



# 2015-2016 ANNUAL REPORT

School of Journalism and Media Studies at Jackson State University

## MISSION

The mission of the School of Journalism and Media Studies (SJMS) is to provide academic excellence in the areas of media production, multi-media journalism and integrated marketing communication. The School provides students with theoretical and hands-on training needed to be successful in the field of media and communications, coupled with the core principles of good journalism and digital communication.

The SJMS offers a Bachelor of Science Degree and a Master's of Science Degree in Mass Communication. Courses relate to specializations in editing and graphic design, electronic communication, multi-media journalism, photojournalism, reporting and marketing. As the School expands, concentrations in advertising, sports media and public relations will be added.

## INTRODUCTIONS

The School of Journalism and Media Studies was launched in Fall 2015, having evolved from the former Department of Mass Communication, which was founded in 1974.

The School includes the Department of Mass Communication; JSUNN-Tiger TV, the closed circuit instructional television station; JSU-TV, the university's commercial station; WJSU-88.5, the university's public radio station; *Experience Magazine*, and The Blue & White Flash, the university's award-winning student newspaper.

The School consists of full-time faculty members with expertise in various areas of media and communication, adjunct faculty who are current or former media practitioners, and professional media managers.

### **Full-time Tenured Faculty:**

Dr. Elayne H. Anthony, Dean and Professor

Dr. Luis C. Almeida, Interim Department Chair, Associate Professor

Dr. Monica Flippin-Wynn, Associate Professor

Dr. Li-Jing Chang, Assistant Professor and Graduate Coordinator

**Other Faculty:**

Bonnie Jackson, Visiting Assistant Professor  
Michael Douglas, Visiting Assistant Professor (2015-16)

**Adjunct Professors**

Don Spann, Dennis Smith, David Hampton, Marshall, Edwin Cheshire, Esq.

**Media Managers**

Keith Collins, General Manager, JSU-TV  
Gina Carter-Simmers, General Manager, WJSU Radio  
Robert Jeuit, Executive Producer-Sports Media  
Shannon Tatum, Student Publications

**Staff**

Traci Hicks, Receptionist (2015-16)  
JaTonya Robinson, Administrative Assistant  
Sylvia Watley, Coordinator of Special Projects

**MAJOR GOALS FOR 2015-2016:**

- Review Mission Statement and Departmental Operating Procedures
- Advance the Mission of the School in keeping with the University's overall mission of teaching, research and service
- Acquire new and adequate number of faculty
- Formalize Student Advising Process
- Enhance Program Accountability
- Enhance Facility's Aesthetics
- Enhance Educational (class) Offerings
- Begin process to gain re-affirmation of national accreditation from ACEJMC
- Establish internal and external partnerships to enhance program success

**MAJOR ACCOMPLISHMENTS****Teaching**

The 2015-2016 Academic year yielded significant achievements in regards to teaching and overall instructional deliveries.

- In addition to celebrating the overwhelming success of courses as they relate to the Department's Core Objectives and Student Achievement, E.G., Writing Courses (83.5% C grade or higher), Editing (92.5% C grade or higher), Critical Thinking (91.5% C Grade or higher), Media Production (91% C grade or higher), Ethics/Law (99% C grades or higher), students demonstrated mastery on concepts in a number of areas including writing and promoting. During the 2015-2016 academic year, SJMS students wrote a total of 878 articles on a regular monthly basis from September 3, 2015 through April 21, 2016. The goal was 800 publishable articles, which was exceeded by 10%. The criteria required that students apply a combination of skills set, including Reporting, Research, Critical and Collaboration Skills. The theory was taught in all courses and the internal publication, The Blue & White Flash served as the platform for Praxis.

- IMC senior students also mastered the art of promotion in practice. Class members in MC 473 assisted the Jackson Zoo along the JSU Office of Communications with doubling the attendance (from 670 in 2015 to 1277 in 2016) at JSU at the Zoo Day Event 2015-2016. Our New Media Campaign Course helped the Jackson Zoo increase its membership sales (from 5 in 2015 to 69 in 2016).
- SJMS students mastered the fundamental understanding of the laws, principles, and issues related to journalism and mass communications in society as evidenced by scoring a 99% average effectiveness through grades received.
- The SJMS hosted a successful conference that featured national and local media personalities, an FCC Commissioner, multimedia technology expert and national sports reporter as speakers who shared their expertise with communication students.

## **RESEARCH/SCHOLARLY CREATIVITY**

### **Publications**

Flippin, Wynn, (2015, Forthcoming). Where is Clair Huxtable when you need her: The desperate search for positive media images of African American women in the age of reality TV. In J.Ward (Ed.). *The Real Scandal: Portrayals of African American women in reality TV*. New Brunswick, NJ: Rutgers University Press.

Flippin Wynn, M. (in review). Teaching at a Historically Black College or University in the 21<sup>st</sup> century: Still relevant and still necessary, (edited collection of essays, with editorial introduction). University Press of Mississippi.

Almeida, L. (2015). Flipping The Classroom With Video Game Making. In *It Works For Me Flipping The Classroom*. (Pp. 71-72). Stillwater, OK: New Forums Press.

### **Books:**

- Almeida, L. (Under Review). *Becoming A Brand: The Rise Of Technomoderation*.
- Almeida, L. (In Progress). *Storytelling Photography*. Unpublished Manuscript.

### **Conferences:**

### **Presentations**

Alvarez, M., Almeida, L., Fowlin, J., Deane, C. (Accepted). How Are New Habits In Learning and Technology Use Fostering Systemic and Cultural Change; To be presented at the Association for Education Communications and Technology Conference, Las Vegas, NV.

Almeida, L., Alharthu, M., (2015). Social Media And Learning In Saudi Arabia: Spread and Impact; Presented at the Association For Education Communications and Technology Conference, Indianapolis, IN.

Perkins, R., Almeida, L., Reigeluth, C. (2015). Taking A Systems Look at Teacher Education for 21st Century Needs; Presented at the Association For Education Communications And Technology Conference, Indianapolis, IN.

Flippin-Wynn, M. (2016). Media multitasking, television viewing and its influences on obesity among African American adolescents? A poster accepted for presentation at the 2016 Annual Pride Meeting in Washington, DC.

Flippin, Wynn, M. (2016). Teaching the Diaspora to the Millennial Student: What Is Beauty? A paper to be presented at the 2016 College Language Association Conference in Houston, Texas.

#### **Other:**

##### **Faculty Media Appearances and Interviews**

Dr. Elayne H. Anthony was featured in broadcast and print relating to:

- Launch of School of Journalism and Media Studies (WAPT, WJTV, WLBT, The Clarion-Ledger, The Mississippi Link, The Jackson Advocate)
- Promotion of SJMS Spring Conference and Student Recognition Banquet (WAPT, WJTV, WLBT, The Clarion-Ledger, The Mississippi Link, The Jackson Advocate, local radio)
- JSU School of Journalism and Media Studies and Ole Miss Meek School of Journalism and New Media Partnership (WAPT, WJTV, WLBT, The Clarion-Ledger, The Mississippi Link, The Jackson Advocate)
- 2016 Commencement with First Lady Michelle Obama as speaker, (WAPT, WJTV, WLBT, The Clarion-Ledger, The Mississippi Link, The Jackson Advocate)

Dr. Luis Camillo Almeida was featured in the following television and international radio interviews:

- Eastwick, T. (Writer) and Executive Producer. Hart, B. (Director). (2016). WAPT-TV16 Television Newscast, "Is Technology Making Us Dumb," Jackson, MS
- Saint Pe, E. (Writer), Saint Pe, E. (Director and (Executive Producer), (2016). Nightique Television Show, "Homo Sapiens Immodicus With Dr. Almeida," Jackson, MS: AMG-TV.
- Steci, D. (Writer), Steci, D. (Director). (February 14, 2016). O Avanço Da Tecnologia E As Consequências Na Economia Com Luis Camillo Almeida [Radio Show]. Stenci D. (Executive Producer), Washington, DC: Voice Of America.
- Steci, D. (Writer), Steci, D. (Director). (2015). Entrevista Com Luis Camillo Almeida [Radio Show]. Stenci D. (Executive Producer), Washington, DC: Voice Of America.

## **Faculty Published Photographs**

Almeida, L. (Oct. 1, 2015 Photographs published in The Mississippi Link Newspaper).

- Dr. Elayne H. Anthony – Open House
- Students, Staff And Guests at Open House
- Mass Communication Students Kendra Brown and Jeremy Anderson
- Jackie Hampton. – Advisory Board member

## **SERVICE:**

Dr. Elayne H. Anthony

- The SJMS Dean, along with staff and other university media, coordinated national, regional and local media coverage and public relations for JSU's historic 2016 Commencement, featuring First Lady Michelle Obama.
- Dr. Anthony served on the following University Committees: Commencement (Special Media Adviser), Excellence Awards (Co-Chair), Search Committee for University Communications

Dr. Luis C. Almeida

- Dr. Almeida served as Technology Committee Chair; Research Committee Member; Curriculum Committee Member; Website Design Coordinator; Digital Signage and Technology Committee; Computer Laboratory Operations
- Dr. Almeida served as First year and Transfer Advisor – 2015-2016

Dr. Monica Flippin-Wynn

- Dr. Flippin-Wynn served as First year and Transfer Advisor – 2015-2016
- Dr. Flippin-Wynn served as Research Committee Chair.

Mr. Michael Douglas served on Curriculum Committee -- Media Literacy Course

Dr. Arthur Li Chang served as Department/School Graduate Coordinator.

## **College**

- Dr. Almeida: College of Liberal Arts Conference Committee.

## **University**

- Dr. Anthony: speaker at the HPER Student Awards Banquet
- Dr. Flippin-Wynn: Department Faculty Senate Representative.
- Dr. Almeida: Degree Works Committee (assisted committee with mirroring three Mass Communications tracks into the Degree Works System and provided feedback on its implementation.
- Dr. Almeida served as an award presenter at the One JSU Excellence Awards Ceremony.

**Discipline:**

- Dr. Anthony served as a speaker for the Women in Higher Education Conference.
- Dr. Almeida revised academic articles for the Education Technology Research and Development (ETR&D) Academic Journal.
- Dr. Flippin-Wynn served as an outside Evaluator for grant proposals submitted to the Mississippi Arts Commission.
- Dr. Flippin-Wynn presented a paper at CLA Conference and participated in a Digital Life/Social Media presentation in Washington, D.C.

**Other (Civic and Community Service):**

Dr. Anthony serves on the following: Mississippi Association of Broadcasters Board of Directors; Mississippi State Board of Health; I-Heart Radio Advisory Board; Mississippi Conservative Coalition; American Red Cross; and the Scientific Research Committee.

- Dr. Almeida served as Event Photographer for three First Ridgeland Baptist Church events and a Global Entrepreneurship event during academic year.
- Ms. Bonnie Jackson was elected as a Democratic Party Delegate for Copiah County, Trustee for Copiah County Economic Development District, and Board Of Directors and Secretary for the Calling Panther Heritage.
- Dr. Flippin-Wynn served as Mistress of Ceremonies for Mississippi Rice Bowl.

**SUSTAINABILITY:****Proposals and Grants:**

The School of Journalism and Media Studies began fundraising efforts that included proposals and grant writing and solicitation of support for specific events.

- Dr. Almeida submitted a proposal to Simio LLC to assist the School with receiving software funds for internal research was funded for 2016-17.
- The SJMS in a collaborative effort with the JSU Development Office raised \$5,000 to support the Spring Media Conference.

**External Grant for Software**

- Almeida, L. (2016). Examining The Effects Of Simulations In IMC -- Studying the Impact of Simulations in the Achievement of Different Educational Objectives Within the Media Field. Simio Inc. will provide software valued at \$240,000 over the next three years.

### **Internal Grant**

- Monica Flippin-Wynn -- Faculty Mini-Grant – Title III The Center for Undergraduate Research 2015-2016, Jackson State University (Guiding Faculty Researcher for undergraduate students). Grant Award Amount: \$5,000

### **NEW AND SPECIAL INITIATIVES**

The Jackson State University School of Journalism and Media Studies and the Meek School of Journalism and New Media at the University of Mississippi entered into a partnership that will allow the two schools to exchange faculty, collaborate on research projects and enhance student learning in journalism and multimedia. The collaboration includes Jackson State and Ole Miss faculty teaching undergraduate courses for students at both universities, students from both schools participating in international travel and research, and joint participation in annual media conferences sponsored by each university.

### **AWARDS AND SPECIAL RECOGNITIONS/DISTINCTIONS**

- Dr. Elayne H. Anthony was named the founding Dean of the School of Journalism and Media Studies.
- Dr. Elayne H. Anthony was named Special Media Adviser for Commencement 2016 that featured First Lady of the United States, Michelle Obama, as speaker. Anthony, along with SJMS staff and designated members of University Communications, in collaboration with the White House, handled all national, regional and local media coverage for the historic event.
- Dr. Anthony was named the first educator and the first African American to serve on the Mississippi Association of Broadcasters Board of Directors in the summer of 2015; and in October, the School of Journalism and Media Studies hosted the MAB Board meeting at Jackson State University, the first time in the board's history.
- Dr. Luis Almeida (2016) named Professor of the Game, Excellence In Academic Advising Award.

### **ENROLLMENT**

Undergraduate enrollment (Spring 2016) was 222; graduate enrollment was 30; Total enrollment: 252

### **MARKETING**

The School of Journalism and Media Studies continually participated in various recruitment activities in an effort to attract new students, which included outreach to local high schools, attendance at university-sponsored admission/recruitment events and information dissemination to alumni.

**Other strategies included:**

- Made deliberate efforts to provide good customer service to all constituents, including students, alumni and the community.
- Produced a variety of digital and printed promotional materials, which were used throughout the year in an effort to highlight the departments and units and to attract students and support.
- Used campus media units to promote the School internally and externally
- Maintained an open door policy in academic area and campus media units as a way to recruit more students.
- Accommodated requests to tour facilities as a way to increase student interactions and provide information about the School.
- Worked closely with other university departments to create a "feed" of students as a way to increase student numbers in the various sequences.
- Taught selected media classes with actual clients as a way to promote the School and recruit new students.

**GRADUATION:**

A total of 28 undergraduate students graduated in Spring 2016, along with three graduate students.

**STUDENT SUCCESS**

**Internships:** A total of 16 students completed an internship with local, regional, or national media outlets during the 2015-16 academic year. Every student in the School is now required to complete the practicum class with an on-campus media unit before enrolling in the internship class.

**Recognitions:**

- Departmental media and students received awards: The Blue & White Flash won 13 awards from the Mississippi Press Association, including First Place for Best Feature Story, Best General News Photo; Single Advertisement; Best Newspaper Website.
- WJSU Radio won 15 awards from the Associated Press.
- Three SJMS students received scholarship awards from the family of a media professional, a local media outlet and the Chahta Foundation.
- Graduating seniors were recognized at the Spring SJMS Conference and Student Recognition Banquet along with 17 students who received awards of distinction for their scholastic and production accomplishments.



## **PROGRAM QUALITY/ENHANCEMENTS**

### **Accreditations:**

The process of seeking re-accreditation by the ACEJMC began in January 2016 with a preliminary site visit from a consultant, Dr. Will Norton, Dean of the Meek School of Journalism and New Media at the University of Mississippi. Dean Anthony also assigned each faculty member an accrediting role according to the standards, indicators and evidence needed to review and write in order to be in compliance with the ACEJMC, the accrediting body.

### **Self-Studies:**

A formal self-study report had not been conducted in the then-Department of Mass Communication since 2009; however, strategic planning has begun in the School of Journalism and Media Studies based on the accrediting consultant's report and feedback. Additionally, an assessment report, strategic plan and a five-year "roadmap" have been developed to move the School forward.

### **Graduate Program Reviews:**

A review of the graduate program was not conducted in 2015-16, but the process of assessment will begin in the upcoming academic year.

### **Other:**

Regularly scheduled faculty meetings are held each month and all faculty members have to produce a report on accomplishments as well as produce a systematic syllabus for each course taught.

Additionally, faculty members are asked to incorporate practical application into their classroom instruction via collaborations with the media units within the School.

## **SUMMARY:**

In the transition from an academic department to the newly-formed School of Journalism and Media Studies, a number of challenges were presented during the 2015-16 academic year, but with visionary leadership and the commitment of the dean, faculty, adjunct faculty, media managers, staff, etc., students were afforded optimal learning opportunities.

All efforts were geared toward ensuring that in the areas of multimedia journalism, media production and integrated marketing communication, **student learning and success were the outcomes**. A review of the mission statement and academic offerings, the establishment of internal and external partnerships, and relocation of campus media units to the department, helped strengthen quality instruction.

The SJMS also supported faculty research, increased community service, increased internship opportunities, purchased new equipment, installed a new set in Tiger TV studio, assisted students in gaining employment and helped students gain admittance to graduate school.

The School of Journalism and Media Studies is poised to increase its undergraduate enrollment based on curriculum changes, new faculty hires, targeted recruitment efforts and a continued commitment to producing professional multimedia journalists, equipped with theory and practical knowledge of the expanding media landscape.

Increased enrollment in the graduate program is also possible based on numerous inquiries, prompting consideration to propose a professional track program for working professionals and non-traditional students seeking a master's degree in mass communication. The SJMS was able to serve the institution, the students and the community and carry out its mission. The School of Journalism and Media Studies at Jackson State University will continue to educate journalists and media professionals prepared to succeed in the digital world.

## **MAJOR GOALS FOR ACADEMIC YEAR 2016-2017**

- Continue to advance the mission of the School of Journalism and Media Studies to educate journalists and media professionals prepared to succeed in the world of digital media.
- Continue the process to gain re-affirmation of national accreditation from ACEJMC.
- Revise curriculum to meet the needs of the ever-changing digital media landscape.
- Enhance the School of Journalism and Media Studies with additional faculty members and more media professionals in the media units.
- Seek additional space, upgrade equipment and increase program resources to grow the School of Journalism and Media Studies.
- Have all faculty infuse the use of technology in the instructional process.
- Triangulate gathered data with media artifacts produced.
- Strengthen the editing and research areas of the curriculum to gain better academic performance.
- Add more courses to the speaking category of Student Learning Outcomes, a major program objective.
- Incorporate elements of ethics and law in the MC 486 course to help students solidify the ethical and law knowledge they gained.
- Offer a class in social media to teach students effective communication in the era of new media.
- Begin offering new Media Literacy Class in Spring 2017.
- Create a student survey and conduct exit interview with students to gather feedback and revise curriculum when appropriate.
- Expand existing partnership with the University of Mississippi, strengthen internal collaborations and seek additional opportunities for funding.
- Devote a concerted effort to increase student enrollment and retention.
- Recommit to a culture of scholarship and scholarship sharing in the School.