

Graduate Handbook

William Allen White School of Journalism and Mass Communications

The University of Kansas

The Graduate Handbook contains the rules, policies, and guidelines applicable to the graduate program in the William Allen White School of Journalism and Mass Communications.

(Adopted Spring 2018; Revised Spring 2021; Revised Summer 2026)

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Department Directory

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Dr. Michelle Keller, Director of Professional Graduate Studies, Professor of the Practice,
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Ms. Jammie A. Johnson, Graduate Program Coordinator, jamjohn@ku.edu, 785-864-7649

Ph.D. Admission (requirements, deadlines, materials, contacts)

- **Fall enrollment application deadline:** Dec. 1
- Master's degree or equivalent with at least a 3.5 grade-point average on a 4.0 scale.
- Graduate application: Apply at the [Graduate Admissions website](#).
- Application fee (nonrefundable): degree-seeking, domestic: \$65; degree-seeking, international: \$85
- Resume or CV.
- An official transcript from the undergraduate degree-granting institution AND all previous graduate credit, including the master's degree, sent electronically to the Graduate Application Processing Center. A hard copy is acceptable if the institution cannot send electronic transcripts.
- A copy of the master's thesis and other examples of research and scholarship, preferably by PDF. Links to online articles are acceptable.
- Candidates will be required to answer a survey in their application related to their research focus area.
- Appropriate references from three persons, including the master's advisor, if possible.
- Students whose native language is not English must follow the policy for [English Proficiency Requirements for Admission to Graduate Study](#).
- International students are required to submit evidence of financial support.

DIMC Admission (requirements, deadlines, materials, contacts)

Admission to the Digital and Integrated Marketing Communications program is based primarily on a student's undergraduate record, references, writing samples, and

professional work experience which should reflect a minimum of two years of work post-graduation.

Applicants without baccalaureate degrees in journalism, as well as those without a professional background in journalism, or applicants with less than two years of professional work experience in journalism or a related field (multimedia content creation, marketing, public relations or strategic communications) are encouraged to apply. Admission decisions will be made on a case-by-case basis based on the strength of the applicant's writing samples, references and/or portfolio of work.

Application Deadlines

Students may enter the Digital and Integrated Marketing Communications program at two points in the year: the summer semester (begins in June) or the fall semester (begins in August). We do not currently offer a spring enrollment period.

The application deadline for those wanting to enter in the fall semester is **June 1**.

The application deadline for the summer semester is the preceding **February 1**.

Application Materials

Applications will be considered only after the following items have been submitted:

1. One official transcript of all college-level courses. (from each college attended) Expected GPA: 3.0 or above. Submit to graduateadm@ku.edu
2. A current resume
3. Three letters of reference from persons familiar with the student's academic or professional work or potential for graduate study
4. Three writing samples or samples of professional work (a link to an online portfolio is acceptable)
5. A personal statement of objectives

English Proficiency Requirements

Additionally, applicants whose native language is not English must follow the policy for [English Proficiency Requirements for Admission to Graduate Study](#).

Financial Support

The William Allen White School of Journalism and Mass Communications may provide financial support to those admitted in its graduate programs in the form of Graduate Teaching Assistships, Graduate Research Assistships, Scholarships, dedicated funds for research and travel, tuition waivers, and other financial support in accordance with KU's

policies. This support is dependent on the availability of funding, the type of graduate program, and the specifics of the position.

Timelines and Guidelines

Enrollment (general info, permission numbers, changes/late enrollment)

Ph.D. Program:

Enrollments schedules are posted in September and March.

- Advising: Advising occurs in October and March. Schedule an appointment with Jammie Johnson (jamjohn@ku.edu) or email your anticipated course schedule to her.
- Holds: Holds that can block enrollment include ISS, Watkins Health Center, University-wide Training, outstanding balances, and transcript related holds
- Late-enrollment fee: Students who are not enrolled before the first day of classes will incur a late fee of \$150
- Permission Numbers: Email the instructor to request approval to enroll in the course. Once approval is received, contact Jammie Johnson to obtain a permission number.
- Prerequisite Waivers: To request a prerequisite exception, email Dr. Mugur Geana (geanam@ku.edu).
- Changes in Enrollment/Late Enrollment: Contact Jammie Johnson for assistance with enrollment changes or late enrollment requests. Refer to the Registrar's Office for guidance regarding schedule changes, course drops and withdrawals.
- Financial Aid: Enrolling in fewer than 9 credit hours during the fall or spring semesters or fewer than 6 credit hours during the summer semester may affect financial aid eligibility and full-time enrollment status.
- Courses outside the SJMC may carry different tuition rates and fees.

DIMC Program:

Students entering the DIMC program will be eligible for enrollment immediately following their initial advising appointment with the program director and graduate program coordinator. If needed, students will contact the graduate program coordinator for permission numbers.

Once in the program, students will schedule advising appointments and enroll for courses in subsequent semesters following the university calendar. They will receive an email each semester with specific dates letting them know when their enrollment window opens.

Late enrollment

Students not enrolled in at least one course before 12:00 a.m. on the first instructional day of the Fall, Spring, and Summer semesters for full-term courses are considered enrolling late. The enrollment process varies depending on the instructional day in which you are attempting to add classes (short courses have adjusted dates that are found on the short course academic calendar). Although the University of Kansas offers late enrollment, waiting to enroll can lead to complications and is not recommended.

Period 1 (Instructional Days 1-5):

A \$150 late enrollment fee applies for Fall and Spring semesters; \$75 for Summer term.

Period 2 (Instructional Days 6-20):

After the fifth instructional day of the semester/term, you must petition to late enroll. You may obtain the form and instructions from your school. If you have questions about obtaining the form contact your advisor.

NOTE: Changes in enrollment, including withdrawals or dropping of classes, may impact financial aid, status in the program and the degree completion date. It is highly advised that students contact the graduate program coordinator to explore their options before withdrawing from a class or leaving the program.

Read more about drops and withdrawals:

<https://registrar.ku.edu/dropping-and-withdrawing>

Ph.D. and Master's Deadlines

August

- 1: Late enrollment to fall semester
- First two weeks of fall semester: Completion of requirements for master's and doctoral candidates without having to enroll fall semester

September

- 1-30: Schedule project presentation, thesis defense, comprehensive exam or dissertation defense

October

- 1-15: Advising: Progress toward degree and course recommendations, see Graduate Program Coordinator or Director of Professional Graduate Studies. Enrollment for spring semester (usually the week after fall break)

November

- 1: Early master's and International Application deadline for spring semester admission

December

- 1: Application for graduation (AFG) online deadline. (December grads only).
- 1: Last day for project/thesis/capstone/comprehensive exams/dissertation defenses
- 1: Ph.D. application deadline for fall semester admission (for following academic year)
- Last day of classes: Project/thesis/dissertation filing deadline: Abstract, title page and acceptance pages due to Jammie Johnson, Graduate Program Coordinator

January

- First two weeks of spring semester: Completion of requirements for master's and doctoral candidates without having to enroll spring semester
- 2: Late enrollment to spring semester
- 2: Early master's and international application deadline for fall semester admission

February

- 1-28: Schedule project presentation, thesis defense, comprehensive exam or dissertation defense

March

- 1: Application for graduation (AFG) online deadline. (May grads only)
- 1-15: Advising: Progress toward degree and course recommendations, see Graduate Program Coordinator or Director of Professional Graduate Studies. Enrollment for summer and/or fall semesters (usually the week after spring break)

May

- 1: Last day for project/thesis/capstone/comprehensive exams/dissertation defenses
- Last day of classes: Project/thesis/dissertation filing deadline: Abstract, title page and acceptance pages due to Jammie Johnson, Graduate Program Coordinator

June

- First two weeks of summer semester: Completion of requirements for August master's and doctoral candidates without having to enroll summer session
- 1-15: Schedule project/thesis/capstone/comprehensive exams/dissertation defenses

July

- 15: Last day for project/thesis/capstone/comprehensive exams/dissertation defenses
- 15: Application for graduation (AFG) online deadline. (Summer grads only)
- Last day of classes: Project/thesis/dissertation filing deadline: Abstract, title page and acceptance pages due to Jammie Johnson, Graduate Program Coordinator

Note: If any deadline above falls on a weekend, the deadline is the Friday before the weekend.

(Rolling application process is in use)

Ph.D. Program Expectations

A Ph.D. program requires a scholarly commitment and persistence unlike any other in education. It tests the bounds of what students know and what they can learn.

General Goals

- Ph.D. students should learn to teach themselves. As educators and lifelong learners, they should understand that self-education is the most important tool for continued growth.
- Ph.D. students should primarily conduct research that is meaningful to them, not to their advisor or another faculty member. A Ph.D. student should never be in a position to hate his or her research agenda. While Ph.D. students are encouraged to join research projects led by faculty or other doctoral students, especially in their first year of studies, they should develop their research agenda around a topic they truly embrace.
- A Ph.D. student should become an expert in an area of study. Pursuing secondary research is fine, but a student needs to fully establish a primary area of research.
- Ph.D. students should receive diverse teaching opportunities. This can include hybrid courses, online courses, survey courses and skills courses.
- Upon graduation, Ph.D. students should have at least 6 to 13 conference presentations and 3 to 6 publications. Of these, over 50% should have the student as single author or first author (if a collaborative study)

- A Ph.D. student should develop connections with researchers who have similar research interests inside and outside our School. National, international, and interdisciplinary scholars are desired.

Each graduate student should take responsibility for understanding the pathway to timely graduation. Our graduate advisers and faculty are here to guide and assist you -- but please be sure to understand such important matters as the general timetable and the formation of a dissertation or thesis committee that meets School and University requirements.

Coursework

The Ph.D. program requires a total of 46 course credit hours (7 3-hour core Journalism courses, one 4-hour statistics class with a lab, a 1-hour pro-seminar (JMC 901) each fall semester, a 12-hour concentration outside the School, plus dissertation hours, which are variable. 40 course hours are prescribed; the others (6 credits) are JMC electives. Students who hold a master's in journalism, strategic communication, or mass communications may have the 46-hour requirement adjusted based on prior completed course work (up to 6 credits in electives). Note: Students will have flexibility in choosing the courses for concentration BUT should discuss their concentration area with their advisor in advance.

Grading

The Office of Graduate & Postdoctoral Affairs' (GPA) Grading policy governs requirements for the grading of graduate students above those described in Article II of the University Senate Rules and Regulations. Additionally, individual schools, departments, or programs may have grading policies that are more stringent than those of GPA.

Students should also consult their advisor and the departmental grading section of this handbook for additional information that may affect them.

Related Policies:

- [University Senate Rules & Regulations](#)
- [Grading](#)
- Academic Probation
- Dismissed Enrollment

Recommended Plan of Action

Timeline toward Graduation

General Timeline

A dissertation cannot be completed overnight. KU's Graduate and Postdoctoral Affairs has developed a general timeline for completion of coursework, required paperwork, and completion of thesis, dissertation or professional project.

Ph.D. Coursework

- Based on 46-course credit hours: 7 3-hour courses, 1 4-hour statistics class with lab, a 1-hour pro-seminar (JMC 901) each fall semester, plus dissertation hours, which are variable.
- Students can earn up to 6 credit hours from previous master's coursework
- A 12-hour concentration area outside journalism is required

- 6 hours (2 courses) in Journalism electives

First semester: 10 Credits

- JMC 801 (3) Media Communication Theories
- JMC 802 (3) Media Communication Methods
- JMC 901 (1) Introduction to Doctoral Studies
- EPSY 820 (3) Research and Practice in College Teaching

Second Semester: 12 Credits

- JMC 803 (3) Research in Action
- JMC 805 (3) Quantitative Methods II
- JMC 840 (3) Seminar in... or JMC 807 (3) Research Funding
- One concentration course (3)

Third Semester: 11 Credits

- JMC 901 (1) Introduction to Doctoral Studies
- EPSY 710/711 (4) Introduction to Statistical Analysis/Lab
- JMC 804 (3) Qualitative Methods II
- One (1) concentration course (3)

Fourth Semester: 12 Credits

- JMC 807 (3) Research Funding or JMC 840 (3) Seminar in...
- Two (2) concentration (6)
- One (1) electives (3)

Fifth Semester: Remaining Credits

- JMC 901 (1) Introduction to Doctoral Studies
- One (1) elective (3) and/or Dissertation
- Comprehensive Exams (can be also taken at the end of the fourth semester or during the summer)

Sixth Semester: Remaining Credits

- Dissertation

General Research Expectations

First Year

- Produce 1-to-2, co-authored (with faculty) conference papers.
- Contribute to 1-to-2 papers submitted for publication

Second Year

- Produce 1-to-2 co-authored (faculty or student) conference papers
- Produce 1-to-2 solo-authored (or first-authored) conference papers
- Submit 1-to-2 co-authored papers to publication
- Submit 1-to-2 solo-authored (or first-authored) papers to publication

By the end of the second year of studies, a Ph.D. student should have at least 2-3 published studies, of which at least one is either a single-author study or a study in which the Ph.D. student is the first author.

Third Year

- Produce 1-to-2 co-authored (faculty and student) conference papers
- Produce 2-to-3 solo-authored (or first-authored) conference papers
- Submit 1-to-2 co-authored papers to publication
- Submit 2-to-3 solo-authored (or first-authored) papers to publication
- Dissertation should result in 3-to-4 conference papers and publications (generally post-graduation)

Graduation Total (not including dissertation)

- 6 to 13 conference papers
- 3 to 6 publications; 6 to 11 publication submissions
- A recent assistant professor search/hiring process within our School identified 8 candidates who had successfully defended their dissertation in recent months or would defend it within the next few months. Those candidates/finalists had an average of 2.75 journal articles (range 1-6) and 14.25 significant conference papers (range 6-25).
-

Dissertation Timeline

Timeline for development of a dissertation includes: Committee development; comprehensive exam defense (for dissertation); dissertation, project proposal development and defense; dissertation defense; apply for graduation.

Students should begin thinking about committee members upon admittance into the program. Research bios have been provided in this Handbook and also appear on the school website. Below is a recommended timeline.

Ph.D. Program (Six-Semester Timeline)

- Identify a committee chair no later than the third semester of your program.
- During the third or fourth semester, the remainder of the committee from the School of Journalism and Mass Communications should be established. The majority of committee members must be tenured or tenure-track faculty in the School of Journalism and Mass Communications. Committees generally include five members but can be larger. Each committee must include a Graduate Studies Representative. The Graduate Studies Representative must be a member of KU's graduate faculty who is authorized to serve on doctoral committees by a KU department or school other than the School of Journalism and Mass Communications. All committee members should be members of the KU's graduate faculty authorized to serve on doctoral exams.
- The Graduate Studies Representative should be identified by the fourth semester in the program.
- The Ph.D. comprehensive exam should be completed no earlier than the end of the fourth semester, and no later than early in the fifth semester of the program.
- The Ph.D. comprehensive exam oral defense should occur no sooner than 10 days following the written exam, but no longer than 30 days after.
- The Ph.D. dissertation proposal should be approved by the committee within 60 days of the successful oral defense of the comprehensive exam.
- The dissertation should be submitted to the committee no less than two weeks prior to its defense.

- The dissertation defense should be scheduled no less than three weeks prior to its defense.
- Defense of the dissertation should occur no later than May 1 in the Spring and December 1 in the Fall.

Directed Study

In the graduate program, JMC 815, JMC 851 and JMC 852 act as directed study opportunities for students to work on semester-long projects with faculty members. The directed study allows students to generate creative projects or research outside the confines of a traditional classroom.

JMC 815, Investigation and Conference, allows students to work on independent research projects with faculty. Examples of JMC 815 work include an annotative bibliography, designing a research method for the thesis or dissertation, or collecting data to be used for a conference paper. The outcomes of JMC 815 work should benefit a student's research agenda.

JMC 851 and JMC 852 are professional skills courses that allow students to gain experience in their media field of study or enhance teaching skills. Examples of JMC 851 or JMC 852 work include a series of investigative stories to be published or broadcast professionally, developing an app for media information distribution, or creating a marketing strategy for a non-profit organization.

A proposal for a directed study needs to be approved by the faculty member who has agreed to mentor the student. There are no limitations or restrictions to the directed study project, however, the number of directed studies is limited to one (1). Additional directed study opportunities need to come at the approval of the Assistant Dean for Graduate Studies.

(Adopted Fall 2015)

Committee Development Guidelines

A faculty committee will advise, guide and mentor a graduate student through his or her thesis, professional project or dissertation. The student is provided some autonomy to select his or her committee members. With proper notification, a student can choose to change committee members at his or her discretion.

Advising and mentoring

Incoming graduate students will be assigned to an initial faculty academic advisor selected by the Associate Dean for Research and Faculty Development (ADRFD) for Ph.D. students. Initial advisors are matched to students based on general interests. Initial advisors help guide and mentor students during the first year, including help with selecting courses, identifying research interests, and selecting a principal faculty advisor. The ADRFD serves as the general supervising advisor for all students. Students must choose a principal faculty advisor by the end of their second semester of enrollment in the graduate program and inform the ADRFD or the DGS of their selection by completing the Advisor/ Committee Agreement Form (available in Canvas)..

The school's Graduate Program Coordinator also offers advice on coursework selection and other program-related topics. Students are encouraged to consult the Graduate Program

Coordinator for any issues related to coursework, enrollment, program timetables, scholarships, and financial support applications.

See the [Graduate Student Advising and Mentoring Policy](#) for more information.

Change of Faculty Advisor

Students may change advisors at any time, provided they can identify another regular member of the department's graduate faculty willing to accept the position. It is the student's responsibility to identify the new advisor, to notify the ADRFD (Ph.D.) in writing at once of such changes, and to notify the previous advisor of the change. When a change of advisor is necessary for reasons beyond the student's control (e.g., a faculty member leaving KU, retiring, or when the advising relationship is no longer productive), the ADRFD or the DGS is expected to step into the role on a temporary basis, unless alternative arrangements are made. The School of Journalism and Mass Communications Graduate Committee will give the student a defined period of up to 6 months to identify a new advisor. The ADRFD and DGS will assist with and monitor this process, but it will be entirely the responsibility of the student to initiate contacts and identify a faculty member willing to be their faculty advisor.

Any faculty member has the right to refuse to continue as a student's advisor or to serve on any student's dissertation/thesis committee. If a student is unable to identify another faculty member willing to serve as their advisor within six months, or sufficient faculty members in the School of Journalism and Mass Communications to make up a committee, this may be grounds for dismissal.

Establishing a committee

The committee identification process is initiated by the graduate student after identifying the faculty advisor (usually in the third semester of studies). The student consults with their faculty advisor regarding potential faculty members, and the student forwards their names in writing to the Graduate Program Coordinator. The Graduate Program Coordinator is responsible for verifying that the committee composition meets both departmental and university requirements. If the criteria are met, the Graduate Program Coordinator notifies the student, their faculty advisor, and the student completes the required form, collects signatures from the committee members, and delivers the form to the Graduate Program Coordinator.

Selecting Committee Members

When Selecting Committee Members, a Student Should:

- Select faculty who can assist in developing the thesis, professional project or dissertation. Faculty expertise in a research area or professional subject will benefit the student and the outcomes.
- Select faculty who get along with each other. A committee chair can assist with this process.
- Select faculty with whom the student knows and respects. Class is where students can learn about faculty work expectations and cooperation.
- Select a chair who is engaged and interested in the student's work.
- Consider faculty with different expertise. For a dissertation, for instance, we strongly recommend considering a theory expert, a methods expert and perhaps a data expert.
- Ask about availability. If the work is going to occur during the summer, will faculty members be available? A student needs to know beforehand.

- Choose wisely. Students should vet faculty before asking them to serve on the committee.

Committee Structure

The five-member dissertation committee consists of one (1) chair and four (4) additional members. The chair must be a tenured, graduate faculty member of the School of Journalism and Mass Communications. Each committee must include a Graduate Studies Representative. The Graduate Studies Representative must be a member of KU's graduate faculty who is authorized to serve on doctoral committees by a KU department or school other than the School of Journalism and Mass Communications. The remaining committee members can be a blend of tenured or tenure-track faculty from inside and outside the School, but a majority of committee members must be tenured or tenure-track faculty within the School of Journalism and Mass Communications. For committee members from outside the School, a CV or resume is to be submitted to the School's Graduate Studies Office. All committee members should be members of the KU's graduate faculty authorized to serve on doctoral exams. As long as these conditions are met, the committee may include more than five members. The School's Graduate Studies Office can offer guidance on which faculty members qualify for inclusion. The committee chair will address conflicts among students and faculty committee members. The chair is the liaison between the student and the committee, and expected to guide the student to a successful defense.

Comprehensive Exam

When coursework has been completed, the doctoral student **in good academic standing** will complete a written comprehensive exam that requires an oral defense. Generally, doctoral students take the comprehensive exam at the end of the fourth or beginning of the fifth semester of their program. At least five months must elapse between the successful completion of the comprehensive exam and the final dissertation.

To be considered in "good academic standing" in the graduate program, the School of Journalism and Mass Communications requires graduate students to make timely progress toward meeting their degree requirements and milestones. For additional information on good standing, as well as probation and dismissal procedures for those students who do not meet the requirements for good standing, see Section 10. [University Policy and Degree Requirements](#).

Purpose

The comprehensive examination is a culmination of doctoral work. The exam should provide the student an opportunity to develop a clear framework for his or her dissertation. It is major step in developing the dissertation proposal and ultimately the dissertation. A dissertation committee selected by the graduate student in accordance with the guidelines specified in this Handbook, which reflect the guidelines of KU's Graduate and Postdoctoral Affairs, will develop the comprehensive exam. After successful defense of the comprehensive exam, the student's program of work, dissertation committee and dissertation topic are submitted to the School's Graduate Studies Office.

Examination/Dissertation Committee

Again, a student's examination/dissertation committee must consist of at least five members. The committee chair must be a tenured, graduate faculty member of the School of Journalism and Mass Communications. The other four members can be a blend of tenured or tenure-track faculty from inside and outside the School, but a majority of committee members must be

tenured or tenure-track faculty within the School of Journalism and Mass Communications. Each committee must include a Graduate Studies Representative. The Graduate Studies Representative must be a member of KU's graduate faculty who is authorized to serve on doctoral committees by a KU department or school other than the School of Journalism and Mass Communications. As long as these conditions are met, the committee may include more than five members. All committee members should be members of the KU's graduate faculty authorized to serve on doctoral exams. Each member should represent an area of concentration approved in his/her program of work (theory, method, journalism and mass communications area of expertise, outside area of expertise). Only approved doctoral graduate faculty members can serve on the committee.

Exam Schedule

All written examinations must be completed within a two-week period. At least 10 business days must elapse between completion of the last written examination and the oral defense. Time elapsed should not exceed one month. Comprehensive exams are scheduled through the graduate adviser. The Exam: The comprehensive exam will include five sets of questions, one set provided by each of the five examination/dissertation committee members. In consultation with each committee member, the doctoral student will develop an extensive reading list of materials (10 to 20 readings) examining a comprehensive area. Each committee member will write his/her set of questions pertaining to the intellectual domain defined by the reading list. Sets of questions will not be shared with the doctoral student prior to the exam. The committee chair will review all questions and reading lists prior to the exam to assure sufficient depth and breadth in the questions. If any questions arise, the associate dean of graduate studies may be asked to weigh in on the scope and depth of the reading list.

The exam will be taken in five, four-hour sittings during a two-week period of time, using a computer and a room provided by the School of Journalism and Mass Communications. Under documented special circumstances and only with the written approval of the ADRFD, the exam can be taken online, via Zoom, proctored by the Graduate Program Coordinator via webcam. A student may come to an exam with one page of notes each day (12-point, Times New Roman, 1-inch margins, 1 side = 1 page), but otherwise no books, journals, electronic storage devices, phones, laptops, tablets, or other ancillary materials. Students are allowed to bring a pen or pencil, blank paper, a dictionary and/or thesaurus, and reasonable comfort items (drinks, snacks, sweatshirt, etc.).

Students can expect to write between 6-12 pages for each exam question. Citations of previous work are expected.

Exam Defense

Students must pass and orally defend all five of the written exams to their dissertation committee, and before they are allowed to go forward with the dissertation proposal. The dissertation committee can assign a result of "satisfactory," "unsatisfactory" or "satisfactory with honors." The Graduate School allows students to retake failed written questions. See the [doctoral degree oral exam policy](#). Three months must elapse between the original exam and the retaking of the failed portion. Upon successful completion of the comprehensive exam, students are required to be continuously enrolled. The university requires a minimum enrollment of six credits in the fall, six credits in the spring (for GTA students). Students who do not have a

GTA/GRA assignment must be enrolled in nine hours. ABD students enroll in JMC 999 Research to fulfill the continuous enrollment requirement. See the [doctoral candidacy policy](#).

(Adopted Fall 2015)

Research Skills & Responsible Scholarship

Dissertation Guidelines

A dissertation should be the culmination of course work completed in the School of Journalism and Mass Communications by a doctoral student. A dissertation is theoretically based, scientific research directed and critiqued by an academic committee selected by the graduate student.

Dissertation Proposal

The proposal consists of the first three chapters of the dissertation and outlines the capstone research to be conducted as part of completion of the doctoral degree. The proposal must be presented to the student's academic committee and formally defended in front of that committee before the start of primary data collection. The proposal includes:

- An **introduction** that outlines the problem that will be examined, the purpose and importance of the research, a brief introduction of the theory and methods used in the study, and an overview of the dissertation's chapters. (12-15 pages)
- An exhaustive **literature review** outlining the previous research conducted on the subject, an extensive explanation of the theory being used in the study, and research questions and/or hypotheses that the dissertation will address. (30-40 pages)
- A **methodology** of the data being used in the study. As applicable to the research method used in the study, the methodology will include but may not be limited to the sample and how it will be collected, operationalization of definitions used in the study, measurements used in the study, timeline for gathering/analyzing data, and other materials pertaining to the validity of the data collection. The methodology is the most important aspect of research design. Be thorough in explaining plans for data collection. Fail in the methodology and the research fails. (15-20 pages)
- A **plan of action** will outline the timetable for the dissertation, beginning with a proposal defense date and ending with a dissertation defense. Be specific with dates about data collection, writing the results and conclusions. (1-2 pages)
- **References** of all materials used in the proposal (pages as needed)
- **Dissertation proposal total:** About 60-80 pages (+ references)

NOTE: The dissertation proposal generally will be presented and defended following successful completion of the comprehensive exams. The proposal and comprehensive exams may be defended at the same time.

Dissertation

The dissertation generally consists of five chapters: the introduction, literature review, and methods, each revised in accordance with committee recommendations; and the results and discussion/conclusion chapters. Other organizational schemes may be more appropriate for some topics. The complete dissertation must be presented to the student's academic committee and formally defended in front of that committee. The dissertation includes:

- A revised **introduction**. (12-15 pages)
- A revised **literature review**. (30-40 pages)
- A revised **methodology**. (15-20 pages)

- **Results** of the research that answers the research questions or addressed the hypotheses. Analysis of data should be explained. A clear understanding and summation of the results are to be included. Charts, tables and graphs are to be included in the results section. (15-20 pages)
- A **discussion** provides context to the results and explains why the results are what they are. The discussion can also introduce additional results that are not addressed by the RQs or Hs. The discussion should circle back to the literature review and explain how and why this study added to the theory and the practical implications. The discussion should incorporate the results of the current study into the results from previous work. The author should be able to contextualize what it all means to the larger research. The discussion should include the study's limitations and questions for future research. (15-20 pages)
- **Conclusions** summarize the key points of the research and its implications. (5-10 pages)
- **References** of all materials used in the proposal. (pages as needed)
- **Dissertation total:** about 100-125 pages (+ references)

NOTE: Page numbers are rough estimates. The actual length of each dissertation chapter will vary depending on each student's research questions and research approach. [KU Thesis and Dissertation Formatting Guidelines](#).

- [Dissertation Formatting Guidelines](#).

Regular & Timely Feedback from Dissertation Advisors

[The Graduate Student Advising & Mentorship policy](#) indicates that faculty thesis/dissertation advisors must provide "regular and timely feedback" and assessment on academic work and student progress (e.g., feedback on research and creative activities, coursework, teaching).

Dissertation Advisors, as well as faculty advisors, will meet regularly with graduate students to provide direct feedback on students' progress. If a draft of a dissertation is submitted by the student, the Dissertation Advisor will provide feedback within two weeks, unless a different agreement has been reached with the student.

Annual Student Progress Review

Graduate students in the School of Journalism and Mass Communications programs are evaluated annually to assess progress toward degree completion. Early in each calendar year, students submit reports documenting their accomplishments to date. The Graduate Committee uses this information, along with input from the student's advisor, to assign one of three ratings: Satisfactory, Satisfactory with Warning, or Unsatisfactory.

A Satisfactory rating indicates (1) that the student is meeting their goals and objectives, (2) that research is progressing, and (3) that the student is on schedule to graduate in a timely manner. In short, it indicates that the student is in good academic standing with the department and the Office of Graduate & Postdoctoral Affairs.

A Satisfactory with Warning rating means that some aspects of the student's progress are problematic. Although the student is in good academic standing, they are in danger of being rated Unsatisfactory during the next evaluation cycle if their progress does not improve. The

specific problems noted by the Graduate Committee Chair will be stated clearly in the letter accompanying the rating. A student who receives this rating is strongly urged to (1) meet with the adviser about how to correct the problems, (2) meet with the RAC about how to correct the problems, (3) report plans for correcting the problems to the GPC, and (4) correct the problems. It should be clear that Satisfactory with Warning is a warning of an impending Unsatisfactory rating in the next year, if the problems are not corrected.

An Unsatisfactory rating means that the Graduate Program Committee rates the student's progress as unacceptable. Reasons for an unacceptable rating generally include some combination of sustained lack of progress in research; poor record of publication, presentations, proposals; GPA below 3.0; and poor teaching record (for GTAs or Graduate Instructors). Students who receive an unsatisfactory rating are placed on academic probation with the university. Students receiving an unsatisfactory rating due to poor progress or research record are ineligible for graduate research assistantships until they are reinstated to good academic standing. Students receiving an unsatisfactory rating due to their teaching record are ineligible for graduate teaching assistantships until they are reinstated to good academic standing.

A student on probation or facing dismissal should discuss their status with their advisor.

Related Policies:

- Academic Probation
- Dismissed Enrollment
- [Good Academic Standing policy](#)

DIMC Program Expectations

The online master's degree in Digital and Integrated Marketing Communications (DIMC) provides graduates the opportunity to build skills in digital marketing disciplines while also offering an integrated marketing communications curriculum with a managerial perspective. The degree is earned by completing 30 total credit hours, with courses offered in both asynchronous and synchronous formats. Thomas

All students start the program with **JMC 820: Marketing Fundamentals**. This course provides a fundamental understanding of marketing theory and process, while illustrating how these theories relate to Integrated Marketing Communications (IMC). Specific focus will be spent on the marketing environment, the marketing mix, market segmentation, planning, execution and measurement. As part of the class, students will learn the components of a marketing plan and how to develop a plan based on specific quantifiable corporate objectives.

From there, students choose electives in two of the three course groupings shown in the grids below. If students choose the IMC grouping, they are required to finish with **JMC 829: Research** and **JMC 850: Capstone in Marketing Communications**.

Students not choosing the IMC grouping will be required to take **JMC 838: Capstone Project in Digital Marketing**.

Code	Title	Hours
Foundational Course		3
JMC 820	Marketing Fundamentals	
Elective Coursework		24
Choose 4 classes from two of the three elective categories below. (8 classes total)		
Digital Marketing		
JMC 822	Digital Marketing Analytics	
JMC 830	Web 3.0 and User X	
JMC 835	Search Engine Optimization/Search Engine Marketing (SEO/SEM)	
JMC 836	Digital Marketing Compliance/Privacy/Legal	
JMC 837	Marketing Automation/CRM	
Social Media Management		
JMC 865	Analyzing Audiences	
JMC 866	Social Media Strategy	
JMC 867	Social Media Metrics	
JMC 868	Information in Context	
JMC 837	Marketing Automation/CRM	
These courses also count toward a graduate certificate in social media strategy.		
Integrated Marketing Communications		
JMC 810	Crisis Communications	

Code	Title	Hours
JMC 823	Branding in Marketing Communications	
JMC 825	Relationship Marketing	
JMC 829	Marketing Communications Research	
JMC 832	Leadership and Management in Marketing Communications	
Capstone		3
JMC 838	Capstone Project in Digital Marketing	
or JMC 850	Capstone in Marketing Communications	
Total Hours		30

Course List

At the completion of the DIMC program, students will be able to:

- Identify key audiences in marketing communications and be able to apply best-practice strategies and customized key messages designed to achieve marketing goals for those audiences.
- Show proficiency and expertise in digital marketing communications channels including social media, interactive web design, search engine marketing, email marketing, inbound marketing automation tools, etc.
- Understand and be able to recognize responsibility for accepted and ethical practices in marketing communications while understanding the cultural and D,E,I,B impacts.
- Understand and be able to apply best-practice marketing research strategies to optimize strategic planning in all forms of marketing communications.
- Develop a critical orientation toward marketing communications management and leadership best-practice in the context of contemporary business.

Graduate Certificate Expectations

The William Allen White School of Journalism offers a graduate certificate in social media strategy. This 15-credit-hour certificate is designed to equip professionals with the strategic thinking, analytical skills, and practical expertise needed to create, manage, and optimize social media content and campaigns in today's digital landscape. The program focuses on understanding the forces driving media transformation,

analyzing target audiences, measuring campaign effectiveness, and implementing best practices in social media management. Students will develop comprehensive social media strategies while learning to leverage various platforms and analytics tools for maximum impact.

At the completion of this program, students will be able to:

- Recognize and be able to synthesize the forces that are driving change in media and marketing content creation as part of the social media strategy process.
- Show proficiency and expertise through executing marketing research to define and analyze audiences for social media platforms.
- Design and execute best-practices and principles of social media strategy.

All journalism certificate candidates must complete a minimum of 15 graduate credit hours in Social Media Strategy with at least a B (3.0) average.

Coursework Requirements

Code	Title	Hours
JMC 820	Marketing Fundamentals	3
JMC 865	Analyzing Audiences	3
JMC 866	Social Media Strategy	3
JMC 867	Social Media Metrics	3
JMC 868	Information in Context	3
Total Hours		15

Applicants must meet all admissions requirements for certificate-seeking graduate admission as defined by the University's policy on [Admission to Graduate Study](#).

Specific admissions requirements for this certificate program can be found [here](#).

Credit/No Credit

The University supports and encourages interdisciplinary study, which may include graduate students enrolling in coursework at the graduate level that is outside of their primary discipline. The Credit/No Credit (CR/NC) is an option for graduate students who are taking a course that is not required for their degree or certificate and who do not wish to have the course grade reflected in their cumulative graduate

GPA. Rather than a grade appearing on the transcript, the student receives a designation of CR or NC, which does not factor in the GPA.

No course graded CR/NC will count toward the satisfaction of any graduate degree or certificate requirement. This includes, but is not limited to, courses taken to fulfill the Research Skills and Responsible Scholarship requirement for doctoral students.

Students make the CR/NC election via the Registrar's CR/NC online request form. Elections and changes to elections can only be made during the specific CR/NC period. For regular semester courses, this period begins after the last day to add a class and extends for approximately two weeks. Exact dates may be found on the current KU Academic Calendar. Please keep in mind, short courses may have alternate dates.

The student should consult with their own program advisor about the appropriateness of the course prior to enrolling; however, in cases where CR/NC is elected, the course instructor is not informed of the election unless the student chooses to share this information.

Additional restrictions apply. Students should carefully review the information in the link above.

Related Policies and Forms:

- [University Senate Rules and Regulations \(USRR\), Section 2.3.8](#)

Time Limits

The University expects that master's degree should typically be completed in two (2) years of full-time study, the doctorate degree in five (5) years of study, and both the master's and doctorate together in six-seven (6-7) years of study.

Students who anticipate exceeding these targets should review the information in the policies below, as well as consult with their program advisor to create a timeline for degree completion. In order to support this process, students are encouraged to use a Mentoring Agreement Template and/or adapt to their own needs to support effective mentoring and a positive mentoring relationship.

Note that individual schools/the College/degree programs may require Mentoring Agreements for students who are nearing their maximum time to degree.

Related Policies and Forms:

- Master's Degree Program Time Constraints
- Engagement and Enrollment in Doctoral Programs
- Doctoral Degree Comprehensive Oral Exams (on exam expiration and recertification)
- Doctoral Program Profiles with Time to Degree Information
- KU CLAS Mentorship Agreement Template
- Univ. Michigan Rackham Graduate School Mentoring Plan Templates
- KU Graduate & Postdoctoral Affairs IDP template

GRADUATION REQUIREMENTS (Master's & Ph.D.)

In addition to all program requirements, students planning to graduate must complete all University graduation requirements **prior to the published Graduation Deadline** in a given semester. Students should consult the current [Academic Calendar](#) for the published Graduation Deadline, which varies by semester.

Graduate & Postdoctoral Affairs Graduation Checklists ([Master's](#) | [Doctoral](#))

These graduation checklists provide a comprehensive list of all University requirements for graduation and should be consulted by every graduating master's or doctoral student as soon as graduation is expected. Submission of the final draft of the thesis or dissertation is done electronically. Students must comply with all University requirements for formatting and electronic submission of the thesis or dissertation. There is no University requirement that students provide a bound or printed copy of the draft.

We strongly encourage students to submit an Application for Graduation as early as possible; ideally prior to the 20th day of classes of the semester they intend to graduate.

Grievance Procedures

Grievances arising within the School of Journalism and Mass Communications must be heard under the School's Grievance Procedure. The School of Journalism and Mass Communications grievance procedure applies to the faculty members, unclassified professional staff, and students. The School's official grievance procedure is outlined in the KU policy library.

Note: This procedure does not apply to graduate students in matters related to their employment as teaching assistants. A separate grievance procedure outlined in the Memorandum of Agreement between the University of Kansas and the Board of Regents and the Kansas Association of Public Employees is available for that purpose.

Petitions

Students seeking an exception to a graduate program or university policy must follow the appropriate petition process as outlined by the University. Petition requests are reviewed on a case-by-case basis and approval is not guaranteed. Students are encouraged to consult with the Graduate Program Coordinator before submitting a petition. Students are responsible for adhering to all deadlines and providing any required supporting documentation when submitting a petition.

For detailed information regarding petition procedures, eligibility requirements, and submission instructions, please refer to the following:

- School of Journalism and Mass Communications (prerequisites, course waivers)
Dr. Muger Geana (geanam@ku.edu).
- [FacEx Appeals](#) (withdrawal, add, CR/NC, course repeat, academic forgiveness, graduation requirements)
- [Fee Petition](#) (tuition and course-related fees)

Petitions may be forwarded to the Office of Graduate & Postdoctoral Affairs for final review and approval, as necessary, when they pertain to university-level policies.

Petitions based on medical justification must include supporting documentation from a health care professional. This statement can be as simple as a letter from the student's doctor's office stating that the student is 'being treated', or 'under doctor's care'. The statement **MUST NOT** include specifics of the condition for which the student is being treated.

Leave of Absence

In exceptional circumstances (e.g. cases of illness, emergency, financial hardship, military leave, to pursue family responsibilities, or to pursue full-time activities related to long-range professional goals) it may be necessary for graduate students to take a break from their program temporarily, without having to withdraw entirely from the program. An approved leave of absence allows a student to take a temporary break from enrolling in graduate coursework while remaining in good standing with the University and the department and while "stopping the clock" on their time to degree. When a student is on Leave of Absence status it is understood that they have temporarily suspended their graduate work and therefore will not make use of University resources, including faculty time.

Requesting a Leave of Absence is done through a University petition. University petitions must first be approved and supported at the program level, so students wishing to initiate the petition process should first consult with their Director of Graduate Studies and review their department's internal petition procedures. Units or the Director of Graduate Study may request documentation to support the student's need for a leave of absence.

In order for a Leave of Absence to be approved, the student must be withdrawn from all active and/or future enrollment. Withdrawal for the purposes of Leave of Absence is still subject to all Registrar deadlines, required forms, and applicable tuition and fees.

Students on Leave of Absence are automatically reactivated after their leave is over and are eligible to enroll for their intended semester back during the normal enrollment periods. See the KU Academic Calendar for exact dates that enrollment begins.

If at any time plans change and a student wishes to return and enroll before leave was supposed to end, they may contact their department to be reactivated early.

Related Policies and Forms:

- Leaves of Absence (policy)
- Leave of Absence (GPA website, form linked at bottom of page)

Research, Publications, and Jobs

Research Guidelines

Overview

Research is an important aspect of the Ph.D. program in the William Allen White School of Journalism and Mass Communications. Throughout the program, students will have the opportunity to contribute to the field of journalism and mass communications through scholarly activities such as conducting original research studies, presenting at scholarly conferences, and serving as research assistants to faculty scholars.

To maintain the integrity of our program, all student scholars must complete the required training offered by [The University of Kansas Office of Research](#). These guidelines are not a substitute for the information provided by this university-wide resource but will supplement what the university has established. (View [IRB guidelines](#) on the Human Research Protection Program ([HRPP](#)) website.)

The guidelines are designed to provide a quick overview of the expectations established for student scholars in the William Allen White School of Journalism and Mass Communications.

If at any time you have questions about your role as a researcher or any aspect of conducting original research at KU, contact your adviser, faculty mentor, project sponsor or the [Institutional Review Board](#).

Violations

Any student who violates the guidelines established here are subject to disciplinary action as outlined in The University of Kansas' [Code of Student Rights and Responsibilities](#) and other policies governing research activities.

Additionally, the William Allen White School of Journalism and Mass Communications reserves the right to suspend any and all research activities of the student scholar to minimize risk or harm to the study's participants, the community, the school, the university, and its faculty, staff and students.

Research Protocol

Expectations of School of Journalism and Mass Communications graduate students:

- All graduate student must obtain proper training and certification from KU's IRB prior to conducting research.
- Any research conducted by graduate students will follow current IRB standards and protocols.
- All researchers are responsible for obtaining IRB approvals. Faculty, staff and graduate students can access the online submission system, called [eCompliance](#), using their KU online ID and password.
- No research should be conducted prior to obtaining IRB approvals.
- Any liability claims as a result of unapproved research conducted by the student scholar without prior approval from the IRB will be the responsibility of the researcher and his or her research collaborators.

Recruiting Research Participants

- Advertising materials for research studies must receive IRB approval.
- Participant consent forms should also receive IRB approval. Consent form(s) should be written with the characteristics of study participants in mind. For some, this could mean writing the consent form in a lower literacy level or in a different language. Use your best judgment with the goal of deepening the level of understanding of the study participants by making it easy to read and comprehend. When in doubt, keep it simple.
- When participants are minors (below the age of 18), assent forms are required in addition to consent forms. The assent forms serve as the minor's consent to take part in the study. However, their legal guardians or parents must also consent to the minor's participation in the study. Consent forms will be created for and signed by parents or legal guardians. Assent forms will be

created for and signed by minors. Assent forms will typically contain less detail than the consent forms and must be written in a way that a minor could comprehend. Keep in mind, that minors are unfamiliar with the research process, and will have concerns. The researcher should address these possible concerns in the assent form. KU IRB provides templates for assent forms to help breakdown research jargon to the language and competency levels of minors.

- As much as possible, study participants should reflect the broader population without compromising the study design. Consider recruiting participants from different cultures, socioeconomic backgrounds, races, ethnicities, etc.
- Compensation and incentives for participation in studies should be approved prior to the study launch and should be reasonable. The “reasonableness” of a particular incentive should be based upon the time involved, the inconvenience to the subject, reimbursement for expenses incurred while participating, and should not be so large as to constitute a form of undue influence. Compensation can take several forms, including monetary (cash, gift cards, vouchers, etc.) and nonmonetary (gifts/promotional items, course credit, extra credit, food, etc.)
- When informing research subjects about the study, at a minimum, the following items should be addressed:
 - The purpose of the research
 - Expected duration
 - Study procedures
 - The right to decline to participate and/or withdraw from the research once it has started, as well as the anticipated consequences of doing so
 - Reasonably foreseeable factors that may influence their willingness to participate, such as potential risks, discomfort or adverse effects
 - Any prospective research benefits
 - o Limits of confidentiality, such as data coding, disposal, sharing and archiving, and when confidentiality must be broken.
 - o Contact information for study organizers, including who to contact with questions following their participation
- All surveys should be designed to maximize efficiency in order to prevent participant fatigue. Only include the number of questions needed to get the information you need to conduct your study.
- Choose a target audience and attempt to limit the people who will receive the survey to those that will provide data most relevant.
- Have clarity and brevity in the communications. Be clear regarding why the participants are getting the survey, how long it will take to complete and how the data will be used.
- Have efficient survey design; the survey should be no longer than absolutely necessary.
- Regardless of how surveys are distributed, the IRB must review the proposed research, including the survey, to evaluate subject recruitment methods, the informed consent process and document, data collection and storage methods, risks of participation, and other features of the research to assure adequate subject protections. Therefore, the appropriate IRB forms must be completed and submitted. Research involving the use of surveys is usually minimal risk and can be reviewed by an expedited process or deemed exempt from IRB review, unless the survey questions are sensitive, potentially provoking psychological distress or could potentially result in civil or criminal actions against a subject.
- Researchers who utilize email surveys must include the following information:
 - The words “Research” should be in the “Subject” line.
 - The message should state at the outset how email addresses were obtained.
 - Include either a statement that there will be no future mailings or an “opt-out” message that directs the researcher to remove the subject’s name from future mailings.
 - Include a contact email address and telephone number in the email.
 - Use a “blind copy format” so that the list of recipients will not appear in the message header.

Data Collection Protocol

- Fabrication is construction and/or addition of data, observations, or characterizations that never occurred in the gathering of data or running of experiments.
 - Fabrication can occur when “filling out” the remainder of experimental data.
 - Claims made based on incomplete or assumed results is a form of fabrication.
- Falsification is the changing or omission of research results (data) to support claims, hypotheses, other data, etc.
 - Falsification can include the manipulation of research instrumentation, materials, or processes.
 - Manipulation of images or representations in a manner that distorts the data can also be considered falsification.
- Studies based on the same data sources
 - If editors receive manuscripts from separate research groups or from the same group analyzing the same data set (for example, from a public database, or systematic reviews or meta-analyses of the same evidence), the manuscripts should be considered independent because they may differ in their analytic methods, conclusions, or both.
 - If the data interpretation and conclusions are similar, it may be reasonable although not mandatory for editors to give preference to the manuscript submitted first.
-

Graduate Student Research and Teaching Assistantship Hours

The William Allen White School of Journalism and Mass Communications will not condone the exploitation of graduate students. The number of hours graduate students are permitted to work is limited as per [university policy](#). Graduate students are permitted to work a maximum of 29 hours per week as per [university policy](#). If a graduate student is on a 50% appointment as a GTA or GRA, the number of hours the student is permitted to work for the assignment is 20 hours per week. The student may seek other hourly university employment opportunities for no more than 9 hours per week. (NOTE: Policy for international students differ. It is best to consult the [International Student Services office](#).)

In order to assist with compliance, graduate students and professors working on research projects in addition to a student's GTA appointment should keep a recorded log of hours worked by the graduate student. If the student is not receiving monetary compensation for research work, it is up to the research lead professor and graduate student to determine alternate compensation for work performed in support of a research project. Examples include but are not limited to academic credit hours (with department approval), potential authorship, or other appropriate compensation for work performed as agreed upon by the student and professor. It is recommended that all agreements be documented in writing to protect the professor's and student's interests should an issue arise.

Graduate students employed as GTA and GRA will have full access and use of the GTA Office and facilities located in Dole 2091.

Additionally, GTAs may be provided with dedicated access to laboratory space or equipment needed to perform their duties.

All GTAs will work closely with their assigned instructor of record for the course (supervisor), who is responsible for providing GTAs with support and assistance in lesson planning and preparation. Nevertheless, it is the responsibility of the GTA to adequately prepare for their assigned lectures and ensure that the goals stipulated in the syllabus for their work with the students are reached.

The Associate Dean for Research and Faculty Development (ADRFD) is the overall supervisor of GTA in the school. In collaboration with the Graduate Program Coordinator, it conducts an annual evaluation of GTA performance. This evaluation consists of a self-evaluation from the GTA, class observations, written feedback from the GTA's supervisor, and teaching evaluations from students.

GRAs will be evaluated by the faculty for whom they work. A written evaluation of their performance will be forwarded yearly to the Graduate Program Coordinator.

If needed, the ADRFD will ask for supplemental information from the GTA supervisor or the faculty employing the GRA.

At the start of the spring semester, the ADRFD will conduct a survey of all graduate students, which will address topics such as course load, GTA and GRA, work-life balance, teaching-research balance, and any other topics that may be relevant to provide the administration with information on the dynamics of the Doctoral Program and provide Ph.D. students with a forum to communicate and provide feedback on initiatives concerning the Doctoral Program.

The ADRFD will meet in person with each Ph.D. student at least once per academic year and organize at least one formal meeting with all Ph.D. students each semester.

Additional English Competency Requirements for GTAs:

English proficiency requirements for GTAs are governed by the Kansas Board of Regents and must be met separately from the English proficiency requirement for admission to a KU graduate program. Detailed information on English proficiency requirements for GTAs may be found on Graduate & Postdoctoral Affairs' Spoken English Competency page.

Related Policies and Forms:

- [English Proficiency Requirements for Admission to Graduate Study](#)
- Spoken English Language Competency of Faculty and Graduate Teaching Assistants, Kansas Board of Regents Policy

Additional Reading

- [AEJMC Code of Ethics](#)
- [AEJMC Recommended Ethical Research Guidelines](#)
- [The Belmont Report](#)
- [KU Office of Research Policy: Policy on Use of Human Subjects in Research](#)

Publication, Plagiarism and Copyright

Policies and Procedures

Journalism graduate students will adhere to the [University Senate Rules and Regulations](#) vis-a-vis student publication responsibility. Before students submit academic papers, they need to observe and follow policies and guidelines of the particular publishing company. Different companies have different policies. For example, SAGE does not accept previously published manuscripts except in rare cases in

which authors should inform the editor to acknowledge or permit the first source of publication (i.e., abstracts and posters at conferences), re-used raw data, and clinical trials registries. Moreover, publishing companies do not allow the same research to be published in more than one journal. Translated journals and materials published elsewhere need appropriate permission. However, if authors have any problem, it is the best way to consult with the particular publishing companies.

[USRR defines plagiarism](#) as “the appropriation of another person’s ideas, processes, results, or words without giving appropriate credit.” Plagiarism is viewed as a part of research misconduct together with fabrication and falsification. Plagiarism can be committed intentionally or unintentionally. Intentional plagiarism is use of ideas of others without giving credit or acknowledgement to the owner. Unintentional plagiarism can occur when students do not know how to give proper citation of their references. Exact definitions of plagiarism can differ not only from one institution to another, but also from one country to another. Therefore, the William Allen White School of Journalism and Mass Communications should ensure international students know its exact definitions and punishments so students can avoid both types of intentional and unintentional plagiarisms.

Whereas plagiarism is an issue of behavioral norms, copyright is an issue of legality. Plagiarism is a form of academic misconduct whereby an author uses another person’s ideas without giving appropriate attribution. Black’s Law Dictionary defines copyright as “[t]he right of literary property as recognized and sanctioned by positive law. A right granted by statute to the author or originator of certain literary or artistic productions, whereby he is invested, for a limited period, with the sole and exclusive privilege of multiplying copies of the same and publishing and selling them.” Unlike the spirit of plagiarism protections, which preserve the just assignment of intellectual credit, copyright laws protect the economic well-being of the copyright holder. In his 2016 Duquesne Law Review article, Professor Frye notes that “copyright prohibits certain uses of original works of authorship without permission, irrespective of attribution; plagiarism norms prohibit copying certain expressions, facts, and ideas without attribution, irrespective of copyright protection.” Therefore, copyright laws cannot protect individual facts or ideas while plagiarism norms typically do. Additionally, the holder of the copyright may not be the author of the copyrighted work. Students of the William Allen White School of Journalism and Mass Communications will sign a copyright agreement form, to be created at a later date. This form will ensure that (1) any submitted academic work is the original work of the student (except for written permissions for the student to use copyrighted material) and (2) the academic work does not infringe any copyright or proprietary rights. Additionally, journalism students will abide by the fair use and copyright standards stipulated by KU Libraries’ Shulenburg Office of Scholarly Communication & Copyright (OSC&C) to ensure compliance with state intellectual property, trademark, and copyright law. Journalism students will adhere to the Copyright Decision Tree as published by the OSC&C. This decision tree and checklist will help students identify potential issues with fair use and creative commons compliance. Students will contact the Head of the OSC&C, if questions or concerns arise from their consultation with the Copyright Decision Tree.

Maleficence

Publication misconduct will be addressed on an ad hoc basis. Disputes between authors will be mediated by the Associate Dean for Research and Faculty Development. The following sanctions may be imposed if a student or an instructor commits academic misconduct: admonition, warning and censure. In addition, other sanctions may be imposed such as reduction of grade for specific work, reduction of grade for the course, exclusion from activities, transcript citation for academic misconduct, expulsion, suspension from a specific course, recommendations of suspension and dismissal. Each publishing company has different punishment of misconduct publication. For example, the Editor-in-Chief/Editorial Board has the right to refuse to review/accept papers from these authors. Moreover, the publishing companies will retract papers. In some cases, they will be promptly published which will be freely available to all readers. Moreover, the editor can inform the author’s institution, and may refuse for a time to consider future work from the authors.

Punishments vary, depending on the policy of different universities. Some universities train the first-time violators, while some universities just give zero for a student's work if he or she is found of guilty for the first time. Sometimes students will be asked to rework on the assignment with reduced grade. Plagiarism that is always seen as an academic misconduct sometimes can lead to a criminal case. In some cases, a plagiarist can be sued by an author and if the case is deemed a criminal offense, a plagiarist can be imprisoned.

Because copyright is a legal issue, consequences for copyright maleficence will be twofold. First, copyright infringement will be addressed internally by disciplinary action as stipulated in the plagiarism and fabrication policies of the William Allen White School of Journalism and Mass Communications and the [University Senate Rules and Regulations](#). Second, copyright infringement could be addressed externally through civil and criminal procedures. For details see Title 17, United States Code, Sections 504, 505. Should a copyright violation occur, the student author must indemnify and hold harmless the University of Kansas and its subsidiaries. When a third party's work is used without permission, the party may demand a license fee which shall be paid by the student author.

Copyright Resources

KU libraries offer services and course guides to aid students and faculty with copyright. This includes course guides for: using copyrighted materials for fair use, how to teach about copyright, and understanding copyright publisher agreements when publishing in academic journals or books. Graduate students can also meet with librarians one-on-one to review their publisher agreements with academic journals and books. These copyright services and librarians can be reached in the [Shulenburg Office of Scholarly Communication and Copyright](#) in Watson Library, Room 450.

References

- [University Senate Rules and Regulations Article IV](#)
- [SAGE Prior Publication](#)
- [AEJMC Code of Ethics Research](#)
- [Springer Publishing Ethics for Journals](#)
- [American Psychological Association Journal Manuscript Preparation Guidelines](#)
- [Wiley Best Practice Guidelines on Publishing Ethics \(pdf\)](#)
- [ACS Publications Ethical Guidelines to Publication of Chemical Research](#)
- [Seattlepi Consequences of Plagiarism in College](#)
- [William Allen White School of Journalism and Mass Communications Plagiarism and Fabrication Policies](#)
- [iThenticate 6 Consequences of Plagiarism](#)
- [University Senate Rules and Regulations Article IX](#)
- [Check for Plagiarism Plagiarism Law](#)
- [Department of Homeland Security What is Plagiarism?](#)
- [University of Iowa History Style and Citation](#)
- SYMPOSIUM ARTICLE: Plagiarism is Not a Crime, 54 Duq. L. Rev. 133
- [The Law Dictionary What is COPYRIGHT?](#)
- [University Senate Rules and Regulations](#)
- [Princeton University Copyright Infringement](#)

(Guidelines developed by Harrison Rosenthal, Nyan Lynn and Chanapa Noonark.)

Author Responsibility

Overview

Authorship confers credit and has important academic, social, and financial implications. It also implies responsibility and accountability for published work. All scholarly or scientific publications, including articles, abstracts, manuscripts submitted for publication, presentations at conferences, and applications for funding, that involve faculty, staff, students and/or trainees arising from academic activities performed under the auspices of the University of Kansas must include appropriate attribution of authorship and disclosure of relevant affiliations of those involved in the work. The following recommendations are intended to ensure that contributors who have made substantive intellectual contributions to research are given credit as authors, but also that contributors credited as authors understand their role in taking responsibility and being accountable for what is published.

(Adopted Spring 2018)

Authorship

Authors are individuals identified by the research group to have made substantial contributions to the reported work and agree to be accountable for these contributions. In addition to being accountable for the parts of the work he or she has done, an author should be able to identify which of their co-authors are responsible for specific other parts of the work. Furthermore, an author should have confidence in the integrity of the contributions of their co-authors. Authorship should be based on the following four criteria:

1. Substantial contributions to the conception or design of the work; or the acquisition, analysis, or interpretation of data for the work;
2. Drafting the work or revising it critically for important intellectual content;
3. Final approval of the version to be published;
4. Agreement to be accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

Order of Authorship

The order of authorship, should be a joint decision of the coauthors. Authors should be prepared to explain the order in which authors are listed. Examples of authorship policies include descending order of contribution, placing the person who took the lead in writing the manuscript or doing the research first, the most experienced contributor last, and alphabetical or random order. Specifically, the first author is usually the person who has performed the central elements of the project. Often, this individual is also the person who comes up with the general research idea and has prepared the literature review of the manuscript. Also, the lead author is usually responsible for getting the IRB approval and serving as the corresponding author. The lead author is ultimately responsible for ensuring that all other authors meet the requirements for authorship as well as ensuring the integrity of the work itself. Each co-author is responsible for considering his or her role in the project and whether that role merits attribution of authorship. Co-authors should review and approve the manuscript, at least as it pertains to their roles in the project. Additionally, a student is usually listed as principal author on any multiple authored article that is based primarily on the student's dissertation or thesis. Faculty advisors discuss publication credit with students as early as feasible and throughout the research and publication process as appropriate.

Disagreements about author order should be resolved by the authors before the article is submitted for peer-review. Disputes that arise after submission could delay or prevent publication. Authors should not expect editors to become embroiled in disputes among authors over name placement in the byline.

Non-author Contributor

Most journals permit (or even encourage) acknowledgement of contributions to a research project that do not merit authorship. All other contributors who are not authors should be named in the

Acknowledgments, and what they did should be described. All those who are listed in this way should be aware of it.

Implementation

Discussion of authorship and authorship order will optimally begin at the inception of a research project, and involve a purposeful and thoughtful examination of expected contributions of the individuals who are involved in the project. It is important to keep a written record of your decision (See Appendix: Authorship Agreement Form). For disputes that cannot be resolved amicably, individuals may seek the guidance of the dean or graduate dean of their school.

Code of Ethics for Conference Presentations

[The University of Kansas Code of Student Right and Responsibilities](#) (refer as The Code) states that all members of the campus community, including students, faculty, staff, and affiliates of the university (refer as KU members) bear responsibility for their conduct. Those who representing the University of Kansas in any form outside the university, such as presenting their work at conferences should adhere to The Code and are expected to maintain the highest standards of personal conduct that benefit the university and their schools.

The Code states that the core values of the members' standards of conduct include Respect, Community, Integrity, and Responsibility. During travels outside of campus where KU members present their work or represent the university in an official capacity, behavior that violates these core values include, but is not limited to:

5. Sexual Misconduct that includes sexual harassment and sexual violence as defined by [the University of Kansas Sexual Harassment Policy](#);
6. Discrimination, as defined by [the University of Kansas Discrimination Complaint Resolution Process](#);
7. Harm to Persons: causing harm or endangering the mental or physical health or personal safety of any person;
8. Damage and Destruction: damage to or destruction of property of another or the conference
9. Disruption: causes or attempts to cause disruption or obstruction of someone else's presentation or other conference activities;
10. Taking of Property: intentionally and knowingly attempts to take or has in their possession the property of the conference or personal property of another, including goods, services and other valuables.

When representing the university, or presenting work at conferences, members should conduct themselves professionally and behave in a manner to improve public understanding of the university.

Recommendations include, but are not limited to:

11. Pay attention to personal appearance, hygiene and dress appropriately
12. Be respectful, prepared and punctual

Concerning the use of alcoholic beverages, [the University of Kansas Alcohol & Drug Policy](#) is in effect. For the purpose of this section, any consumption or distribution of alcoholic beverages by members under the legal age of 21 is strictly prohibited. For members above the legal drinking age, the following considerations apply:

Alcoholic beverages shall not be consumed or be in visible possession when official functions are in session. During non-presentation events that foster networking and socialization, alcohol use becomes a personal choice, but that choice cannot, in any way, lead to any misconduct, interfere with the presentation or place others at risk as outlined above. KU members should be aware that their actions will always, directly or indirectly, reflect back to the institution, and should therefore be always responsible with their alcohol consumption.

The use or handling of drugs and substances that are illegal in the State of Kansas are to be considered illegal no matter the legal jurisdiction the member is in during their KU related activities.

References

- American Psychological Association. (2002). [Ethical principles of psychologists and code of conduct](#). American Psychologist, 57, 1060-1073. Council of Science Editors. Authorship and authorship responsibilities.
- Harvard Medical School. (1999). [Authorship guidelines](#).
- International Committee of Medical Journal Editors (ICMJE). [Defining the role of authors and contributors](#).
- University of Kansas. [Code of Student Rights and Responsibilities](#).
- Winston, R. B. (1985). A suggested procedure for determining order of authorship in research publications. Journal of Counseling and Development, 63, 515-518.

(Guidelines developed by Yuchen Liu, Phil Maschke and Shola Aromona.)

Conference Paper/Publication Options

Expectations

Ph.D. students are expected to present six to 13 conference papers and publish three to six research papers upon graduation from the program. Each paper presented at conference should be viable for publication. Here is a list of common conferences and publications that accept journalism and mass communications research.

Main Conferences

Association for Education in Journalism and Mass Communication (AEJMC) is a major conference. It's the most prominent and prestigious conference among journalism and mass communication researchers. There are 28 divisions and interest groups that accept papers for the annual August conference. AEJMC also hosts regional conferences. Paper submission deadline is April 1. Learn more at the [AEJMC website](#).

International Communication Association (ICA) is also a major conference. Because it's an international conference, it is held outside North America every few years. ICA has 28 divisions and interest groups covering a variety of research areas. The annual conference is either Memorial Day (if located in North America) or in early June. Paper submission deadline: Nov. 1. Learn more at the [ICA website](#).

National Communication Association (NCA) is a top-flight conference that accepts papers in 48 divisions and interest groups. The NCA conference is in late November, and provides an opportunity to present papers in a large variety of communication disciplines, including Communications and Aging, Game Studies, Spiritual Communication, and Theatre, Film, and New Multi-Media. Paper submission deadline: Late March. Learn more at the [NCA website](#).

Other Conferences

[International Association for Media and Communication Research \(IAMCR\)](#) accepts extended abstracts instead of papers. If the abstract is accepted, the paper must be complete before the conference. The conference is usually in July and at an international site. In 2015, Montreal was the first North American city to host the conference. Abstract submission deadline: Usually November

[American Academy of Advertising \(AAA\)](#) conference is hosted by a U.S. city, usually in March. It also has a doctoral dissertation competition. Paper submission deadline: Early October

[Broadcast Education Association \(BEA\)](#) April conference is always in Las Vegas. It features 17 divisions and interest groups. BEA also hosts regional conferences. Paper submission deadline: Dec. 1

[World Association for Public Opinion Research \(WAPOR\)](#) conference varies between May and September. The conferences are in North America and international. WAPOR has 16 topic areas for paper submission. Paper submission deadline: November

[American Journalism Historians Association \(AJHA\)](#) is the leading organization that accepts historical research in journalism and mass communications. It accepts papers and research-in-progress abstracts. AJHA's annual conference is in October. Paper/Abstract submission deadline: Mid-May Regional conferences include the Midwest Association for Public Opinion Research (MAPOR), Central States Communication Association (CSCA), and AEJMC midwinter conference.

List of Publications

Ideally, students should aim at Quartile 1 and Quartile 2 journals as ranked by [Scimago](#) and Journal Citation Reports, available through KU Libraries. But other journals, especially those that target relevant audiences and that have strong editorials boards, can be good choices.

- [Journalism & Mass Communication Quarterly](#)
- [Journalism & Mass Communication Educator](#)
- [Newspaper Research Journal](#)
- [Journal of Sports Media](#)
- [Communication & Sport](#)
- [Journal of Communication](#)
- [Human Communication Research](#)
- [Communication Theory](#)
- [Journal of Computer-Mediated Communication](#)
- [Communication, Culture & Critique](#)
- [Journalism Practice](#)
- [Critical Studies in Media Communication](#)
- [Political Economy of Communication](#)
- [Journal of Broadcasting and Electronic Media](#)
- [Journal of Advertising Research](#)
- [Public Relations Journal](#)
- [Journal of Public Relations Research](#)
- [Communication Quarterly](#)
- [Journal of Media Business Studies](#)
- [Journalism: Theory, Practice and Criticism](#)
- [International Journal of Communication](#)
- [Journalism Studies](#)

Job Search Tips

Overview

A graduate student's job search should begin at least nine months prior to completion of degree and graduation. Ph.D. students will be equipped to earn a tenured-track position at a Research I institution where the teaching load is 2- and-2 (2 classes each semester). Tenured-track positions generally require a workload distribution of 40% teaching, 40% research, 20% service.

A non-Research I institution will require a 3-and-3 or 4-and-4 teaching load and may or may not be a tenured-track position. The research requirement is greatly diminished but research will still be required. The workload distribution is generally 60% teaching, 20% research, 20% service.

Rarely are master's graduates offered tenured-track positions. The master's degree allows a student to teach at most universities (Research I and nonResearch I) as an instructor or adjunct instructor.

Academic conferences are great networking opportunities that lead to employment. These events should be used to network with faculty at desirable universities and with those of similar research interests.

Some Tips

- You are shopping for a career. Be outgoing, respectful and interested in the work of others.
- Have your faculty introduce you to people you want to meet or people from desirable universities.
- Generously hand out business cards. Also, collect business cards from those of interest.
- Attend conference sessions of interest, and engage those with similar research interests.
- Researchers that you've cited in your research might be at the conference. Approach them and discuss their work. If asked, discuss your work.
- Take copies of your curriculum vitae (CV) with you to the conference.
- Some conferences host job interview sessions. Sign-up for interviews with desired universities. Take a CV to the interview.
- Act and dress professionally. Be a desirable candidate. Faculty members are always searching for good colleagues. Get on their radar.

Job Search Sites

Job boards are good places to start when searching for a tenured-track position. The Association for Education in Journalism and Mass Communication (AEJMC) hosts one of the most popular job sites. AEJMC is the most prominent and prestigious academic organization in our field. Any job worth having is advertised in the AEJMC Newsletter and on the [AEJMC website](#).

The International Communication Association is another highly respected and prominent organization. It also has an [online job board](#).

The Chronicle of Higher Education provides a [job board](#) but it's more expansive than AEJMC or ICA. However, there is a search option that will help narrow the offerings.

The National Communication Association hosts [Communication, Research, and Theory Network \(CRTNET\)](#). Subscribers receive daily emails on a variety of subjects, including job postings.

Job Application Process

1. Cover letter: Clear, concise, try to keep to one page
 1. Discuss how you fit the job description advertised
 2. Highlight research and teaching
 3. Include research agenda and long-term goals
2. Curriculum Vitae
 1. Provide education, teaching experience (list courses), published research and conference papers presented
 2. Do not mix journal articles and book chapters
 3. Include professional work (previous resume)
3. Research statement (What's your research program/theme?)
4. Teaching statement (Plus evidence of teaching effectiveness)
5. References (typically three)
6. Some programs ask for writing samples

Making the Short List

7. Phone interview questions
 1. Traditional questions
 1. Your research interests
 2. Teaching interests
 3. Your dissertation

4. What you know about our program, etc.
2. Personality test
 1. Are you a good listener?
 2. Are you organizer?
 3. Are you a problem-solver?
 4. Are you a good colleague?
8. Committee members will call references or request reference letters. Be sure to notify references that they've been listed.

Finalists/Interviews

9. Finalists will provide a teaching presentation
10. Finalists will provide a research presentation
11. Usually a city tour with a real estate agent will be included
12. Exit interview (usually with committee or Dean or Chair)

Be Prepared

13. Have you done your homework about us (memorize names, connections, research interests and major publications)
14. Which of our classes do you want to teach?
15. What research projects are you working on right now?
16. Will you finish your dissertation soon?
17. Questions to ask:
 1. Tenure (research) expectations
 2. Teaching load
 3. Service load
 4. Working with graduate students
 5. Retirement benefits
 6. Health insurance (when does it start?)
 7. Parking on campus
 8. Housing
 9. Office equipment
 10. Research support (travel funding, research assistant, hardware and software)
 11. Where do your students get jobs?
 12. What your students are like?

Additional Tips

18. If you only want to teach graduate classes/students, or non-skill classes, the interview is over. As a new faculty member, you do not have the right to make such demands.
19. You are watched by everyone all the time. Don't get drunk. Don't order room service.
20. Dress professionally.
21. The "lunch test." Are you someone others would invite to lunch?
22. Are you a good colleague?

Academic catalog

The University Academic Catalog serves as the official source for degree requirements, academic policies, course descriptions, and university regulations. Students are responsible for reviewing and complying with the policies and requirements outlined in the catalog that

corresponds to their term of admission. In the event of any discrepancy between this Graduate Handbook and the Academic Catalog, the Academic Catalog shall take precedence.

For complete and current information, students should refer to the University Academic Catalog at: <https://catalog.ku.edu/journalism-mass-communications/>

Graduate and Postdoctoral Affairs funding opportunities

The Office of Graduate & Postdoctoral Affairs (GPA) offers funding opportunities in several different categories. Students interested in applying should direct inquiries to the department's Director of Graduate Studies or to GPA. Some of the available funding includes:

[Summer Research Scholarships](#): intended primarily for post-comp doctoral students.

[Graduate Student Travel Fund](#): intended for graduate students presenting a paper at a national or regional meeting of a learned or professional society. A student may receive an award (max \$750) only once per academic year, with priority given to students who have not received the fund previously. Funds are available on a first-come, first-served basis.

[Doctoral Student Research Fund](#): Designed to support KU doctoral students who need assistance to carry out research that advances progress toward the degree. Applications for this fund are accepted only for a limited time as funding is available. Students are eligible to receive one award from this fund during their doctoral career. Students should check the link above for additional information and restrictions.

Campus Resources

- [Student Access Center](#)
- [CAPS](#)
- [Center for Teaching Excellence](#)
- [The Graduate Writing Center](#)
- [Graduate and Postdoctoral Affairs](#)
- [International Support Services](#)
- [Military Affiliated Student Center](#)
- [Watkins Health Services](#)
- [Ambler Student Recreation Fitness Center](#)