Part II, Standard 5. Scholarship: Research, Creative and Professional Activity

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Executive summary

The 2009 reaccreditation site visit team recommended that the school "rededicate itself to provide the support and mentoring necessary to convert the promise of greater scholarly activity to reality, particularly among younger faculty members."

The SJMC heard the message loud and clear. It created an environment that encourages research and creative production, as well as collaborations among faculty members.

- The school hired 11 new full-time faculty with PhDs or other doctorates, resulting in a significant increase in scholarly output. The number of faculty-authored refereed journal articles has increased in the past six years to 72, along with 27 articles, 131 refereed conference papers and 27 articles non-refereed publications. The faculty has become active in conferences and presentations with more than 200 such activities.

- Three assistant professors were awarded tenure and promotion in 2013 and were granted tenure largely based on the quality of their research. They were the first assistant professors to be granted tenure at the school in over 20 years. One of this cohort recently received the university's highest award for excellence in research, and another one of the cohort received the highest award for excellence in engagement.

- New hires are typically granted course releases and graduate assistants in the first three years of their careers, in order to help them establish a research agenda and achieve their academic goals toward tenure.

- Academic and professional faculty are working together on high profile research and creative projects, such as the award-winning sea level rise/climate change project, which has both
FIU SJMC Undergraduate Self-Study Report for Accreditation Visits in 2014 - 2015

academic and popular media components; and award-winning social marketing operations and stigma reduction campaigns of a county-wide children's mental health initiative.

Please respond to each of the following instructions:

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

SJMC researchers receive encouragement from FIU, which emphasizes research as a major component in the university’s mission. FIU is Carnegie-designated as both a research university with high research activity and a community-engaged university. Research at FIU focuses on addressing scientific challenges, as well as the social and economic needs of Florida and the nation. FIU faculty produce research that is linked to local economic development and problem solving, as well as broader concerns.

The FIU Division of Research supports the university’s research mission by providing leadership in research administration, supporting the endeavors of the University’s research community, and ensuring the responsible stewardship of research activities.

SJMC faculty are internationally recognized scholars and professionals who create new knowledge that contributes to understanding and solving community and global issues. They are expected each year to make research and scholarly work public in the manner generally accepted and appropriate for their discipline or profession on a continuing basis. Each chairperson is expected to meet regularly with each faculty member to discuss his or her progress in the areas of research and creative work. The dean encourages scholarly productivity through summer research grants, graduate research assistants and faculty mentoring sessions with untenured faculty. The associate dean for graduate studies and research also helps to facilitate research productivity through faculty forums devoted to grant writing and other research topics.

A key goal in the SJMC’s strategic plan is to encourage and increase original academic research, scholarly and professional work by the SJMC faculty in order to enhance academic excellence and leadership. The school’s plans for achieving this goal are to:

1) Seek sponsored research support in order to increase financial resources required to support research initiatives and research assistants;

2) Encourage collaborative research, scholarly and professional work across SJMC faculty as well as outside SJMC, but within FIU;

3) Establish and develop a network of researchers with mutual interests in order to explore collaborative research initiatives;

4) Actively participate in the leading national and international conferences in journalism and mass communication; and

5) Address issues surrounding teaching loads and budget constraints in order to facilitate increased output by faculty in research, scholarly and professional work.

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

We include in this standard the academic and professional work done by 24 of the 30 current (fall 2014) full-time SJMC faculty, including professional-practice faculty (assistant, associate and full professors)
and academic faculty (assistant, associate and full professors). We excluded from this list full-time lecturers.

We include here only the work done by faculty during their time at FIU. We did not include the work done by lecturers, instructors, adjunct faculty, visiting instructors, part-time faculty, or faculty who left FIU between 2009 and 2014.

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

The chart uses the same metrics provided in the sample table. The “Other” category is comprised largely of conference papers and presentations that do not fit elsewhere and editorial contributions such as moderating panels and creating posters. The non-juried works are tied in part to the documentaries done by the faculty.

<table>
<thead>
<tr>
<th>Scholarship, Research, Creative and Professional Activities</th>
<th>By Unit</th>
<th>Full Professors</th>
<th>Associate Professors</th>
<th>Assistant Professors</th>
<th>Other Faculty</th>
<th>Totals</th>
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<tr>
<td>Awards and Honors</td>
<td>41</td>
<td>25</td>
<td>15</td>
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<td>Grants Received Internal</td>
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<td>2</td>
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<td>2</td>
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<td>4</td>
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<td>2</td>
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<tr>
<td>Articles in Refereed Journals</td>
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<td>Articles in Non-refereed Publications</td>
<td>27</td>
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<td>Juried Creative Works</td>
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<td>5</td>
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### Standard 5

#### Non-juried Creative Works

<table>
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<tr>
<th></th>
<th>28</th>
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<td>Other (specified)</td>
<td>198</td>
<td>67</td>
<td>104</td>
<td>31</td>
</tr>
</tbody>
</table>

* Co-authored work should be counted as a single publication in the unit totals, however if, for example, two members of the faculty are co-authors on the same journal article, it would be reported as a publication for both authors.

** Includes all full-time faculty who do not hold listed ranks, such as instructors and others on term appointments. Many faculty in this category may hold teaching appointments without significant scholarship, research or creative requirements.

#### 4. List the scholarly, research, creative and professional activities of each member of the full-time faculty in the past six years.

Please provide a full list; do not refer team members to faculty vitae for this information. (Full-time faculty refers to those defined as such by the unit.) If including faculty who have since left the unit, please note. Professional service activities will be reported in Standard 8.

Raul Reis

*Dean and Professor*

**Scholarly Books**


**Articles in Refereed Journals**


**Articles in Non-refereed Publications:**


**Refereed Conference Papers:**

- Will Climate Change Ever Create a Meme Powerful Enough to Disrupt the Global Conversation? Presented to the International Association for Media and Communication Research (IAMCR) 2013 International Conference. Dublin, Ireland, June 25-29, 2013.
- Don't Fear the Needle: A Community Perspective Approach to Examining H1N1 Flu Vaccination Patterns and Health Communication Awareness in Southern California. Presented at the 28th World Congress of the International Association for Media and Communication Research (IAMCR), Braga, Portugal, July 18-22, 2010. With Andrew Schrock.

Other: Non-refereed Conference Papers and Presentations:

- Redes Sociais, Novas Tecnologias e a Mídia Digital. Presented at the Brazilian Association of Interdisciplinary Studies in Communication (Intercom) National Conference, Manaus, Brazil, Sept. 4-8, 2013.


Kathy Fitzpatrick
Associate Dean of Graduate Studies and Professor

Awards and Honors

• Research Fellow, Center on Public Diplomacy, University of Southern California, 2009-2011

Scholarly Books


Book Chapters


Monographs


Articles in Refereed Journals


Refereed Conference Papers

• Teaching Innovations in Journalism and Mass Communication. Program chair and moderator at the annual conference of the Association for Education in Journalism and Mass Communication, Montreal, Canada, August 2014.

• Cross-Border Collaborations and Strategic Communication in the Public Interest. Program developer and moderator at the International Communication Association annual conference in Seattle, Washington, May 2014.
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Other: Non-refereed Conference Papers or Presentations

- Teaching Public Relations Ethics. Panelist for national webinar sponsored by the Plank Leadership Institute at the University of Alabama, February 2011.
- Policy Advisor or Chief Communicator? Deciding Public Relations’ Fate. Program developer and moderator at the annual conference of the Association for Education in Journalism and Mass Communications, August 2010.
- USIA Alumni Views on Anti-American Attitudes among People Abroad. Paper presentation at the annual conference of the Association for Education in Journalism and Mass Communications, Boston, MA, August 2009.

Other: Editorial

- Co-editor, Palgrave Macmillan Book Series on Global Public Diplomacy, 2009-present
- International Advisory Board, The Hague Journal of Diplomacy, 2010-present
- International Advisory Board, Public Diplomacy Magazine, 2009-present
- Editorial Board, Communication Quarterly, 2008-present
- Editorial Board, Journal of Public Relations Research, 2000-present
• Editorial Board, *Journal of Mass Media Ethics*, 2000-present
• Editorial Board, *Public Relations Review*, 1996-present

**Lillian Lodge Kopenhaver**
*Dean Emerita and Professor*

**Articles in Refereed Journals**

• Kopenhaver, L.L. “College Student Media Advisers Fare Well Despite Uncertain Times,” *College Media Review Research Annual*, 52, Fall 2014.

**Other Editorial**

• Manuscript reviewer, *Communication Law and Policy*, 2012-14
• Refereed paper judge: Law and Policy Division, AEJMC, 2010-14

**Other: Non-refereed Conference Papers and Presentations**

• Panel organizer and moderator, “Building Bridges to High School Journalism,” Association for Education in Journalism annual convention, Denver, August 2010.
• Invited paper, “Best Practices in Advising Student Media,” Association for Education in Journalism and Mass Communication annual convention, Chicago, August 2012

**Frederick Blevens**
*Professor*

**Articles in Refereed Journals**


**Book Reviews**

Articles in Non-refereed Publications


Other: Non-refereed Conference Papers and Presentations

• Moderator, "Hispanics in the Media," panel discussion of local media dignitaries, FIU CommWeek. 2014.
• Organizer and Moderator of screening of “A Fragile Trust,” the documentary on the Jason Blair affair at the New York Times. Following the movie, I conducted an interview and audience Q&A with Macarena Hernandez, who blew the whistle on Blair’s unethical behavior. March 2014.
• Moderator, juried panel session, American Journalism Historians Association, Tucson, AZ, October 2010.
• Moderator, juried panel session, American Journalism Historians Association, Birmingham, AL, October 2009.
• Panelist, “The Journalism Academy & the News Media’s Quest for a Digital-Age Business Model: Who Speaks for Ethics and the Public Good?” Media Ethics Division and the Civic and Citizen Journalism Interest Group, Association for Education in Journalism and Mass Communication, Boston, August 2009.

Allan Richards
Associate Dean and Associate Professor

Awards and Honors

Grants Received External

- Awarded $30,000 in 2009 from the McCormick Foundation and $30,000 from the Miami Herald, South Florida Sun-Sentinel and the Palm Beach Post to launch the South Florida News Service. Awarded $250,000 by the Scripps Howard Foundation to sustain the South Florida News Service.
- Non-Scholarly Books, Sole or Co-authored

Articles in Non-refereed Publications


Non-juried Creative Works

- Richards, A. & MacMillin K., “The Miami Epidemic,” a one-hour broadcast on South Florida’s regional PBS station (WPBT-2) that included “Lessons from South Africa,” documentary about HIV/AIDS in South Africa and Miami, and a panel discussion with former CDC AIDS researcher Dr. William Darrow and the Miami-Dade Health Department. February 2011.
- MacMillin, K & Richards, A., “Tell Somebody: The New Face of HIV/AIDS,” a one-hour broadcast special focusing on HIV/AIDS in South Florida that aired on South Florida’s regional PBS station (WPBT-2), October 2010. The documentary is used as an educational tool for students and the community.
- Richards, A. & MacMillin, K, Four-part Web series “The Stigma Stops with Me.” in conjunction with The Miami Herald. The Miami Herald posted the video series on its website, and had one of the largest number of visitors to its site for a non-news driven story. March 2009.

Other: Non-refereed Conference Papers and Presentations

• Moderator, Presidential campaign advertisements: 1952-present.
• Wolfsonian Museum, Miami Beach, Florida, November 2012.
• Panelist: “Using Social Media in Public Relations”, PRSSA, Miami, Florida, September 2009

Teresa Ponte
Chair and Associate Professor

Awards and Honors

• Invited judge of the Scripps Howard 2013 National Journalism Awards.
• Dow Jones Multimedia Training Academy awarded a fellowship to attend a week-long training, University of Texas at El Paso, 2013.
• Fulbright Specialist Scholar designation, 2013.

Non-juried Creative Work

• Ponte et al. Multimedia news feature: “Bowie Bakery—42 Years of Traditional Pan Dulce” published on Borderzine, June 2013.
• Ponte, T., & MacMillin, K, Video: “The Class of 2013.” Herbert Wertheim College of Medicine’s Division of Research Data and Information, 2010.

Other: Non-refereed Conference Papers and Presentations

• Moderator, “The Most Dangerous Man In America: Daniel Ellsberg and the Pentagon Papers” panel discussion with Daniel Ellsberg via Skype, Hearst Lecture Series with the collaboration of WPBT-2, Miami, Florida, 2011.

Other: Editorial

• Moderator: “Women of Influence,” interview series sponsored by the Office of Equal Opportunity Programs and Diversity, Florida International University, Miami, Florida April 5, 2011.

Maria Elena Villar
Associate Professor and Interim Chair

Monographs

- Florida Grand Opera – Growing an Audience for the Opera in Miami. A survey of FGO patrons (May 2012). Florida Grand Opera

Articles in Refereed Journals


Refereed Conference Papers or Presentations


Other: Invited Lectures and Presentations


- “Relationship abuse in cyberspace” in Covering Domestic and Sexual Violence: 30th Journalist & Editors Workshop on Latin America and the Caribbean, March 19, 2013, Miami, FL


- “Healthy Teen Dating Relationships: What is the Parents’ Role?” Part of Martin County Character Counts Parenting Series, February 7, 2013, Stuart, FL

- Keynote speaker at event for youth: “Dating, Dodging & Ditching: an opportunity to learn more about healthy teen dating relationships” sponsored by Soroptimist Club of Stuart, Stuart, FL February 6, 2013

- “Action Research and Community-Based Participatory Research.” Guest lecturer (webinar) in University of Notre Dame Graduate Program in Non-Profit Management Research Course, October 1, 2012.

- “Healthy Teen relationships and Teen Dating Violence” at Mapping the Middle parent seminar and panel discussion hosted by Tykes & Teens and the Martin County School District, September 22, 2012, Stuart, FL.
• “Findings of Miami-Dade County Teen Dating Violence Community Assessment.” at Safe States/NCIPC Injury Conference 2011, April 6-8, 2011, Iowa City, IA
• “Comparing Online News Coverage, Mortality and Perceived Risk of Leading Diseases and Injuries.” Presented by Maria Elena Villar & Lynne Farber. Faculty research Panel, Communications Week 2011.
• “Communication Theory in Public Health Prevention Campaigns” guest lecture in Dr. William Darrow’s Public Health Program Development at FIU Stempel College of Public Health & Social Work, January 31, 2011, Miami, FL
• “FACES: Transforming the Children’s Behavioral Health System of Care.” Miami-Dade Community Based Care Alliance, October 6, 2010, Miami, FL
• “Branding for Non-Profit Organizations”, PRSA-Miami Continuing Education Seminar, September 2010
• “Engaging Girls in System Transformation: The case of FACES.” Presented by Kimberly Foster, Tiffany Wright, Lorene Bauduy & Maria Elena Villar at Girls Coalition Conference, October 5, 2010, Miami, FL

Other: Poster Presentations


Other: Editorial

• Univision News with Lourdes del Rio, December 2, 2012, Redes sociales ¿beneficios o perjuicios? [Social Networks, Benefits or Harms?]
• Sun Sentinel with Mike Clary, June 6, 2012, Miami 'zombie' face-eating attack victim Ronald Poppo has long road ahead of him, physician says
• Conflict Corner Blogtalk Radio Show Priscilla Dames, October 13, 2010 Topic: Domestic Violence Month: Is teen dating violence domestic violence?
**Margo Berman**  
*Associate Professor*

**Textbooks**


**Articles in refereed journals:**


**Other: Online Books**


**Mario Diament**  
*Associate Professor*

**Awards and Honors**

- Winner of the Konex Award of the Letters, which distinguishes the personalities of highest relevance in Argentine Letters in the last decade. Buenos Aires, Argentina, 2014
- Winner of the MARÍA GUERRERO AWARD, Best Play for Land of Fire, Buenos Aires, Argentina, 2014
- Winner of the New York Critics’ ACE AWARD for Best Play Blind Date, New York, 2013.
- Winner of the ACE AWARD (Critics’ Association) for Best Play Land of Fire, Buenos Aires, Argentina, 2013.
- Winner of the ACE AWARD, Best Play for Blind Date, Mexico City, Mexico, 2010.
- Winner of the New York Critics’ ACE AWARD for Best Play Blind Date, New York, 2013.
- Winner of the ACE AWARD (Critics’ Association) for Best Play Tierra del Fuego, Buenos Aires, Argentina, 2013.
- Winner of the ACE AWARD, Best Play for Blind Date, Mexico City, Mexico, 2010.

Articles in Non-refereed Publications

- Diament, M., Bi-weekly column on U. S. affairs, El Cronista, Buenos Aires, Argentina, 2009-2013.
- Diament, M., Bi-weekly column on U. S. affairs, El Cronista, Buenos Aires, Argentina, 2009-2013.

Non-juried Creative Works

- M. Diament, "For the love of Lou," Cervantes National Theater, Buenos Aires, April 2011.
- M. Diament, "For the love of Lou," Cervantes National Theater, Buenos Aires, April 2011.

Other: Non-scholarly Books, Sole-or-co-authored

- Other: non-scholarly books, sole-or-co-authored
- Diament, M. Un Informe Sobre la Banalidad del Amor, (Editorial Los Libros de Godot, Mexico City, Mexico, 2011).
- Diament, M. Por Amor a Lou (Editorial Colihue, Buenos Aires, Argentina, 2011).
- Diament, M. Cite a Ciegas (Editorial Los Libros de Godot, Mexico City, Mexico, 2010).
- Diament, M. Un Informe Sobre la Banalidad del Amor, (Editorial Los Libros de Godot, Mexico City, Mexico, 2011).
- Diament, M. Por Amor a Lou (Editorial Colihue, Buenos Aires, Argentina, 2011).
- Diament, M. Cite a Ciegas (Editorial Los Libros de Godot, Mexico City, Mexico, 2010).

Leonardo Ferreria
Worlds Ahead Scholar and Associate Professor

Book Chapters

### Articles and Presentations in Non-refereed Publications


### Other: Non-refereed Conference Papers and Presentations

- Panel: “The Venezuelan media in times of crisis: Local and global concerns sponsored by the Latin American and Caribbean Center (LACC), School of International and Public Affairs, Florida International University, Miami, Florida, February 25, 2014.
- Panel: “The future of mass communication research in Latin America: Assessing where we are and where we will be in the next decade,” sponsored by the Florida International University’s School of Journalism and Mass Communication (SJMC) and the AEJMC-FIU Latino/Latin American Research Award, Association for Education in Journalism and Mass Communication (AEJMC), Washington D.C., August 9, 2013.
- “2014 International Emmy Awards” (Current Affairs Category), jury deliberation rounds, HBO Latin America, Miami Beach, Florida, July 1-2, 2014 [with submissions from the dailies El Universal (Mexico), La Nación (Costa Rica), El Nacional (Caracas), El Tiempo (Colombia), El Comercio (Ecuador), El Mercurio (Chile), El Comercio (Peru), La Nación (Argentina), El País (Uruguay), and O’Globo (Brazil)].
- “Legal and ethical challenges and opportunities,” Roundtable proponent and moderator, 31st Annual Journalists and Editors Workshop on Latin America and the Caribbean: How Free Are Media in the Americas Today? School of Journalism and Mass Communication (SJMC) and the Latin American and Caribbean Center (LACC), Florida International University, North Miami, Florida, March 27, 2014.
David Park  
Associate Professor

Grants Received Internal

- Various signatories (2010). *Journalism, media studies and effective democracy*. Funded with a grant from the Interdisciplinary Research Group Grant program, FIU-LACC/UM-CLAS. $5,000. 2010.

Books


Book Chapters


Articles in Refereed Journals


Refereed Conference Papers or Presentations

- Park, D., Wang, W., Pinto, J. (2013). Beyond nuclear disaster and risk: Comparison of post-Fukushima nuclear news in U.S. and German press. Accepted to the International Association for Media and Communication Research’s (IAMCR) Annual Conference, Dublin, Ireland, June, 2013.
Refereed workshop presentation presented at the 36th Annual International Improving University Teaching Conference held in Bielefeld, Germany, July 19-22, 2011.


Book Reviews


Other: Conference Proceedings


Juliet Pinto
Associate Professor

Awards and Honors

- FIU Faculty Award in Excellence in Research and Creative Activities, 2014
- Best Short Documentary, DocMiami International Film Festival, 2014
- SJMC Award of Excellence for Exceptional Research/Scholarly/Professional Activity, 2009.

Grants Received Internal

- MacMillin, K., & Pinto, J. “South Florida’s Rising Seas.” Creative word funded with a $1,500 grant from the SJMC Summer Research Award, 2013.

Grants Received External

- Various signatories. “Journalism, media studies & effective democracy.” (2010). Funded with a $5,000 grant from the Interdisciplinary Research Group Grant Program, FIU-LACC/UM-CLAS.

Book Chapters


Articles in Refereed Journals


Refereed Conference Papers

- Park, D., Wang, W., & Pinto, J. Beyond nuclear disaster and risk: Comparison of post-Fukushima nuclear news in U.S. and German press. Presented at the 2013 meeting of the International Association of Media and Communication Research.
- Parker, B., Segev, S., & Pinto, J. (2010, March.) What it means to go green: Consumer perceptions of green brands and dimensions of “greenness.” Presented at the meeting of the American Academy for Advertising, Minneapolis, MN.

Encyclopedia Entries


Articles in Non-refereed Publications

Non-juried Creative Works


Other


**Neil Reisner**  
*Associate Professor*

**Articles in Non-refereed Publications**

- Reisner, N. (2009). Bringing diversity to the newsroom is not the same as bringing diversity to coverage. *Nieman Watchdog*, August 2009

**Other: Invited Lectures**

- Countless presentations at IRE/NICAR conferences.

**Michael Scott Sheerin**  
*Associate Professor*

**Book Chapters**


**Articles in Refereed Journals**


**Refereed Conference Papers**


Non-juried Creative Works

• Designer, logos and animation for AutoNation Human resources national training video (2009).

Other: Non-refereed Conference Papers and Presentations


• Juried Creative Works
• Producer, Director, Creative on 305 - from the Roots Out, a documentary about culture and diversity in Miami-Dade; accepted and screened at the inaugural FIU-SJMC Media Arts Film Festival (MAFF) in 2013.

**Lorna Veraldi**  
*Associate Professor*

Awards and Honors

• Awarded Third Place Faculty Paper for Free Speech and Social Media: Do School Officials Shed Their Disciplinary Authority at the Schoolhouse Gate? Presented to the Law and Policy Division of the AEJMC Southeast Colloquium. March 2013. Tampa, FL.

• Awarded Second Place Faculty Paper for The Newspaper-Broadcast Cross-Ownership Rules: Content-Neutral or Tools of Censorship? Presented to the Law and Policy Division at the AEJMC Southeast Colloquium. March 2010. Chapel Hill, NC.

Articles in Refereed Journals


Refereed Conference Papers


• Veraldi, Lorna. Free Speech and Social Media: Do School Officials Shed Their Disciplinary Authority at the Schoolhouse Gate? Presented to the Law and Policy Division of the AEJMC Southeast Colloquium. March 2013. Tampa, FL.


Invited Academic Papers

- Veraldi, Lorna. Since Roe: Life, Liberty and the Pursuit of Happiness. FIU Honors College Colloquium at the Biscayne Bay Campus, Miami, FL. April 2012.

Articles in Non-refereed Publications

- Veraldi, Lorna. Students’ First Amendment Rights Using Social Media. Invited presentation, Faculty Lecture Series, Glen Hubert Library, Florida International University, April 2014.

Other: Keynote Presentations


Mercedes Vigon
Associate Professor

Book Chapters


Articles in Refereed Journals


Refereed Conference Papers

• Vigón, M. Spanish-Language Television Coverage of Immigration Issues, presented at the 2012 meeting of the AJMC Chicago.

Articles in Non-refereed Publications


Non-juried Creative Works

• Logroño. M. & Vigón, M. “Being Muslim in the Americas,” a documentary presented at:
  o Oxford University, Centre for Islamic Studies, 2011
  o Cervantes Institute, Amman, Jordan, 2011
  o Cervantes Institute, Damascus, Syria, 2011
  o Brown University, 2010.

Other: Non-refereed Conference Papers and Presentations

• Vigón, M. “Expansión de los medios de comunicación en español: retos y oportunidades” presented at the 2013 Convention of the National Association of Hispanic Journalism, Los Angeles.
• Vigón, M. The Challenges of Covering Islam in America. Presented at the 2011 Convention of the National Association of Hispanic Journalism, Orlando
• Vigón, M. “The Arizona’s Immigration Law Media Coverage” Presented at the 2011 Convention of the National Association of Hispanic Journalism, Orlando

Robert E. Gutsche, Jr.
Assistant Professor

Awards and Honors

• Grants Received Internal
• Dean’s Research Productivity Award, Florida International University School of Journalism and Mass Communication, 2013 ($700).
Grants Received External


Scholarly Books


Articles in Refereed Journals


Refereed Conference Papers

• Gutsche, Jr., R. E. & Durham, F. (2012). ‘It’s ok to be mad, but not ok to be mean’: Storytelling of war in Afghanistan and street crime at ‘home’ in The Omaha World-Herald, International Communication Association Conference, Phoenix, Arizona.

Invited Academic Papers

• News-masking: A theoretical perspective on the rituals and artifacts of news-making. School of Strategy, Marketing and Communication & School of Cultural Studies and Humanities, Leeds Metropolitan University, Leeds, UK. November 18, 2013. (Collaborative paper presented by Michael Bourk).

Book Reviews


Articles in Non-refereed Publications

• Gutsche, Jr., R. (2012). “This ain’t the ghetto”: Diaspora, discourse, and dealing with “Iowa Nice,” Poroi, 8(2).

Susan Jacobson
Assistant Professor

Awards and Honors

• Scripps-Howard Journalism Entrepreneurship Institute Fellowship Awarded Fellowship to attend week-long seminar on journalism and entrepreneurship at Arizona State University, 2014.
• NATPE Fellowship Awarded fellowship to attend 2014 Educators Track at the National Association of Television Producers and Executives annual convention in Miami, FL., 2014.

Grants Received External


Book Chapters

Articles in Refereed Journals


Refereed Conference Papers


Encyclopedia Entries


Yu Liu
Assistant Professor

Book Chapters


Articles in Refereed Journals


Refereed Conference Papers or Presentations

• Yang, Q., & Liu, Y. (2014). What’s on the Other Side of the Great Firewall: Uses and


Katherine MacMillin
Assistant Professor

Non-juried creative works

- Producer in collaboration with WPBT-2, of a half-hour panel discussion that followed the broadcast of the South Florida Rising Seas documentary in Jan. 15, 2014. The show was re-broadcast more than six times and was viewed on WPBT-2’s Web site more than 3,000 times. In March of 2014, the PBS Nightly NewsHour, aired an abbreviated 8-minute version of the program for a national audience. In April of 2014, the Sun-Sentinel incorporated segments of the documentary in a sea level rise special report.
- South Florida Rising Seas documentary was presented at the Miami Beach Cinematheque by ECOMB (Environmental Coalition of Miami and the Beaches) as part of the “Cinema Green: Climate Change Series,” Miami Beach, FL, Feb. 5, 2014.
- Richards, A. & MacMillin K., “The Miami Epidemic,” a one-hour broadcast on South Florida’s regional PBS station (WPBT-2) that included “Lessons from South Africa,” documentary about HIV/AIDS in South Africa and Miami, and a panel discussion with former CDC AIDS researcher Dr. William Darrow and the Miami-Dade Health Department. February 2011.
(WPBT-2), October 2010. The documentary is used as an educational tool for students and the community
- MacMillin, K & Richards, A. Four-part Web series "The Stigma Stops with Me." in conjunction with The Miami Herald. The Miami Herald posted the video series on its website, and had one of the largest number of visitors to its site for a non-news driven story. March 2009.

Elizabeth Marsh 
Assistant Professor

Articles in Refereed journals


Lilliam Martinez-Bustos 
Assistant Professor

Awards and Honors

- Dow Jones Multimedia Training Academy awarded a fellowship to attend a week-long training, University of Texas at El Paso, 2011.
- FIU Educational Leadership Enhancement Program (ELEP) awarded a one-year fellowship, Florida International University, 2010-2011.

Book Chapters


Articles in Refereed Journals


Refereed Conference Papers


Other

Sigal Segev
Assistant Professor

Articles in Refereed Journals


Refereed Conference Papers or Presentations

- Segev, S., Ruvio, A., & Shoham, A. (2011). Immigrants’ Approaches to Shopping:
The Role of Acculturation in Determining Hispanics’ Consumer Decision Making Styles. Academy of Marketing Science (AMS) Annual Conference, May 24-27, Coral Gables, FL.

- Segev, S. (2011). Blogs as a Teaching Tool. Special Topics Session: Blogs are Blooming, Tweets Abound, and I’ve Got Friends: Integrating Interactive, Digital, and Social Media in the Classroom, American Academy of Advertising (AAA) Annual Conference, April 7-10, Mesa, AZ.

Other: Conference Proceedings

Advertising Annual Conference, Steven M. Edwards (ed.), Southern Methodist University: Dallas, TX, 86.


Moses Shumow  
Assistant Professor

Awards and Honors

- FIU Faculty Award for Excellence in Engagement , 2014  
- SJMC Dean's Research Productivity Award, 2013  
- Nominated for FIU Community Award, 2012.  
- SJMC Award of Excellence for Exceptional Teaching, 2011.

Grants Received Internal


Book Chapters


Articles in Refereed Journals

Refereed Conference Papers

- Shumow, M. Mapping Immigrant Media: Immigrant Communities, Civic Engagement and Democracy. April, 2013. AAC&U Conference: Student Success and the Quality Agenda, Miami, FL.
- Shumow, M. Making ends (and bytes) meet: Teaching multimedia at a 3-U. Convergence Conference, 2011. University of South Carolina, Columbia, SC.
- Shumow, M. Community Radio in Latin America: Tracing a Region’s Attempt at Participatory Communication. October, 2009. Global Fusion 2009, University of Texas, Austin, TX.

Book Reviews


Articles in Non-refereed Publications

Non-juried Creative Work


Other: Non-refereed Conference Papers and Presentations

- Panelist, “Spring 2011 LACC Affiliated Faculty Colloquium: Immigration from an Interdisciplinary Perspective,” Florida International University
- Lecturer, “Documentary Filmmaking and the Art of the In-depth Interview,” South Florida Journalism Day, Florida International University
- Guest lecturer, “Venezuelan Immigrant Media,” Global Media, University of Miami.
- Guest lecturer, “The Art of Interviewing,” Introduction to News Writing and Reporting, University of Miami.
- Producer/Director Presentation and Discussion, “El Favor de los Santos,” Lowe Art Museum, University of Miami.

Other: Editorial

- Moderator, Global Learning Tuesday Times Roundtable.
- “Who’s driving this bus, anyway? Agenda-setting in the age of the endless news cycle.” October 5, 2010
- “The revolution will be live-streamed.” February 21, 2012
- Panel Moderator, Hispanic Media Futures Conference, October, 2012.
- Manuscript reviewer, Journalism and Mass Communication Educator, JMCE, 2013
- Manuscript reviewer, Journalism and Mass Communication Quarterly, Spring, 2011.
- Panel Chair, Global Fusion Conference, 2011.
Weirui Wang  
*Assistant Professor*

**Awards and Honors**

- FIU top scholar, 2011-2012.

**Grants Received Internal**


**Articles in Refereed Journals**


**Refereed Conference Presentations**


presented at Association for Education in Journalism and Mass Communication 91st annual convention, Chicago, IL, August 6 - 9, 2008.

Other: Invited Lectures


Other: Conference Proceedings


Other: Reviewer

- Asian Journal of Communication
- Western Journal of Communication
- Journal of Computer-Mediated Communication

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

Faculty members seeking tenure have their record of research, publication or creative work reviewed as part of the tenure and promotion process. SJMC applies this policy on the evaluation of scholarship:

The School of Journalism and Mass Communication combines professional training of undergraduate and graduate students with a strong emphasis on research and scholarship for faculty on tenure-track lines. These research and scholarship activities must receive national or international professional recognition.

As such, faculty are expected to have their research published in quality, refereed journals directly related to journalism, broadcasting, advertising, public relations, or mass communication. Faculty are also encouraged to present at conventions recognized as appropriate outlets for such scholarship. Such efforts should be evaluated and recognized by one’s peers. In an effort to assist faculty, the department chair will keep a list of journals, ordinarily acceptable for meeting such criteria, and the faculty will evaluate this list yearly. Because of the diversity of the field, however, no list can be considered comprehensive.

Articles published in quality academic journals not on the list or not directly related to journalism, broadcasting, advertising, public relations, or mass communication – i.e.: journals in law, politics, sociology, history, marketing, management, education, psychology, etc. – may also be acceptable for meeting research and scholarship requirements for tenure-track faculty provided the article itself is
directly related to the mission of the school and the faculty member provides evidence of the journal’s quality.

Eligible works of scholarship include:

- Publications
- Refereed publications
- Non-refereed publications
- Books and book chapters
- Papers and presentations at meetings and conferences
- Creative work, including artifacts, compositions, designs, installations, exhibits, performances, presentations, and productions
- Research Grants and Contracts
- Patent Disclosures, Applications, Awards
- Technical Reports and related Research Reports
- Works in Progress

Scholarship and research are referenced throughout the SJMC Policies and Procedures Manual (APPENDIX C). Excerpts appear here:

**POLICY 001: Appointment, Tenure, Promotion, and Annual Evaluation**

Each year faculty members should: Work toward rendering their research, scholarly, or creative work public. It is expected that faculty members will make their research, scholarly, or creative work public in the manner generally accepted and appropriate for their discipline or profession on a continuing basis.

**ACADEMIC RANKS: REGULAR FACULTY** (expectations at each rank)

**Assistant Professor** - Regular, tenure-earning
Research and creative work: a satisfactory level of research performance and/or other creative work, which are aimed at expanding knowledge. These activities should receive regional and national professional recognition.

**Associate Professor** - regular, tenure-earning
Research and creative work: demonstrated quality, consistency, and productivity, achieving national/international recognition through well-respected, peer-reviewed journals and/or other venues that are consistent with national professional recognition. Consistent with disciplinary and unit norms, applicants should demonstrate success at funded research. Consistent with disciplinary and unit norms, applicants’ files should reflect, at minimum, a course of professional development that establishes their independent scholarly standing or increasing leadership roles in collaborative/team-based scholarship.

**Professor** - Regular, tenure-earning
Research and creative work: a record demonstrating sustained research and/or creative work that has received national/international status through highly recognized, peer-reviewed venues. Consistent with disciplinary and professional norms, the record should clearly demonstrate independent scholarly standing, or leading roles in nationally or internationally recognized collaborative/team-based scholarship. Applicants should have a record of funded research, in accordance with articulated unit norms.

**Policy 001A: Criteria for Appointment and Promotion of Professional-practice Faculty (non-tenure earning)**
Tenured and tenure-earning faculty are expected to engage in research and creative activity that is published via refereed journal articles and papers, while professional-track faculty are expected
primarily to publish in professional publications and in general-audience media. Professional-track faculty are also expected to contribute to the academic literature dealing with the pedagogy of mass communication.

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

FIU follows the policy described in Articles 20-21 of the Collective Bargaining Agreement 2013-2016 between the University of Florida Board of Trustees and United Faculty of Florida. The articles can be found on numbered pages 60-77 of Appendix J.

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

Dean Emeritus Lillian Kopenhaver took a year-long sabbatical in accordance with university policy for deans when they step down from that post. During that time, she established the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication.

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

The school provides funding for faculty and administrative travel to conferences and professional meetings and for graduate assistants who support their research. Each faculty member is funded for one academic or professional conference per year.

Here are SJMC budget allocations for the past three fiscal years:

<table>
<thead>
<tr>
<th></th>
<th>2011-2012</th>
<th>2012-2013</th>
<th>2013-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
<td>$28,658</td>
<td>$30,530</td>
<td>$31,823</td>
</tr>
<tr>
<td>Graduate Assistants</td>
<td>$42,822</td>
<td>$45,000</td>
<td>$45,800</td>
</tr>
</tbody>
</table>

In the 2013-2014 fiscal year, faculty and staff used travel funds to attend the conferences listed below, plus meetings. They are representative of the types of research, industry and training opportunities that SJMC funds in any given year:

- International Communication Association 2013 Annual Conference
  London, June 18-23, 2013

- International Association for Media and Communication Research 2013 Conference
  Dublin, June 24-27, 2013

- AEJMC Conference
  Washington, Aug. 8-11, 2013
- National Academic Advising Association Conference
  Salt Lake City, Oct. 6-9, 2013
- Columbia University School of Journalism: Classrooms as Newsrooms Conference
- ACEJMC Accreditation Training Workshop
- Public Relations Society of America International Conference
- National Communication Association Annual Convention
  Washington, Nov. 21-24, 2013
- National Institute for Computer-Assisted Reporting 2014 Conference
  Baltimore, Feb. 27-March 2, 2014
- American College of Forensic Psychology-Annual Symposium
  San Diego, March 26, 2014
- American Academy of Advertising 2014 Conference
  Atlanta, March 27-30, 2014
- International Communication Science & Media Studies Conference
  Istanbul, May 10-14, 2014
- International Communication Association 2014 Annual Conference
  Seattle, May 22-26, 2014
- British International Studies Association 2014 Annual Conference
  Dublin, June 18-20, 2014

In addition, the dean awards one research stipend each summer, for which faculty submit competing applications. The development director assists faculty in preparing and submitting external grants, as does the FIU Division of Research.

The SJMC adheres to Florida International University’s 2013-2016 Collective Bargaining Agreement with the United Faculty of Florida including the BOT-UFF Policy on Professional Development Leave and Sabbaticals. (See full agreement, APPENDIX J.) The policy is part of Article 20, titled “Sabbaticals and Professional Development Programs.” The relevant section is below:

20.13 Professional Development Program.
The University will provide professional development awards for those not eligible for sabbaticals, as described below.

20.14 Professional Development Program Eligibility.
Full-time faculty members with six (6) or more years of service at the University shall be eligible for the professional development program, except those members who are serving in tenure-accruing or tenured positions. PKY faculty members are included in this group, including PKY [Ed.: P.K. Yonge] faculty with permanent status. Once eligible, faculty members may receive a professional development award once every six years of fulltime service.

20.15 Each year, the University shall make available at least one (1) professional development award for one (1) semester at full pay or a mutually acceptable alternative for each twenty (20) eligible
faculty members, subject to the eligibility, application, and selection criteria set forth in this article. Professional Development Awards shall be divided among the colleges according to their proportion of eligible faculty.

20.16 Professional development assignments normally are one semester in length, but individuals may propose alternative approaches (a summer stipend, support for other professional development activities that do not fit a standard semester schedule, internship support).

20.17 At least one such award shall be reserved every other year for P.K. Yonge faculty.

20.18 Applications for the professional development program shall be submitted to the faculty member’s department chair by October 15. Final decisions shall be made by January 15. Each application shall include the following: applicant’s name; applicant’s department; number of years of full-time service at the University; semester(s) that the award is requested for; dates of previous awards; a statement of no more than 750 words describing the planned activities, specific results anticipated, and any anticipated income.

   a) The chair shall make a recommendation on whether the university should support the proposal.
   b) The college committee (described in 20.21 below) shall make its recommendations on whether the university should grant the award.
   c) The dean will make decisions on which proposals to approve and which to deny.
   d) A faculty member denied for whatever reason is free to submit a new proposal the following year.

20.20 Terms and Conditions. The terms and conditions for the professional development programs shall be the same as for sabbaticals as specified in section 20.12.

20.21 College Committees on Professional Development Program.
   Each college shall have professional development program committee elected by and from the fulltime faculty members in the College. Its primary responsibility is to make recommendations on supporting proposals.

20.22 Study Leave for Those not Tenured or in Tenure-accruing Positions.
   a) Job-Required. A faculty member required to take academic course work as part of assigned duties shall not be required to charge time spent attending classes during the work day to accrued leave.
   b) Job-Related. A faculty member may, at the discretion of the University, be permitted to attend up to six credits of course work per semester during work, provided that:
      1) That the absence will not interfere with the proper operation of the work unit;
      2) The course work would improve the productivity of the department;
      3) The faculty member’s work schedule can be adjusted to accommodate such job-related study without reduction in the total number of work hours required per pay period, or the faculty member uses accrued leave or takes approved leave without pay for the hours of absence.

20.23 Annual Report.
   Not later than April 30 of each year, the University shall provide a report, by college, of the sabbatical and professional development program results. The report shall include the following information (separated by sabbaticals, alternative sabbaticals, and professional development awards):
   1) Number of faculty members eligible;
   2) Number of applications;
   3) Number awarded;
   4) Number accepted;
5) Number accepted but deferred;  
6) Number recommended by faculty committee and chair and denied by dean; and  
7) Expenditures for the alternative sabbaticals.

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

Research and professional development conferences

Faculty used information gathered at conferences to support research, to acquire teaching skills and tools, and to stay current with the academic and industry trends. Below is a list of faculty and staff and the conferences they attended in the fiscal 2013-2014 year:

- International Communication Association 2013 Annual Conference  
  Ted Gutsche, Yu Liu, David Park, Moses Shumow, Weirui Wang

- International Association for Media and Communication Research 2013 Conference  
  Ted Gutsche, David Park, Juliet Pinto, Raul Reis, Mercedes Vigon, Weirui Wang

- AEJMC Conference  
  Alejandro Alvarado, Margo Berman, Fred Blevens, Leonardo Ferreira, Kathy Fitzpatrick, Lillian Lodge Kopenhaver, Elizabeth Marsh, Raul Reis, Allan Richards

- National Academic Advising Association Conference  
  Amy Donaldson, Page Johnson, Francisco Marrero, Rochelle Patton

- Columbia University School of Journalism: Classrooms as Newsrooms Conference  
  Allan Richards

- ACEJMC Accreditation Training Workshop  
  Raul Reis

- Public Relations Society of America International Conference  
  Kathy Fitzpatrick, Maria Elena Villar

- National Communication Association Annual Convention  
  Yu Liu

- National Institute for Computer-Assisted Reporting 2014 Conference  
  Neil Reisner

- American College of Forensic Psychology-Annual Symposium  
  Lorna Veraldi

- American Academy of Advertising 2014 Conference  
  Sigal Segev

- International Communication Science & Media Studies Conference  
  Mario Diament, Moses Shumow

- International Communication Association 2014 Annual Conference
Kathy Fitzpatrick, Haki Halisi, Susan Jacobson, Yu Liu, David Park, Juliet Pinto, Raul Reis, Allan Richards, Moses Shumow, Mercedes Vigon

- British International Studies Association 2014 Annual Conference
  Kathy Fitzpatrick

### Sabbaticals and leaves

Mario Diament was awarded professional development leave in the fall semester of 2010. He studied in Argentina how La Nacion was integrating multimedia into its news reporting and production. He produced an internal paper for the school.

Margo Berman was awarded professional development leave in the spring semester of 2011. She authored *Copywriter’s Toolkit: The Complete Guide to Strategic Advertising Copy*, which was published in August 2012.

Dean Emerita Lillian Lodge Kopenhaver was awarded sabbatical in 2012 in accordance with FIU policy for retiring deans.