brochures and other publications that describe the unit’s professional and public service activities.

Appended are documents describing our professional and public service activities: Summer Journalism Institute ([Appendix II.8.6A.](#)); Communication Week ([Appendix II.8.2A.](#)); Communication Advisory Board ([Appendix II.8.2B.](#)); Alumni Reunion ([Appendix II.8.2C.](#)); and Ayers Lecture Series ([Appendix II.8.2D.](#)).

3. Describe the unit’s contact with alumni, professionals and professional organizations to keep curriculum and instruction current and to promote the exchange of ideas.

As described earlier (see #1 above), our department uses the annual activities that it conducts as vehicles for keeping contact with the alumni, professionals, and professional organizations. Through our annual alumni reunion and alumni surveys conducted every three/four years, we receive feedback on our program’s effectiveness as well as the state of the industry and the job market. Such feedback usually leads to curriculum revisions to keep abreast of both the technology and the knowledge base.

Several alumni serve on our Communication Advisory Board, and this provides additional avenue for us to interact with our alumni and for them to provide feedback to us as to the state of the industry.

All our full-time faculty members and staff who teach for us belong to professional organizations. The department has had a tradition of paying fully for faculty membership of professional organizations except for the past two years when, because of budgetary constraints, it was unable to pay for that. It has, however, resumed that practice (the payment) since the 2013-2014 session. Organizational memberships in the department include Association for Education in Journalism and Mass Communication—ICD, MAC, SPIG, Law, Mass Communication and Society, Scholastic Journalism, Internship and Career, and Graduate Education; Society of Professional Journalists; College Media Advisers; Association of Schools of Journalism and Mass Communications; and Public Relations Society of America. These memberships afford the department further access to professionals and professional organizations through meetings and automatic subscription to professional journals and literatures. Our faculty also attends conferences to exchange ideas with other colleagues from the academy and the industry.

4. **List examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year). Please do not refer team members to faculty vitae for this information. Do not include service to the unit or institution; this information should be presented in Standard 4.**

Dr. Jeffrey B. Hedrick, Assistant Professor

Professional Service

- 2013 Oxford University Press. Textbook Chapter Reviewer, Fourth Edition of Converging Media by Pavlik & McIntosh.
- 2013 Oxford University Press. Ancillary Author, Test Bank Manual for Fourth Edition of Converging Media by Pavlik & McIntosh.
- 2011 Oxford University Press. Textbook Chapter Reviewer, Second Edition of Converging Media by Pavlik & McIntosh.

Membership in Academic, Professional, and Scholarly Societies

- 2013-present Association for Educators in Journalism & Mass Communication
- 2011-2013 Eastern Communication Association

Professional Development.

WORKSHOPS

- 2007 Mastering Macromedia Dreamweaver (July 25, Advanced Blackboard (Level 3)
- 2006: Intermediate Blackboard (Level 2)
- 2006: Creating a Scoring Rubric

Mr. Jerry Chandler, Assistant Professor

Mr. Jerry G. Chandler was interviewed extensively recently by *The National Geographic Channel* in conjunction with a pair of television specials the network will air in 2008.

PROFESSIONAL ORGANIZATION MEMBERSHIP

- 2007 – Member, Society of Professional Journalists.
- 2006 – Member, Society of Professional Journalists.

SPEECHES/PUBLIC APPEARANCES

- 2007 – Radio Media Tour. Spoke on half dozen radio stations nationwide about airline delays and airport congestion.
- 2006 – Appeared on WBRC-TV, Channel 6 in Birmingham two times, speaking on topic of airline safety and terrorism.

COMMUNITY SERVICE

- 2001 – 2007 – Lector, Sacred Heart of Jesus Catholic Church, Anniston.

SPEECHES/PUBLIC APPEARANCES

- 2007 – Radio Media Tour. Spoke on half dozen radio stations nationwide about airline delays and airport congestion.
- 2006 – Appeared on WBRC-TV, Channel 6 in Birmingham two times, speaking on topic of airline safety and terrorism.
- 2005 – Appeared on CNBC News with Brian Williams, speaking on topic of international terrorist threat to civil aviation.

Dr. Augustine Ihator, Professor of PR

Service to Professional Organizations

Summer 2010: Reviewed the textbook *Media Writing: Print, Broadcast, and Public Relations*. Third edition. By W. Richard Whitaker, et al. Routledge - Taylor & Francis Group.

Fall 2008: Reviewed a proposed new textbook *The Media Ethics Environment*. Routledge Publishers, NY. (November 2008)

October 2007: Reviewed the textbook *Strategic Planning for Public Relations*, 2nd edition by Ronald D. Smith. Publishers, Routledge, NY.

2006: On behalf of CQ Press, Washington, D.C., evaluated a textbook proposal titled *Setting Standards: Journalism Ethics for the Digital Age*. By Stephen D. Burgard.

Service to Profit and Non-profit Area Organizations

The following organizations were provided, pro bono, public relations and communications expertise and guidance on and off campus. Recommendations and evaluative tools for enhance organizational performance were offered.

SPRING 2013

- Save-A-Life of Calhoun County, AL. Michelle Payne, Executive Director.
- Fit-Stop Fitness Center, Jacksonville, AL. John Henry, Owner.

FALL 2012

- United Way of Etowah County, AL. Jessica Brown, Resource Development & Marketing Director.

SPRING 2012

- Wake & Bake Restaurant, Jacksonville, AL. Sandy Knight and Dev Wakeley, Owners.
- Peerless Grille and Saloon, Anniston, AL. Kristy Farmer, Owner/General Manager.

FALL 2011

- Sunny King Toyota, Oxford, AL. Vernon Thomas, General Manager.
- Jillybean's Cupcakes & Ice Cream Restaurant, Jacksonville, AL. Mrs. Jill Waters, Owner.

SPRING 2011

- Java Jolt Coffee House, Jacksonville, AL. Cindy Young, Owner (2nd time).

FALL 2010

- Alabama Power – A Southern Company, Anniston, AL. Brandon Glover, PR Officer.
- Regional Medical Center (RMC) Anniston, AL. Hilary Folsom, Manager of Marketing & Physicians Sales. And Vikki Simmons, RMC Foundation Director.

SPRING 2010

- Th' Promise, African American Theatre Group At Jacksonville State University, AL. Susan McCain, Advisor
- Java Jolt Coffee House, Jacksonville, AL. Cindy Young, Owner.

FALL 2009

- B.F. Dawgs Restaurant, Jacksonville, AL. Alan & Elizabeth Renfroe, Owners.
- IntraMurals at Jacksonville State University, AL. Allen Gilbert.

SPRING 2009

- Community Actors' Studio Theatre, Inc. (CAST). Mike Stedham, CAST Board Member.
- The Victoria – A Country Inn and Restaurant, Jacksonville State University. Patty Hobbs, Melanie Delap, and Tim Garner.

FALL 2008

- Calhoun County Chamber of Commerce and The Chief Ladiga Trail. Sherri Sumners and Mike Galloway.
- Athletic Department, Jacksonville State University, Jacksonville, AL. Greg Seitz and Ryan Nichols.

SPRING 2008

- Gadsden Museum, AL. Steve Temple, Director.

FALL 2007

- The Vault Deli & Pub. Shannon Wilson, and Bob Austin. Managers.
- Mary G. Hardin Center for the Cultural Arts, Gadsden, AL. Bo Caples, Manager.

SPRING 2007

- Jacksonville Christian Outreach Center, Inc. Jacksonville, AL. Mary Agnus Hester and Charley Evans. Managers.
- Silver Lakes Golf Course – Robert Trent Jones Golf Trail. Leigh Anne Black, Manager.
- Assisted Anniston Museum of Natural History with their publicity program. And participated as one of the judges at their Black Heritage Festival – Revisiting the Spirit of the Poets.

FALL 2006

- The Baptist Campus Ministries, Jacksonville State University, AL. Gary Brittain, Campus Minister.
- The Anniston Museum of Natural History, AL. Margie Conner, Marketing Manager.

SPRING 2006

- Athletic Department, Jacksonville State University, AL. Misty Cassell.
- Alumni Association, Jacksonville State University, AL. Kaci Ogle, Director.
- Sarrell Regional Optical Center, Anniston, AL. Jeffrey Parker, CEO and Brandi Mangum, Director of Marketing.

Mr. Mike Stedham, Manager of Student Media and part-time instructor

2012: Mike Stedham moderated a series of public debates featuring candidates for the Anniston City Council during the city's municipal elections.

1999- Present: Mike Stedham is a founding board member of Community Actors Studio Theater, which was established in 1999 as an amateur theater group presenting a variety of shows in Calhoun County. Stedham was CAST board president for five years and continues to appear in its productions.

2006-Present: Stedham has written seven dinner theater productions for several area charities including the Junior League of Anniston/Calhoun County, the Calhoun County Red

Cross, the Anniston/Calhoun County Public Library and the Heflin Arts Council.
2006-Present: Stedham works as a freelance writer who has articles published regularly in *Longleaf Style* magazine.
1985-Present: Stedham is the primary teacher for the Genesis Sunday School Class at the First United Methodist Church of Anniston

Dr. Patrick McGrail, Assistant Professor of Broadcasting

Professional Consultation

Political Speech Consultant –

Mayoral Candidate Anne Welch of Anniston, AL, April 15-July 15, 2012. Ms. Welch contacted me, apparently after having heard that I had had a background in political speech consultation in Massachusetts. I wrote a sample acceptance speech and advised her on the important points in local political communication.

Video Production -

Produced and recorded video for the Sacred Heart Christmas Concert, Boston MA, December 25, 2009

Worked with the Alabama Army National Guard on DVD for soldier preparedness for return billets in Afghanistan and Iraq, 2010.

Audio Production –

Produced and recorded audio for the Sacred Heart Church Children's Choir, Atlanta, GA May 2012

Paper Reviews

Reviewer, Association for Education in Journalism and Mass Communication (AEJMC), Communication Technology Division, April 2009.

Reviewer, Association for Education in Journalism and Mass Communication (AEJMC), Communication Theory and Methodology, April 2009.

Reviewer, Association for Education in Journalism and Mass Communication (AEJMC), Cultural and Critical Studies, April 2009.

Reviewer, Association for Education in Journalism and Mass Communication (AEJMC), History Division, April 2009.

Reviewer, Association for Education in Journalism and Mass Communication (AEJMC), Mass Communication and Society, April 2009.

Reviewer, International Communication Association (ICA), Communication and Technology Division. November-December, 2012.

Reviewer, International Communication Association (ICA), Journalism Studies Division, November-December, 2012.

Reviewer, International Communication Association (ICA), Mass Communication Division, November-December, 2012.

Reviewer International Communication Association (ICA), Philosophy, Theory & Critique Division, November-December, 2012.

Reviewer, International Communication Association (ICA), Communication History Division, November-December, 2012.

Reviewer, International Communication Association (ICA), Political Communication Division, November-December, 2012.

Reviewer, International Communication Association (ICA), Communication Law & Policy Division, November-December, 2012.

Reviewer, International Communication Association (ICA), Entertainment Studies Division, 2006.

Book Reviews

Reviewed textbook on video production for Oxford University Press, 2010.

Reviewed textbook on media history for Elsevier Publishing, 2010.

Journal Reviews

Reviewed for the *Journal of Communication Inquiry*, 2006.

Reviewer, *Southwestern Mass Communication Journal*, 2006.

Professional Affiliations

Member, Association for Education in Journalism and Mass Communication.

Member, International Communication Association.

Member, Project Vote Smart.

Other professional Work

Hosted weekly show on singers and songwriters on WQSU 88.9 FM, the campus radio station of Susquehanna University, 2006

Producer/Engineer, Live unplugged recording sessions at WQSU-FM. Includes national recording artists the Pat McGee Band, and many others, 2002-2006.

Judge, Iris Film Festival, 2006-2007.

Charitable and Religious Affiliations

Hispanic-American Association, Task Force member, December 2, 2012

Knights of Columbus, Selinsgrove, PA, 2006

Initial Supporter, Pennsylvania Museum of Broadcast History

Dr. Kingsley O. Harbor, Head of Department

Journal Review

(2011) Reviewed paper, "Beyond Hegemonic Polarities: The Radical Press and Security Agencies in Africa," for the African Studies Review

(2009) Reviewed paper for the African Studies Review

(2007) Reviewed paper: "Conditions for Media Influence on US Weak States' Policy: A Case Study of the 2003 Liberia Crisis," for the journal, African Studies Review. (January).

(2007) Reviewed the paper: "African Reporters in the Web of Politics: A Ghana Case Study," for the journal, African Studies Review. (April)

(2006) Communicating Ethically: Character, Duties, Consequences, and Relationships, Reviewed for Allyn and Bacon. (January)

(2006) Markham Competition research papers for the International Communication Division of the Association for Education in Journalism and Mass Communication. (April)

Community Service

Director-at-Large: Board of Directors, Girls Scout of North-Central Alabama 2006-2011

Director, Summer Journalism Institute: Conduct annual scholastic journalism workshops—a four-day intensive workshop for area high school students **2003-present**

Membership Of Learned Societies/Professional Organizations

Executive Editorial Board member, Intellectbase International Consortium. 2010-present

Association for Education in Journalism & Mass Comm. (AEJMC).1990 - present.

International Communication Division of AEJMC: 1990 -present.

Mass Communication & Society div. of AEJMC: 1990 -2000., 2005-present

Minorities & Communication (Mac) div. of AEJMC: 1990 -present.
Communication Ethics Division of AEJMC. 1994 - 1997; 2000-present.
Association of Schools of Journalism & Mass Comm. (ASJMC): 1995-present.
ASJMC Committee on Contemporary Leadership: 2010-present.

Professional Development—Continuing Education.

Outcomes Assessment Workshop. **The 16th Annual Institutional Effectiveness Intensive** Workshop Series by James O. Nichols et al. Nine of us selected across the university to attend the workshop. San Antonio, Texas. **July 31-Aug. 2, 2006.**

Invited Panelist/Discussant

Oxford Round Table (2010). Served as an invited panelist/discussant at the 2010 Oxford Round Table, a periodic, Invitational conference at Oxford University, England. March. (*Beyond serving as a discussant, a member of the Round Table is also Invited to present a paper.* See invited-paper section of vita for paper presented). March, 21-26.

Oxford Round Table (2009) Served as an invited panelist/discussant at the 2009 Oxford Round Table, Oxford University, England. March, 22-27.

Panels, Lectures, Reviews

Panelist: (2008). “Increasing Your Effectiveness as an Administrator,” A panel presented by the Administrative Committee of the Association of Schools of Journalism and Mass Communication (ASJMC) at the ASJMC annual Winter Meeting. New Orleans, La; Feb., 23.

(2007). “Department Chairmanship: Is it Really Hard.” A panel presented by the ASJMC Administrative Committee. The national conference of the Association for Education in Journalism and Mass Communication (AEJMC). Washington DC. August 10.

(2006). Panelist. National Conference on the Emerging Mind of Community Journalism. Sponsored and organized by the *Anniston Star*, the College of Communication & Information Sciences, University of Alabama (Tuscaloosa), and the Knight Foundation. In Anniston, Alabama, Feb. 8-9.

Moderator

(2010). Chair of 8:00 a.m. – 12:35 p.m. session. The 2010 Intellectbase International Consortium Conference, Atlanta, Georgia, Saturday, October 16.

(2009). Chair of 8:00 a.m. – 12:35 p.m. session. The 2009 Intellectbase International Consortium Conference, Atlanta Georgia, Saturday, October 16.

5. Describe the role of professional and public service in promotion and tenure decisions. Describe travel funding or other support by the unit for faculty involvement in academic and professional associations and related activities.

According to JSU's 2013 *Faculty Handbook*, decisions regarding promotion and tenure are based on three major criteria: (a) teaching effectiveness and advisement, (b) scholarship: research, creative and/or professional activities, and (c) professional, institutional, and community service, each carrying a proportional weight.

As a teaching institution, JSU places the greatest emphasis on teaching and advisement, yet a faculty member can neither be tenured nor promoted without being successful in the other areas, including professional and public service. The definition of "professional and public service" adopted by the university and the College of Education and Professional Studies is quite similar to that recommended by the ACEJMC in the *ACEJMC's new standards: guidelines in interpretation and application*, published in June 2005 (see [Appendix II.5.5 "JSU Policies on Promotion and Tenure"](#)). It includes activities related to the university, the profession, and the community, when such activities are also related to the faculty member's discipline.

A common language that runs through the criteria for tenure and/or promotion to any rank, and which points to the importance attached to professional and public service activities, is: "Demonstrate sustained service to the university, profession, and community." The term "sustained" refers to the four years preceding the faculty member's application date for promotion and/or tenure. A tenure and/or promotion applicant must perform at a level that meets expectation in all areas including professional and public service. Each faculty member undergoes a comprehensive annual evaluation by the department head, and this evaluation is the basis for ascertaining if a faculty member's performance meets expectation, exceeds it, or falls below it.

The department expects all full-time faculty members to be actively involved in academic and professional associations and activities. To facilitate that, the department has had a tradition of paying the full cost of faculty travel to professional conferences either for paper presentation or for committee service. Similarly, the department pays the full cost of faculty membership in professional associations. Although these departmental assistances have not occurred for the past two years because of budgetary constraint, but the university research and travel grants have continued unabated, and currently, the department has also resumed its faculty assistances once again.

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

Despite our small size, scholastic journalism is alive and well in our department. Traditionally, we have had two areas of focus on scholastic journalism, and they are the Summer Journalism Institute, and assisting burgeoning student newspapers in the area.

Our Summer Journalism Institute (SJI) culminates in a four-day intensive, residential workshop for high school students (juniors and seniors in particular) in the area. Each summer, department faculty conducts this workshop during which students are taught how to produce an electronic newspaper, radio program, television program, internet production, and

public relations package. In summer 2005, the department held two workshops back-to-back, one for minority high school students (sponsored by a grant from Alabama Press Association—our second grant from APA), and the other was a general workshop. That format no longer exists given the controversy over Dow Jones newspaper sponsorship of minority scholastic journalism. Instead, we now combine the two workshops, although we still maintain our vigorous recruitment of minority high school students for the workshop.

The second phase of our summer journalism institute—assisting burgeoning newspapers—involves our department and/or our student media working with emerging newspapers to help them survive. During its short life, the *Teen Scene*, a small newspaper written by high school students from area high schools and published by Mr. Gerald Decker, a local business man interested in providing community service to the area, benefited from our department’s Summer Journalism Institute by having permanent slots reserved in the institute for training *Teen Scene* staff. Faculty and staff also assisted them as needed in establishing their paper (see [Appendix II.8.6B. “The Teen Scene Newspaper.”](#)) Mr. Mike Stedham, our student media manager, on several occasions lectured to *Teen Scene* staff at workshops conducted by that paper. Dr. Kingsley Harbor, the department head, also visited and spoke to the students during their annual banquet.

Several years ago, Jacksonville High School started a newspaper published for the first time in 2006 with the assistance of our department faculty and students. Two of the pioneer student journalists working with the Jacksonville High School newspaper (including its editor) were 2005 graduates of our summer journalism institute. In partnership with the Department of Communication and *The Jacksonville News*, a local newspaper, Jacksonville High School secured a grant for its newspaper.

NAA Foundation Student Newspaper Award

Further, Jacksonville High School partnered with us and with *The Jacksonville News* for the Newspaper Association of America Foundation project, and we are delighted that our partnership won the 2006-07 NAA grant. Please see the award at [Appendix II.8.6C. “Jacksonville High School Student Newspaper.”](#)

In recent years, our SJI has continued to do well—reaching out to students beyond Calhoun County to Jefferson County—Birmingham and beyond.

7. Describe the unit’s methods for communicating with alumni, such as newsletters or other publications. Attach copies of publications during the previous academic year. (These documents can be placed in the appendices binder.)

Avenues for communicating with our alumni include an alumni newsletter (see [Appendix II.8.7 “The Jacksonville Communicator”](#)), alumni reunions (see [Appendix II.8.2C. “Annual Alumni Reunions.”](#)), alumni surveys (see [Appendix II.9.3D. “Communication Alumni Survey Instrument.”](#)), communication week invitation to campus, and through two advisory boards (the Communication Advisory Board or CAB, and the WLJS Advisory Board). Many alumni serve on the CAB, while all members of the WLJS board are alumni. A significant amount of communication also goes on by e-mail—mainly in relation to updating their addresses on the department’s website. Alumni frequently send us information via e-mail to notify us of their

change of address, job and job positions. That offers us additional opportunity to send inquiries to them regarding any relevant subject.

The advantage of having many communication avenues with alumni is that the communication link between our department and its alumni never goes cold even when one of those avenues, for any reason, becomes inactive for a period of time, as was the case with our newsletter, the *Jacksonville Communicator*. The *Communicator* began publication in 2006, but went into a hiatus during the years of severe economic depression when our budget could not sustain its publication. However, our relationship with our alumni continued through other avenues, as listed above. Upon resumption of its newsletter publication, the department has now published its second newsletter since 20013. It is sent to all alumni on record, and distributed to members of alumni who attend our annual alumni reunion.

At alumni reunions, the department presents attendees with literature showing changes in the department. The department head, in his speech to the alumni, thanks them for their strong support of the department demonstrated through their regular contributions to the department and urges all alumni to become active participants in shaping the future of the department.

Alumni surveys typically provide the department with the most detailed and perhaps most reliable information from alumni, and plays a significant role in the department's revision of curriculum as well as other relevant changes that may be necessary. The department does not survey alumni annually as that may be redundant, but it conducts a periodic survey to give time for some changes that may occur between the last survey and the next one.

Another communication link that exists between the department and its alumni is participation in student learning outcomes assessment discussed in details in # 8 below.

8. Describe the involvement of alumni in the unit's educational and public-service programs (placement, internships, fund-raising, curriculum development, etc.) and in advisory or visitors' boards.

We make efforts to ensure the involvement of our alumni in our activities as much as it is practicable. We turn departmental activities—alumni reunion, communication week, internship, communication advisory board, alumni survey, summer journalism institute, and learning outcomes assessment—into opportunities to involve our alumni in the life of the department.

As mentioned above, our alumni reunion is a yearly event that brings our alumni to campus to see and learn of the progress, goals, and needs of the department. It also offers opportunity for our current students to interact and network with alumni especially for job purposes. Although an informal occasion, the reunion provides a face-to-face interaction between our faculty—most of who were not here when most of those alumni were students—and our alums. That face-to-face interaction puts a face to a name the next time a faculty member picks a telephone to talk to an alum.

Every year during our Communication Week, we strive to include one or more alums among the week's speakers, except when that is not feasible due to scheduling conflicts. Our 2002 Communication Week luncheon keynote speaker, Ms. Catherine Callaway, a CNN weekend

anchor, is an alumna; our 2005 broadcast day speaker, Jason Bozeman, program director for Mix 102.9-FM in Gadsden, Alabama, is an alumnus; our two speakers for the 2004 broadcast day were Ms. Elizabeth Chandler and Mr. Lantz Croft, both from WBRC Fox-channel 6. Both are our alumni; our 2005 luncheon keynote speaker, Mr. Roy Williams of the *Birmingham News* (the largest daily newspaper in Alabama) is an alumnus; our 2007 luncheon keynote speaker, Mr. Reynolds Wolf, weather and anchorman for CNN, is our alumnus; our 2013 public relations day speaker, Ms. Jessica Brown, Marketing Director for the United Way of Etowah County, is an alumna, as is our 2013 Communication Week keynoter, Mr. Lantz Croft, Operations Manager, WBRC Fox 6 TV in Birmingham. These women and men come back from time to time to enrich our faculty and students with their wealth of experiences accumulated over the years.

As briefly touched on in #7 above, the Department of Communication has two advisory boards—the Communication Advisory Board (CAB) that advises the entire department, and the WLJS Advisory Board, which advises the radio station specifically. The latter is strictly for all alumni who—as students—worked as permanent staff of the radio station. Only about two years old now, this latter board was the brainchild of these alumni themselves, whose sole purpose is to ensure that WLJS produces professionally trained students who will go into radio as a career. To do this, the board engages in fund drives for the station and provides advice to the student staff of the station. Their efforts supplement the work of our faculty in a very meaningful way. Recently, the board raised several thousands of dollars for equipment for the station. Approximately 56% of the Department of Communication’s CAB membership is made up of our alumni. Many alumni, during the yearly reunion, express interest in becoming involved in departmental affairs. The only obstacle is distance—most of them are not within driving distances.

We utilize members of our advisory board as part of our learning-outcomes assessment team, and most of those used are our alumni. For instance, this past year, Mr. Lantz Croft, operation’s manager for WBRC-Channel 6 Fox news in Birmingham, Alabama, participated as an assessor; Mr. Ben Cunningham, Metro editor for *The Anniston Star* was also an assessor, as was Ms. Jessica Brown, Marketing Director for United Way of Etowah County. All are our alumni, and we are grateful to them for their unrelenting readiness to provide us with their services.

We also seek opportunities to bring them back as instructors in our classrooms when possible. Among those who have, in recent times, worked for us as adjunct faculty are Mr. Mickey Shadrix, Partner/owner of The Heritage Communications—WJXS TV-24; Ms. Pamela Hill, Gadsden State Community College instructor; Mr. Gary Lewis, web editor at *The Anniston Star*; and Ms. Laura Tutor, former reporter, *The Anniston Star*. Furthermore, our alumni survey is another rich source of informational input from alumni for curriculum revision.

Through interactions with faculty and students, as stated above, alumni help generate significant internship opportunities, opportunities that stem from their own positioning in local, regional, and national communication outlets. With the exception of the WLJS Advisory Board described above, our alumni, at this point, have neither a formal nor informal role in fund-raising. Generally the major apparatus for advancement campaigns at JSU is the JSU Foundation, and units—colleges and departments—are glad to cooperate with the Foundation as needed. Units’ reliance for funding is pegged to university allocations, and grants obtained on an ad-hoc basis from corporations and media foundations.