School of Journalism
Faculty Meeting
December 11, 2015

Those in attendance were Julie Adam, Patrick Allen, Ashley Anguiano, Chris Bacon, Barbara Barnett, Genelle Belmas, Tim Bengtson, Peter Bobkowski, Ann Brill, John Broholm, Yvonne Chen, Kelly Crane, Jerry Crawford, Joseph Erba, Pam Fine, David Guth, Dannah Hartley, Penny Hodge, Carol Holstead, Jammie Johnson, Heather Lawrence, Tien Lee, Denise Linville, Frances Lyons, Chuck Marsh, Dan McCarthy, Lisa McLendon, Jon Peters, Scott Reinardy, Nate Rodriguez, Janet Rose, Hyunjin Seo, Susanne Shaw, Eric Thomas, Max Utsler, Gayle Vannicola, Tom Volek, Hong Vu, Doug Ward and Mike Williams.

Updates on budget and Diversity, Equity and Inclusion on campus (Brill) A committee will be convened to search for a Professor of the Practice in Writing. The three year appointment will be hired at any rank, will not be tied to any track and writing will be the focus. | The J-School is accepting nominations for the new Journalism Student Leadership Board. The Board will meet with the dean and/or associate deans and will discuss and advise on issues concerning the school and the university. It will consist of a diverse group of students who can offer a wide range of viewpoints on issues relating to journalism and the campus community. Any student who has been admitted to the J-School either majoring or minoring in journalism is welcome to apply. Students chosen for the board will be required to attend monthly meetings and may be called on to participate in other J-School activities. Twenty five nominations have been submitted so far. The first meeting will be February 10, 2016 the 148th anniversary of the birth of William Allen White.

Recruiting update (Anguiano Gomez) Ashley gave details of the overall recruitment cycle. She pointed out that recruitment for academic year 2018 begins July 1, 2016 one year prior to the students arrival on campus August 2017.

Curriculum changes discussion (Barnett) Curriculum changes were previously shared with faculty. Tom Volek made a motion to adopt all proposed changes in curriculum and Genelle Belmas seconded the motion. Barnett reviewed the change details (attached). After minimal discussion a vote was called for with all in favor, none opposed and no abstentions. Motion carried. When it was pointed out the motion did not include an effective date, Genelle Belmas motioned the adopted curriculum changes take effect in fall 2016. Tom Volek seconded the motion. A vote was taken with all in favor, none opposed and no abstentions. Motion carried.

Follow up on strategic planning (Brill) “Envisioning the 2020 WAW School of Journalism” goals (draft attached). Objectives and tactics will be added. Guth suggested adding “advocate for free expressions.” Williams agreed and suggested adding it to the preamble. Jon Peters was asked to develop the preamble.

Announcements: Course syllabi are listed on the School website; ACEJMC Accreditation set for Oct. 30 – Nov. 2; faculty asked to share their thoughts and ideas of envisioning with Brill.

Faculty honored for their service to the University were Lisa Loewen and Doug Ward, 10 years and John Broholm, 30 years.

Meeting adjourned.

Priorities for AY 2015-2016: Reaccreditation; Curriculum; Diversity; Engagement – professional, civic, interdisciplinary, academic; Marketing; Fundraising
Proposed changes in curriculum

There are several proposed changes that need faculty approval. Here are the highlights, followed by details including effective date.

The Highlights:

- J409 Special Topics (change in number of times students can take the course).
- J488 Laboratory in Media Production (eliminates J101 as a pre-req).
- J550 Digital Media (clarifies course content, reduces hours from 4 to 3)
- J630 Depth Reporting (changes name of Public Affairs Reporting course, changes course description)
- Sports communication concentration (allows students to take three existing j-school courses and receive a designation of “concentration”)

The Details:

J409 Special Topics. This proposal would allow students to take the course more than twice with special permission (clarifies catalogue copy which does not state the number of times students can take the course).

J409 is the course number used when students studying abroad take a media course that does not have an equivalent in the j-school. For example, a study-abroad course in travel writing would be designated J409 and considered an elective. The curriculum committee recommends that students be advised to take the course only twice; however, we suggest that exceptions be made with approval of the track head and associate dean for undergraduate studies.

Proposed changes in course descriptions

J488 Laboratory in Media Production. This proposed change eliminates J101 as a pre-requisite.

Currently, the only pre-req listed for J488 is completion of J101 with a C or better. Although students typically enroll in J210, it is not officially listed as a pre-req for the j-school website. Instructor Chris Bacon asked that we removed the J101 pre-req so non-journalism students could take this course.

J550 Digital Media. This proposed change seeks to clarify the scope of J550 and explains that the course has sections in reporting, editing, and broadcast. It also reduces the number of hours in the course from 4 to 3.

Proposed course description: This course will allow students to go deeper into one area of news, build their portfolios and prepare for internships. Each section has a separate emphasis: multimedia broadcast, multimedia reporting, or editing/production.
The Multimedia Broadcast section will advance the student's understanding of reporting, writing, shooting and editing video for online and KUJH-TV. The section produces content for KUJH-TV newscasts and for an online audience.

The Multimedia Reporting section will provide an immersive reporting opportunity for students in the News and Information track. It allows students to report stories for the University Daily Kansan and Kansan.com. Reporting students will produce depth stories and cover breaking news as it happens. This section prepares students for internships and advanced media courses.

In the Editing/Production section, students will work for the University Daily Kansan and Kansan.com, editing stories, writing headlines and cutlines, creating packages, working on search engine optimization and social media, and building graphics. The course gives students hands-on experience with editing on deadline for digital and print, as well as a deeper understanding of news and current production processes.

Requirement: Must obtain a grade of C (2.0) or higher to advance in the curriculum.
Prerequisite: JOUR 415, and JOUR 419 each with a grade of C (2.0) or higher

FYI, here is the current description of J550:

This course will allow students to be immersed in a newsroom environment, build their portfolios and prepare for internships. Students will produce content for an online news magazine distributed through Kansan.com. Each student will select an area of emphasis: visuals, reporting, or editing and production. The Visuals lab will advance the student's understanding and use of visual communication skills and techniques across multiple platforms. Students in this course will be given the opportunity to emphasize a specific tool set (photography, graphics, presentation design) while expanding their knowledge and use of all forms of visuals. In the Editing/Production lab students will work for the University Daily Kansan website and for the newspaper, editing stories, writing headlines and cutlines, creating packages, working on search engine optimization, and creating graphics. The course will build on the skills of JOUR 419: Multimedia Editing, giving students hands-on experience with editing stories and creating packages for a live publication. In the Reporting lab the course will provide an immersive reporting opportunity for students in the News and Information track. It will allow students to report stories in print or video fashion, suited for the JOUR 550 website. Students will work in collaboration with the editing and production students, and the visual students also enrolled in JOUR 550. Reporting students will produce depth stories and cover breaking news as it happens. Requirement: Must obtain a grade of C (2.0) or higher to advance in the curriculum. Prerequisite: JOUR 415, and JOUR 419 each with a grade of C (2.0) or higher. LEC.

JOUR 630 Depth Reporting. This changes the name of Public Affairs Reporting to Depth Reporting and changes the course description.
Proposed description: This is an enterprise reporting class designed to give students hands-on experience covering important issues that impact individuals and communities in Kansas and beyond. Students will produce multimedia stories that include government, social and cultural issues, business, human interest, and non-profit agencies. Requirement: Must obtain a grade of C (2.0) or higher. Prerequisite: JOUR 550 with a grade of C (2.0) or higher. Students who started at KU prior to Fall 2012 only need to complete JOUR 415 and JOUR 419 with a grade of C (2.0) or higher as a prerequisite. Only open to Journalism majors. Students must be in good academic standing to take this course. LEC

**Here is the current description of J630 for comparison:**

This is an enterprise reporting class designed to give students hands-on experience covering important issues that impact individuals and communities in Kansas and perhaps beyond. Students will be assigned specific issues and/or beats involving government, business and non-profit agencies. Requirement: Must obtain a grade of C (2.0) or higher. Prerequisite: JOUR 550 with a grade of C (2.0) or higher. Students who started at KU prior to Fall 2012 only need to complete JOUR 415 and JOUR 419 with a grade of C (2.0) or higher as a prerequisite. Only open to Journalism majors. Students must be in good academic standing to take this course. LEC.

**Sports communication concentration**

This proposal allows students to take three existing courses in the journalism school, plus a course in HSES (Health, Sport, and Exercise Science), as a concentration in sports communication. It formalizes something many students do already. The three courses are:

J540 — Sports, Media and Society  
J585 — Multimedia Sports Journalism  
J6xx — Sports, Marketing, Sales and Promotions.

If students want to take additional sports-related courses (J210; J488; etc.), they may do that as well.

There are no changes in course descriptions or pre-reqs.
Envisioning the 2020 William Allen White School of Journalism

Goal I: Recruit and retain a diverse, collaborative and inclusive community of students, staff and faculty

Goal II: Strengthen teaching, experiential learning and mentoring to prepare undergraduate and graduate students to thrive in a rapidly changing world and workplace.

Goal III: Enhance research broadly with special emphasis upon areas of present and emerging strength in order to push the boundaries of knowledge and benefit society.

Goal IV: Responsibly steward fiscal and physical resources and energize supporters to expand the resource base.

Goal V: Brand the William Allen White School as a leader in media professions, media research, and service to the public.