



## **PART II, STANDARD 5. SCHOLARSHIP: RESEARCH, CREATIVE AND PROFESSIONAL ACTIVITY**

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

### Executive Summary

The School of Communication + Journalism's faculty mix of media scholars and professional communicators is reflected in its scholarly research and creative and professional activities. SCJ professors have written 81 refereed journal articles in some of the top academic journals in the field, an increase from the previous accreditation visit of 72 articles, including the *Science Communication*, *New Media and Society*, *Health Communication*, *International Journal of Research in Marketing*, *Journal of Media Psychology*, *Journalism*, and *International Journal of Technology and Human Interaction*, among others.

They also have produced four scholarly books, 28 book chapters, 99 refereed and invited conference papers and 34 non-refereed and industry trade articles over the six-year review period. Research topics have included the intersection of race, gender and media, media literacy, First Amendment law, visual gatekeeping, Spanish-language news in the U.S., the impact of social media, and the expressive qualities of long-form journalism.

SCJ faculty members have been awarded external grants from national and regional organizations like the National Geographic Society and Miami Dade County, and sizable competitive internal grants from the University in excess of \$20,000 to research topics on health communication messages targeted to young Hispanic populations and to establish FIU Embrace, an initiative designed to support adults with developmental disabilities and research best practices for helping them achieve success. The Department of Journalism + Media was awarded \$500,000 to become part of the NBCU Academy.

Faculty members have also been invited to speak at regional, national and international organizations on topics of their expertise (for example: climate change, vaccine hesitancy, countering misinformation in Latin America and innovation in journalism education) and have produced interactive creative projects (for example: [TactikPAK](#), which helps media professionals develop advertising strategies, and [High Tide Calendar](#), which lets South Florida residents know when the highest high tides may occur in their neighborhoods, and therefore may bring flooding).

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

FIU's mission includes a commitment to "state-of-the-art research and creative activity." The SCJ is a place where scholarship, research and creative and professional activity all are valued and encouraged. Its faculty represents an intentional mix of media scholars and communications professionals.

The SCJ supports, encourages and enables faculty to devote time and talent to the advancement of knowledge associated with the practice and study of journalism and mass communication. The three areas of teaching, research/creative activities, and service serve as the major criteria for faculty personnel actions – promotion tenure and performance pay. Tenure-track faculty members are discouraged from engaging in excessive service to the detriment of compiling a record of excellence in teaching and scholarship necessary for tenure at a Carnegie R1 university. The University's Academic Affairs Faculty Manual defines scholarship, research and/or creative activities "as intellectual work that advances the academic disciplines, has its significance validated by academic peers or other appropriate outside authorities, and is communicated to peers or other appropriate persons. Such work in its diverse forms (e.g. publications, juried exhibitions/performances) is based on a high level of professional expertise, is original, is documented and validated through peer review or critique and is communicated in appropriate ways so as to have an impact on or significance for the discipline itself or for publics beyond the University.

Research and creative activities encompass all scholarly work, including the scholarship of discovery, integration, application, and instruction." The School does not dictate that faculty members adhere to a given methodology or methodologies when conducting scholarly research, nor is there an expectation that all faculty members will produce traditional academic research. The opportunity to engage in traditional scholarly research is open to all professors, including those who do not hold the terminal degree. The opportunity to engage in creative activity likewise extends to professors who do possess the terminal degree as well as those who do not possess the terminal degree. An individual's record may (indeed, often does) reflect a mixture of traditional research and creative activity.

The School has continued to create an environment conducive to scholarly research and professional/creative production, as well as encouraging collaborations among faculty members.

- The number of faculty-authored refereed journal articles was 81, along with 97 refereed conference papers and 34 articles in non-refereed publications. The faculty has become active in conferences and presentations with more than 100 such activities.
- Among the research faculty, five faculty members were awarded tenure during the accreditation period, and one tenured associate professor was promoted to full. Three others are tenure-earning Assistant Professors.
- Among the non-tenured faculty, three were hired as visiting faculty during the accrediting cycle, and after a national search, were hired as permanent Assistant Teaching Professors in the Department of Communication. In the last three years, four faculty members were promoted from Assistant Teaching Professors to Associate Teaching Professors all in the Department of Communication. One Assistant Teaching Professor earned the Accreditation in Public Relations (APR) credential from the Public Relations Society of America (PRSA). Another two began their APR journey in Summer 2021. Three Assistant Teaching Professors were initially hired as visiting faculty in the Department of Journalism + Media during the accreditation period but were later converted to permanent lines. One Clinical Assistant Professor of Professional Practice was promoted to Clinical Associate Professor of Professional Practice. Most of the non-tenured faculty in the Department of Journalism + Media are designated as Clinical Professional Practice and teach a 3/3 load.
- New hires who are on the tenure track are typically granted a 2/2 teaching load in the Department of Communication and a 2/3 teaching load in the Department of Journalism, and as budget allows, student research assistants, in the first three years of their careers, in order to help them establish a research agenda and achieve their academic goals toward tenure. In the upcoming academic year, the CARTA Faculty Assembly will work with the departments in an effort to develop department-specific differential assignment policies that align with the needs and make up of each unit.
- The School initiated the Steven Cruz Institute for Media, Science + Technology in 2019 as a focal point for SCJ's many science communication projects. The institute assembles interdisciplinary teams from across the University to apply for funding for science communication research; offers workshops, teach-ins and webinars to students, faculty and the general public on science communication; and provides an umbrella for interdisciplinary work produced by academic and

professional faculty, such as the award-winning sea level rise/climate change project, which has both academic and popular media components; and award-winning social marketing operations and stigma reduction campaigns of a county-wide children's mental health initiative.

- The College has several programs in support of research and creative activities, including an annual CARTA seed grant fund and CARTA awards that recognize excellence in scholarship and creative activities.

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

Because the School of Communication + Journalism has a strong professional focus, most of the faculty are engaged in research and creative/professional activity, including tenured, tenure-track and non-tenure-track faculty members. All work produced by full-time faculty members employed by the School during the accreditation period is included in this section for work produced during the time of their employment. The work produced by faculty members hired as assistant professors but who are currently associate professors is included under their current rank. Faculty who retired or left the University during the accrediting cycle are notated accordingly.

**Department of Communication**

Rokeshia Ashley (hired 2018) - Assistant Professor

Margo Berman - Professor

Heather Radi-Bermudez - Associate Teaching Professor

Daniel Blaeuer (passed away 2017) - Assistant Professor

H. Nurhayat Bilge (left in 2019) - Assistant Professor

Grizelle De Los Reyes - Associate Teaching Professor

Jessica Delgado - Associate Teaching Professor

Lynne Farber (retired 2019) - Assistant Professor

Aileen Izquierdo - Associate Teaching Professor

Robert Jaross - Assistant Professor

Nicole Kashian - Assistant Professor

Yu Liu - Associate Professor

Elizabeth Marsh - Assistant Professor

Hugo Ottolenghi (hired 2017) - Assistant Teaching Professor

Elif Ozkaya (left in 2018) - Assistant Professor



David Park - Associate Professor  
Raquel Perez (hired 2018) - Associate Teaching Professor  
Mihaela Plugarasu (hired 2017) - Assistant Teaching Professor  
Paula Powell (hired 2021) - Assistant Teaching Professor  
Sigal Segev - Associate Professor  
Jessica Vega (left in 2020) - Assistant Professor  
Maria Elena Villar - Professor  
Weirui Wang - Associate Professor  
Lynne Webb (retired 2018) - Professor  
Chun Zhou (hired 2018) - Assistant Professor

### **Department of Journalism + Media**

Alejandro Alvarado - Clinical Associate Professor of Professional Practice  
Fred Blevens (retired 2018) - Associate Professor  
Mario Diamant (retired 2020) - Associate Professor  
Dan Evans (left 2021) - Clinical Associate Professor of Professional Practice  
Leonardo Ferreira - Professor  
Ted Gutsche (left 2018) - Assistant Professor  
Susan Jacobson - Associate Professor  
Steven Kairalla (hired 2020) - Clinical Associate Professor of Professional Practice  
Karla Kennedy (hired 2017) - Assistant Teaching Professor  
Laura Kurtzberg (hired 2020) - Clinical Assistant Professor of Professional Practice  
Katherine MacMillin (retired 2021) - Associate Professor  
Lilliam Martinez-Bustos - Assistant Professor  
Juliet Pinto (left 2018) - Associate Professor  
Teresa Ponte - Associate Professor  
Neil Reisner - Associate Professor  
Allan Richards - Associate Professor  
Michael Sheerin - Associate Professor  
Moses Shumow (left 2019) - Assistant Professor  
Chuck Strouse (hired 2019) - Assistant Teaching Professor  
Timothy Sullivan (hired 2021) - Clinical Associate Professor of Professional Practice  
Lorna Veraldi - Associate Professor  
Mercedes Vigon - Associate Professor

**3. Using the grid that follows, provide counts of the unit's overall productivity in scholarship for the past six years by activity; first the totals for the unit as a whole and then for the individuals who produced these totals, broken down by academic rank.** The chart should provide a snapshot of scholarship activity within the

unit during the six-year period. Therefore, the grid should capture relevant activity by all full-time faculty only **while at the accredited unit**. Provide the total number of individuals in each rank in place of the XX. Adapt the grid to best reflect institutional mission and unit policies and provide a brief narrative.

NOTE: Individuals at the listed ranks include tenured, tenure-earning, professional practice and teaching faculty members.

Scholarship, Research, Creative and Professional Activities	Total from Unit*	Individuals				
		Full Professors 5	Associate Professors 17	Assistant Professors 10	Other Faculty** 5	Totals 37
Awards and Honors	19		16	6		22
Grants Received Internal	21		10	16		26
Grants Received External	17	4	13	2	2	21
Scholarly Books, Sole- or Co-authored	4		2	3		5
Textbooks, Sole- or Co-authored	3	2	1			3
Books Edited	1		1			1
Book Chapters	28	10	21	8		39
Monographs						
Articles in Refereed Journals	81	11	51	35		97

Refereed Conference Papers	97	15	71	27	8	121
Invited Academic Papers	2		2			2
Encyclopedia Entries	3		2	1		3
Book Reviews						
Articles in Non-refereed Publications	34	4	26	5	1	36
Juried Creative Works	1		1			1
Non-juried Creative Works	17	1	15	3		19
Other (please specify) <i>(includes non-refereed conference presentations, invited presentations and research projects)</i>	33	10	17	3	3	33

\*Co-authored work should be counted as a single publication in the unit totals. However, if, for example, two members of the faculty are co-authors on the same journal article, it would be reported as a publication for both authors. \*\*Includes all full-time faculty who do not hold listed ranks, such as instructors and others on term appointments. Many faculty in this category may hold teaching appointments without significant scholarship, research or creative requirements.

**4. List in a digital file the scholarly, research, creative and professional activities of each member of the full-time faculty in the past six years. Limit to 10 per faculty member through the six-year period. The unit has the option of providing a complete list in a separate digital file. (Full-time faculty refers to those defined as such by the unit.) If including faculty who have since left the unit, please note. Professional service activities should be reported in Standard 8.**



- [Link to List of Select Faculty Accomplishments, 2016-2021](#)
- [Link to Full List of Accomplishments, Department of Communication](#)
- [Link to Full List of Accomplishments Department of Journalism + Media](#)

**5. Describe the institution's policy regarding sabbaticals, leaves of absence with or without pay, etc. List faculty who have taken sabbaticals or leaves during the past six years. Give one-sentence descriptions detailing the academic achievements of each sabbatical.**

[Link to Resources for Sabbaticals and Professional Development Leave at the Office of the Provost](#)

## **Sabbaticals**

The Office of the Provost manages applications for Sabbatical Leave by tenured and tenure-track faculty. According to the FIU Board of Trustees and the United Faculty of Florida (FIU-UFF) Collective Bargaining Agreement, “sabbaticals are not granted as a reward for service,” but must demonstrate the faculty member’s increased value to the University. The policy is set forth in Appendix G on pages 107-110 of the FIU-UFF [Collective Bargaining Agreement 2018-2021](#). According to the agreement:

Sabbaticals are granted to increase tenured faculty members' value to the University through enhanced opportunities for planned travel, research, writing, professional renewal, study, formal education, or other experiences of professional value. Full-time tenured employees with at least six (6) years of full-time, continuous service with FIU shall be eligible for competitive full-pay sabbatical leave, non-competitive sabbaticals, and two-thirds pay sabbatical leave. A tenured employee who is compensated through a contract or grant may receive a sabbatical leave only if the contract or grant allows a sabbatical and the employee meets all other eligibility requirements.

Faculty who have taken sabbaticals are listed below along with a brief description of their academic achievements.

- **Lorna Veraldi** - Half-pay Sabbatical Leave (2020-2021). Book project: “The Essential First Amendment.”
- **Weirui Wang** - Sabbatical (2019-2020) for various projects. Prior to sabbatical, Dr. Wang participated in four teams that secured funding from National Geographic Society, RTI International, Penn State University Arthur W. Page

Center for integrity in public communications, and Center for Research on US Latino HIV/AIDS and drug Abuse (CRUSADA) of FIU.

- **David Park** - Sabbatical (2016-2017) to collaborate with Dr. Homero Gil de Zuniga, one of the leading new technology scholars of mass communication in Europe, and the research team at the Media Innovation Lab (MiLab) in the Department of Communication at the University of Vienna, Austria.

## Professional Development Leaves

The Office of the Provost manages applications for Professional Development Leaves, which is designed “to provide employees who are not eligible for Sabbatical Leaves with leave opportunities to increase the employee's value to the University through enhanced opportunities for professional renewal, educational travel, formal education, research, writing or other experience of professional value, not as a reward for service.” Criteria for Professional Development Leaves are outlined in Appendix G on pages 103-107 of the FIU-UFF [Collective Bargaining Agreement 2018-2021](#). According to the agreement:

Each year, the University shall make available at least one (1) professional development leave at full pay for one (1) semester or its equivalent, for example leave at half pay for two (2) semesters for each twenty (20) eligible nontenure earning employees, subject to the conditions set forth below. .... [A]ll employees with at least six (6) years of full-time continuous service at FIU, except those who are serving in tenure-earning or tenured positions, shall be eligible for professional development leaves. An employee who is compensated through a contract or grant may receive a professional development leave only if the contract or grant allows for such leaves and the employee meets all other eligibility requirements.

Faculty who have taken professional development leaves are listed below along with a brief description of their academic achievements.

- **Katherine MacMillin** - Professional Development Leave (Fall 2020) - Researched sea level rise and created a proposal to connect East Coast Long-Term Ecological Research (LTER) Network members with FIU.
- **Michael Sheerin** - Professional Development leave (Fall 2020) - Studied remote broadcasting software and VR360 post-production and incorporated into remote learning courses in studio and multimedia production.
- **Allan Richards** - Professional Development Leaves Spring 2019-“New JMC Partnerships in an Era of Specialization.” New collaborative partnerships between journalism education and the media industry.

- **Mario Diament** - Professional Development Leave (2017) - Researched and studied Art History in and participated in the staging of his play "Land of Fire" in Paris.

## **Paid and Unpaid Leave**

FIU follows the policy described in Appendix G on pages 80-96 of the FIU-UFF [Collective Bargaining Agreement 2018-2021](#). According to the agreement there are several classifications of paid and unpaid leave, including family medical leave of absence, parental leave, leave due to illness and administrative leaves. The agreement also provides for guidance on unpaid leave.

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

### **Travel**

The SCJ recognizes the importance that travel has in supporting scholarship, research, creative and professional activity. In the spring, as next year's budget is being drafted, the Chair asks the faculty to estimate travel expenses for the upcoming year and includes this amount in the budget request. In the Department of Communication, a travel committee reviews faculty proposals for travel and makes recommendations to the Chair on which travel should be approved. In the Department of Journalism + Media, travel requests are reviewed by the Chair. The Dean's office funds each department's travel requests to the best of its ability, based on available funds. During the academic year, department faculty submit requests for travel funding to the Chair, who allocates funds based on the relevance of the travel to the department's mission, the number of travel requests by the same faculty member recently funded, and the available funds. There was no travel during the pandemic, and instead the departments paid for virtual conference registrations. In the upcoming fiscal year, travel funds will be centralized in the Dean's Office.

### **Grant Support**

Faculty members may apply for internal grants at the Department, College and University level to support their scholarship, research, creative and professional activity. The University and the College have competitive seed grants ranging from \$3,000 to \$20,000. Both departments have smaller grants to support equipment purchases, pay research subjects and support smaller projects in other ways.

## Course Releases

The Department of Journalism + Media and the Department of Communication has long had a policy of granting Professional Practice faculty members a reduced teaching load of 3/3 so that they may pursue scholarship, research, creative and professional work. Tenured and tenure-track faculty teach a standard 3/2 load in the Journalism + Media Department. In the Communication Department, tenured and tenure-track faculty teach 2/2 and their research productivity is reviewed each year. Additional course load reductions for the next academic year may be calculated in consultation with the Chair during annual performance review meetings. In the upcoming academic year, the Faculty Assembly will work with the departments in an effort to develop department-specific differential assignment policies that align with the needs and make up of each unit.

### **7. List faculty who have taken advantage of those programs during the past six years.**

Most SCJ faculty have received travel funding during the past six years. There was no travel in the second half of Spring 2020 and during the 2020-21 year due to the pandemic. Faculty listed below received travel funding during the past six years.

Alejandro Alvarado  
Mario Diamante (retired 2020)  
Dan Evans (left 2021)  
Leonardo Ferreira  
Ted Gutsche (left 2017)  
Susan Jacobson  
Karla Kennedy (hired 2017)  
Kate MacMillin (retired 2021)  
Lilliam Martinez-Bustos  
Juliet Pinto (left 2018)  
Teresa Ponte  
Neil Reisner  
Allan Richards  
Michael Sheerin  
Moses Shumow (left 2019)  
Lorna Veraldi  
Mercedes Vigon

Maria Elena Villar  
Weirui Wang  
Nurhayat Bilge (left in 2019)  
Nicole Kashian  
Sigal Segev  
Aileen Izquierdo  
Heather Radi-Bermudez  
Raquel Perez  
Mihaela Plugarasu  
Hugo Ottolenghi  
Yu Liu