Executive Summary

- The School’s faculty members increased their peer-reviewed journal publications from 20 in the previous assessment report to 70 during the past five years. It is an increase of 250 percent.

- Faculty members presented 166 peer-reviewed conference papers. This represents a 230 percent increase during the past five years.

- The School hosted or is hosting three academic journals during the accreditation cycle.

- Faculty members made paper presentations in Australia, London, Korea, China, Turkey, Poland, Finland, Canada, Kazakhstan, Singapore and Switzerland.
1. **Describe the institution’s mission regarding scholarship by faculty and the unit's policies for achieving that mission.**

Oklahoma State University has a RU (high research activity) classification from the Carnegie Foundation. Being part of the OSU College of Arts & Sciences, which has high research and external grant expectations, the School of Media & Strategic Communications also has these expectations.

The School has been fully cognizant of being out of compliance on this standard for two consecutive accreditation cycles and that it faced serious problems if noncompliance would recur.

To address this, creating a climate that would stimulate research and research interest was one of the goals in the 2008-11 SMSC strategic plan. These steps were taken toward this goal:

- **Course loads were revisited to ensure faculty members with a research assignment do not teach more than a 2/3 load and do not carry too heavy a service load.**
- **Tenure-track faculty members teach a 2/2 load and are encouraged to focus their service activities on academic endeavors and serving in professional academic organizations such as the Association for Education in Journalism and Mass Communication, the International Communication Association or similar organizations.**
- **Tenure-track faculty members are encouraged to apply for Summer Research Grants, which provided them with one month’s salary, so they could be less dependent on summer teaching.**
- **A monthly Research Colloquium was started in fall 2008. The colloquium highlights work in progress that was being prepared for submission and allowed faculty members to provide advice, feedback and encouragement.**
- **Faculty members are encouraged to submit papers to regional conferences such as the AEJMC Midwinter Conference that takes place every year at the University of Oklahoma in Norman. The School pays for attendance even when papers are not accepted. This provides faculty with valuable exposure to other researchers’ work.**
- **Faculty travel funding was increased considerably and faculty members were encouraged to submit papers to national conferences.**
- **Faculty members are encouraged to collaborate on research in addition to working alone. This was particularly helpful in terms of research in sports media. The collaboration has considerably increased interest in research and encouraged participation in the research colloquia.**
- **Tenure-track faculty members each have two senior faculty mentors who provide advice and encouragement and work with them on collaborative research projects.**
- **In fall 2008, a realistic assessment of faculty members who had the ability to conduct research was done. Faculty members who did not do any research or any creative work were given the opportunity to only teach and were assigned a 4/4 teaching load.**
- **Several faculty members who were tenured but did not do any research or creative activity have retired in recent years and were replaced with tenure-track faculty members who have a research assignment.**
- **To encourage grant-funded research, a workshop was conducted to expose faculty to finding and applying for research grants.**
- Research activity became an important component of the annual Assessment and Development process and an important consideration in salary increases.
- The School gained two endowed professorships, which are a huge boost to the School’s research productivity.
- The SMSC Tenure and Promotion document was revisited to better clarify research expectations and set clear guidelines of what would qualify for research and creative activity.

As a result of the above actions peer-reviewed published research for the unit increased from 20 during the previous accreditation cycle to 70 since fall 2008. That is an increase of 233 percent. Peer-reviewed conference presentations during the same period increased from 49 to 166, an increase of 239 percent. All this was accomplished with a varying degree of research expertise in the School, something that has only been somewhat corrected during the past three years. Nonetheless, as more faculty retire or depart, the opportunity to appoint more research-focused faculty members also increases, which will further improve the output of research and creative activity.

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).

As mentioned, a relatively small group of faculty members contributed to the production in the following table. The time frame mentioned here does not pertain to the length of the faculty member’s appointment but rather the period during which the research contribution was assessed:

- Jami Fullerton, Professor and Peggy Welch Chair in Strategic Communication, fall 2008 – present.
- Derina Holtzhausen, Professor and Director, fall 2008 – present.
- Stan Ketterer, Associate Professor, fall 2008 – present.
- Ted Kian, Associate Professor and Welch-Bridgewater Endowed Chair in Sports Journalism, fall 2011 – present.
- Kenneth Kim, assistant professor, fall 2010 – present.
- Bobbi Kay Lewis, Associate Professor, fall 2008 – present.
- John McGuire, Associate Professor, fall 2008 – present.
- Lori McKinnon, Associate Professor, fall 2008 – present.
- Juan Meng, Assistant Professor, fall 2011 – June 2012.
- Ray Murray, Associate Professor, fall 2008 – present.
- Cynthia Nichols, Assistant Professor, fall 2010 – present.
- Joey Senat, Associate Professor, fall 2008 – present.
- Danny Shipka, Assistant Professor, fall 2011 – present.
- Mike Sowell, Associate Professor, fall 2008 – present.
- Wayne Wanta, Professor, Welch-Bridgewater Endowed Chair in Sports Journalism, fall 2009 – June 2011.

Because only nine faculty members were employed in the School for the full accreditation cycle, the School’s accomplishments are even more remarkable. Of the others, four faculty members were employed at the School for one or two years only and two have been employed for three
years. The School’s involvement in academic journal editorship has been another important
development. The International Journal of Strategic Communication under the editorship of
Derina Holtzhausen was hosted at the School from 2008 to 2012 and the Journal of Advertising
Education has been co-hosted since 2012 with Jami Fullerton as co-editor. Danny Shipka is the
founding editor of Journal of Entertainment Studies (JEMS), an online journal created in
cooporation with the AEJMC Entertainment Studies Interest Group, which was launched in
October 2013.

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

<table>
<thead>
<tr>
<th>Scholarship, Research, Creative and Professional Activities</th>
<th>By Unit *</th>
<th>By Individuals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Full Professors (3)</td>
<td>Associate Professors (9)</td>
</tr>
<tr>
<td>Awards and Honors</td>
<td>32</td>
<td>10</td>
</tr>
<tr>
<td>Grants Received Internal</td>
<td>19</td>
<td>1</td>
</tr>
<tr>
<td>Grants Received External</td>
<td>15</td>
<td>2</td>
</tr>
<tr>
<td>Scholarly Books, Sole- or Co-authored</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Textbooks, Sole- or Co-authored</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Books Edited</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Book Chapters</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>Monographs</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Articles in Refereed Journals</td>
<td>70</td>
<td>25</td>
</tr>
<tr>
<td>Refereed Conference Papers</td>
<td>166</td>
<td>40</td>
</tr>
<tr>
<td>Invited Academic Papers</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Encyclopedia Entries</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>Book Reviews</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Articles in Non-refereed Publications</td>
<td>47</td>
<td>4</td>
</tr>
<tr>
<td>Juried Creative Works</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Non-juried Creative Works</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Other (specified)</td>
<td>102</td>
<td>2</td>
</tr>
</tbody>
</table>

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

4. List the scholarly, research, creative and professional activities of each member of the full-time faculty in the past six years. Please provide a full list; do not refer team members to faculty vitae for this information. (Full-time faculty refers to those defined as such by the unit.) If including faculty who have since left the unit, please note.

Faculty members are presented alphabetically. Only their research for the period under review and the period of employment at the School of Media & Strategic Communications is provided when not employed over the whole review accreditation cycle. The following covers journal editorships, books, peer reviewed journals, invited articles and peer-reviewed paper presentations. Invited presentations will be mentioned under Part II, Standard 8. Professional and Public Service.

**Jami Fullerton**
Professsor and Peggy Welch Endowed Chair in Strategic Communication.

**Journal Editorship**
Co-editor of *Journal of Advertising Education*. A publication of the Advertising Division of the Association for Education in Journalism and Mass Communication.

**Refereed Journal Articles**


**Invited Articles/Chapters**


Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). Advertising professors research links industry and academe, *USA Today* special section.

Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). Student interns experience ethical scenarios on the job, *USA Today* special section.

Kendrick, Alice and Jami Fullerton (Nov. 16, 2010). The role of the agency account manager: a study of changing responsibilities, *USA Today* special section.


**Refereed Conference Paper Presentations**


Mass Communication conference, St. Louis, Mo.


**Derina Holtzhausen**

**Journal editorship**


**Books**


**Peer-reviewed Articles**


DOI: 10.1080/13527266.2012.740065


**Book chapters**


**Encyclopedia entries**


Werder, K. G. Page, & Holtzhausen, D. R. (2008). The emergence of the communication strategist: An examination of practitioner roles, department leadership style, and message
strategy use in organizations. Paper presented at the Public Relations Division of the 91st Annual Convention of the Association for Education in Journalism and Mass Communication, Aug. 6-9, Chicago.

Stan Ketterer
Associate Professor

Books

Articles in Refereed Journals
doi:10.1177/2167479513482118

Book Chapters

Refereed Conference Papers
“Watchdogs of the Fourth Estate or Homer Journalists? Local Newspaper Coverage of Marquee College Football Programs” with Ted Kian, Joey Senat and James Pohling was presented in March 2013 at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

“Contrasting Desired Sports Journalism Skills in a Convergent Media Environment” with Ray Murray, John McGuire, and Mike Sowell was accepted for presentation in August 2012 at the annual convention of the Association for Education in Journalism and Mass Communication in Chicago.

“Contrasting Desired Sports Journalism Skills in a Convergent Media Environment” with Ray Murray, John McGuire, and Mike Sowell was presented in March 2012, at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

“Examining Editorial Disputes in TV Newsrooms” with Ray Murray, John McGuire, and Mike Sowell was presented in August 2011 at the annual convention of the Association for Education in Journalism and Mass Communication in St. Louis.
“Examining Editorial Disputes in TV Newsrooms” with Ray Murray, John McGuire, and Mike Sowell was presented in March 4, 2011, at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

“Training Sports Journalists in a Converged Newsroom: What Educators Need to Know to Train Future Sports Journalists” with Ray Murray, John McGuire, and Mike Sowell was presented August 2009, at the annual convention of the Association for Education in Journalism and Mass Communication in Denver.

“Training Sports Journalists in a Converged Newsroom: What Educators Need to Know to Train Future Sports Journalists” with Ray Murray, John McGuire, and Mike Sowell was presented March 5, 2009, at the Midwinter Conference of the Association for Education in Journalism and Mass Communication at the University of Oklahoma in Norman.

“Journalism Educators in Kazakhstan: Teaching, Curriculum and Practice” with Maureen Nemecek, Galiya Ibrayeva and Stanislav Loos was presented Sept 18, 2008, at the Central Eurasian Studies Conference in Washington, D.C.

Invited Academic Papers

“The Elaboration Model” was presented as part of a panel on “Social Science Methods” in February 2009 at the National CAR Conference in Indianapolis, Ind.

“CAR Steps: From Idea to Story” was presented as part of a panel on “Social Science Methods” in February 2008 at the National CAR Conference in Houston, Texas.

Edward Kian
Associate Professor and Welch-Bridgewater Chair of Sports Journalism
Fall 2011 - present

Refereed Journal Articles


Grimmer, C.G., & Kian, E.M. (forthcoming). Sport journalists’ perceptions of sport public relations professionals within the German Bundesliga. Accepted for publication in the International Journal of Sport Communication.


**Book Chapters**


**Refereed Conference Paper Presentations**


Ken Kim
Assistant Professor
Fall 2010-present

**Refereed Journal Articles**

Park, J., Ju, I., & Kim, K. E. (2013). Direct-to-consumer antidepressant advertising and consumers’ optimistic bias about the future risk of depression: The moderating role of advertising skepticism. *Health Communication (June).*


**Book Chapter**


**Refereed Conference Paper Presentations**


Bobbi Kay Lewis  
Associate Professor

**Refereed Journals**


**Book chapters**


Lewis, B.K. & Nichols, C. (2012). “Attitudes and perceptions about social media among college students and professionals involved and not involved in strategic communications” In H. S. Noor Al-Deen & J. A. Hendricks (Eds.), Social Media: Usage and Impact (pp. 129-144). Lanham, MD: Lexington

**Refereed Conference Paper Presentations**


Lewis, B.K. (March 2012). “Building brands through digital networks: Ackerman McQueen’s full-service agency approach to content distribution and brand engagement.”
Association for Education in Journalism and Mass Communication 2012 Midwinter Conference, Norman, Okla.

Nichols, C. Lewis, B.K. & Alsip, M. K. (August 2011), “‘Fatties Get a Room!’ An examination of humor, imagery, and stereotyping in Mike & Molly.” Association for Education in Journalism and Mass Communication 2011 Annual Conference, St. Louis, Mo.

Nichols, Cynthia & Lewis, Bobbi Kay (March 2011), “Fatties, Get a Room!’ An examination of humor, imagery, and stereotyping in Mike & Molly” Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, Okla.

Lewis, Bobbi Kay (February 2011), Learning at Your Fingertips: The Impact of the Apple iPad and Technology on Student Learning,” Oklahoma State University Research Week, Stillwater, Okla.


Invited Research Presentations


Lewis, B.K. (Feb. 2011) Learning at Your Fingertips: The Impact of the Apple iPad and
Technology on Student Learning,” Oklahoma State University Research Week, Stillwater, Okla.


Lewis, B.K. (Feb. 2010). Panelist, “Social Media for bettering business and relationships” Association for Women in Communications Tulsa Chapter Meeting

John P. McGuire
Associate Professor

Peer-Reviewed Academic Articles


Book Chapters

Lexington Books.


Editor-Reviewed Academic Articles


Encyclopedia Entries


Book Reviews


Refereed Conference Paper Presentations


**Refereed Broadcast Awards**

*Society of Professional Journalists, Oklahoma Chapter (State competition for broadcast and print media), 2011* First place award in *Radio Sports Reporting* category for *Bob Barry, Sr.* feature that aired on Oklahoma Public Radio in 2010

*Broadcast Education Association, Festival of Media Arts (National competition for BEA members, 2008)* Award of Excellence in *Faculty News Radio Feature Reporting* for *Hornets Leave OKC* story that aired on Oklahoma Public Radio in 2007

*Society of Professional Journalists, Oklahoma Chapter (State competition for broadcast and print media), 2008* First place award in *Radio Sports Reporting* category for *Hornets Leave OKC* that aired on Oklahoma Public Radio in 2007

**Lori McKinnon**

*Associate Professor*

**Communication Monograph**


**Refereed Journal Articles**


Refereed Book Chapter


Encyclopedia Contributions


Refereed Conference Paper Presentations


Grant Activity

Page Legacy Scholar Grant (2012). Principle Investigator with Co-PI, Dr. Jami Fullerton. Awarded $2000 grant for survey research on public relations students attitudes toward ethics and intended ethical behaviors. Honored as a Arthur W. Page Legacy Scholar by the Page Center for Integrity in Public Communication at Penn State University.

Ray Murray
Associate Professor

Peer-Reviewed Articles


**Editor-Reviewed Academic Publication**


**Creative work**

Published two articles with photos in the summer 2009 edition of *Persimmon Hill.* The project detailed the work of volunteers who travel to Nicaragua to help ranchers and farmers. The volunteers vaccinate horses and cattle.

**Conference Presentations**

*Keepers of the gate: Examining veteran male sports reporters’ views toward women in sport and female sports reporters* at the Sixth Summit on Communication and Sport. Feb. 22–24, 2013. Austin, Texas. Honored as one of the Summit’s “Distinguished Papers” by the planning committee.


Panel presentation on SMSC use of an AEJMC Bridge Grant for the project In-Depth Reporting of Meth Production and Abuse in Oklahoma at the Association for Education in Journalism and Mass Communication conference in Chicago on Aug. 11, 2012.

*A Peek at How Paparazzi Get Their Photographs* at the Association for Education in Journalism and Mass Communication Midwinter Conference in Norman, Okla., on March 2, 2012. **Top Paper Award in Visual Communication Division.**

The Sports Department vs. The News Department: Examining Editorial Disputes in Television Newsrooms at the annual Association for Education in Journalism and Mass Communication conference in St. Louis on Aug. 5, 2011.

The Sports Department vs. The News Department: Examining Editorial Disputes in Television Newsrooms at the Association for Education in Journalism and Mass Communication midwinter conference at the University of Oklahoma on March 5, 2011.


A Peek at How Paparazzi Get Their Photographs was accepted for presentation at the Eighth Annual International Conference on Communication and Mass Media in Athens, Greece, in May 2010. I did not attend because of budgetary reasons.

Building the Curriculum of a Sports Media Degree Program at the Broadcast Education Association’s national convention in Las Vegas on April 15, 2010.

Presented Training Sports Journalists in a Converged Newsroom: What Educators Need to Know to Train Future Sports Journalists at the Association for Education in Journalism and Mass Communication Midwinter Conference at the University of Oklahoma on March 5, 2010.

Presented Keeping the Paparazzi an Arm’s Length Away at the Hawaii International Conference on Arts and Humanities in Honolulu on Jan. 15, 2010.

Presented Stalking the Paparazzi: A View from a Different Angle at the Hawaii International Conference on Arts and Humanities in Honolulu on Jan. 15, 2010.

Presented Keeping the Paparazzi an Arm’s Length Away at the Association for Education in Journalism and Mass Communication midwinter conference at the University of Oklahoma on March 7, 2009.

Presented Stalking the Paparazzi: A View from a Different Angle, at the Association of Education in Journalism and Mass Communication in Washington, D.C., on Aug. 11, 2007. Top Faculty Paper Award Media Ethics Division.

Invited Presentations

Presented *Attitudes of Sport Print Journalists about Developing Electronic Media Skills: A Case Study of Two Major Newspapers* to Oklahoma State University faculty and students Sept. 20, 2013.

Presented *The Sports Department vs. The News Department: Examining Editorial Disputes in Television Newsrooms* to Oklahoma State University faculty and students September 2011.

Presented findings from ongoing paparazzi research, *Paparazzi, Police, Politicians and Privacy: A Never-Ending Game of Cat and Mouse*, to Oklahoma State University faculty and students Nov. 21, 2008.

Conference Panel Moderator

Moderated a panel, Other Areas of Arts and Humanities, at the Hawaii International Conference on Arts and Humanities in Honolulu on Jan. 15, 2010.

Research Recognition

Featured in “Spotlight on Creativity” in *The Daily O’Collegian* on April, 10, 2009, for my paparazzi research. A few weeks earlier, a graduate student interviewed me about my paparazzi research, and the video was posted on youtube.com/okstatenews.

Juan Meng

Assistant Professor (Fall 2011-June 2012)


Cynthia Nichols

Assistant Professor (Fall 2010-present)

Articles in Refereed Journals


**Refereed Conference Papers**


**Articles in Non-refereed Publications**


**Joey Senat**  
Associate Professor

**Book Chapter**

Invited Articles for Professional Publications

National
Joey Senat, Clarifying the Clery Act on campus crime, Quill, the Society of Professional Journalists' national magazine (May/June 2013, Vol. 101, No. 3): 27.

Joey Senat, Public’s business is public, Quill, December 2008, at 32.

Statewide

Local


Joey Senat, Commissioners may have violated Open Meeting Act, The Claremore (Okla.) Daily Progress, April 1, 2012, at 4A.

Joey Senat, Glenpool City Council agenda omits specific item of business to be discussed with its attorney behind closed doors, The Glenpool (Okla.) Post, Jan. 17, 2011, at http://glenpoolpost.com/opinion/article_a9a4bb76-2294-11e0-90de-001cc4c03286.html.


Joey Senat, NWOSU claims FERPA prohibits disclosure of students receiving $214,000 in scholarships funded by Alva sales tax, Alva (Okla.) Review-Courier, June 20, 2010, at 2.


*Encyclopedia Entries*


*Non-Juried Creative Works:*

Joey Senat, *FOI Oklahoma Blog*, foioklahoma.blogspot.com, initial posting in June 2009. (Written more than 400 postings on open government blog since creating it in June 2009. The blog has had more than 32,600 unique visitors and more than 128,000 page views. The visits have come from all 50 states and more than 60 countries/territories.)

Joey Senat, *Citizen’s Pocket Guide to Oklahoma Sunshine Laws*, First Edition, 2008; Second Edition, 2011. (Some 9,000 have been distributed across the state.)

*Invited Presentations*

*International Audiences*


Joey Senat, The Role of a Free Press and FOI Laws in a Strengthening a Democracy, Edward R. Murrow Program for Journalists, International Visitor Leadership Program, U.S. State Department, University of Central Oklahoma: Oct. 6, 2009 (Panel discussion for 18 Latin American journalists. Focused on censorship, media law and freedom of information laws. Other panelists were UCO professor Mark Hanebutt and OU professor Charles Self.)

Office: Oct. 10, 2008 (Panel discussion for 21 Latin American journalists. Focused on censorship, media law and freedom of information laws. Other panelists were Oklahoma Attorney General Drew Edmondson and UCO professor Mark Hanebutt.).

**National**


**Mike Sowell**

**Associate Professor**

**Book Chapters**


**Articles in Refereed Journals**


**Refereed Conference Papers**


**Wayne Wanta**

**Professor, Welch-Bridgewater Endowed Chair of Sports Journalism**

**(Fall 2009-June 2011)**

**Books**


**Book Chapters**

**Journal articles**


**Conference papers**


“The Internet as a Tool in Agenda-Setting Research,” paper presented at the International Conference of the Polish Communication Association, Wroclaw, Poland, November 2009.


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

The School of Media Strategic & Communications has made great strides in clarifying expectations for research/creative endeavors by reviewing and approving its new on Reappointment, Tenure and Promotion and adopted a new policy Oct. 25, 2013. The adoption of this policy was the result of an intensive two-year review of the policy by the SMSC Personnel Committee, faculty review and discussion, and a final review in the College of Arts & Sciences to ensure that the policy adheres to college and university requirements for reappointment, tenure and promotion.

Pages 11-12 of the School’s Policy on Reappointment, Tenure and Promotion (Appendix 11) clearly define the evaluation criteria for being Excellent, Outstanding, Excellent, Good, Minimal, and Inadequate in research/creative activity. Pages 17-19 clearly define the performance criteria for research/creative work. Furthermore, the policy stipulates that candidates for tenure and promotion to associate professor should be excellent or higher in teaching and research/creative work and good or higher in service. For promotion to full professor the candidate needs to be outstanding in either teaching or research/creative work or excellent in the other category. The policy also defines the nature of research/creative work in SMSC (pp. 18-19 and defines how quality in research/creative work should be evaluated:

Quality work, in either academic publishing or through any given creative endeavor, must be recognized as such in some formal way by one’s peers if it is to have a chance at exerting influence in one’s discipline. The tenured faculty shall be willing to evaluate any reasonable example of scholarship or creative activity that addresses an interesting or important issue, area or process in mass communication. In exchange, the candidate must provide the tenured faculty with external evidence that the creative or scholarly activity has achieved recognition as an example of an interesting or important contribution to one’s field of study or creative endeavor, or has the likelihood of doing so post-tenure. (p. 24)
6. Describe the institution’s policy regarding sabbaticals, leaves of absence with or without pay, etc.

The policy statement on faculty leaves is presented below:

**Sabbatical Leaves.**
(See Appendix 28 for the OSU Sabbatical Leave Policy)
The university may grant a sabbatical leave to faculty members to encourage them to enhance their professional qualifications through periodic study and involvement directed toward academic improvement. Preferably such study and/or involvement should take place in an off-campus setting. The university faculty member is entitled to apply for sabbatical leave of absence from regularly-scheduled duties for the purpose of improving professional competence and effectiveness of service to the university. Members of the faculty may apply for a maximum leave of one calendar year (12 months) at half salary or a maximum of one-half of a year (6 months) at full salary. Conditions of approval are consistent with appropriate budgetary and faculty arrangements so as not to disrupt the teaching program or other vital operations of the university. Typically, if a sabbatical is approved, the college will provide funding for a temporary replacement position. To qualify for leave, the candidate must have served as a faculty member for six academic years in a full time capacity. Sabbatical leave obligates the recipient to follow a program consistent with the purpose and conditions for which the leave was granted. Acceptance by the faculty member of a sabbatical leave entails an obligation to serve the university for one subsequent year or refund to the university the salary benefit earned while on leave. Sabbatical leave cannot be used as a means of augmenting personal income. Faculty members on sabbatical leave from the university may accept a fellowship, personal grant-in-aid, or government sponsored exchange lectureship for the period covered by the leave if such acceptance promotes the accomplishment of the purpose of the leave. The fellowship or grant-in-aid in this case is distinguished from a stipend or compensation for service performed.

**Leaves of Absence Without Pay.**
Upon recommendation of the President and with Board of Regents approval, a faculty member may be granted a leave of absence without pay for such period of time and conditions as stipulated.

**Sick Leave.**
(See Appendix 29 for the OSU Sick Leave Policy.)
Sick leave is defined as absence from assigned duty with pay, such absence resulting from a personal illness or incapacity or for care of an eligible dependent which is expected to continue for less than six calendar months or such absence resulting from the medical requirement and care for a qualifying family member who is ill or incapacitated. Faculty members accrue sick leave with pay while continually employed. The sick leave is 22 days per year with a maximum accrual of 200 working days or 1,600 hours.

**Family and Medical Leave Act (FMLA)**
(See Appendix 30 for the OSU Family and Medical Leave Act.)

In February 2008, OSU adopted adherence to the Family and Medical Leave Act of 1993 (FMLA). To be eligible for FMLA leave, an employee must have been employed by the
university for 12 months, which need not be consecutive, and must have worked at least 1,250 hours within the previous 12 months as of the date the leave commences. An eligible employee will be provided up to 12 weeks of family medical leave for a qualified event, which are the following:

- The birth and care of a child or placement of a child with the employee for adoption or foster care. Such leave must be taken within 12 months immediately after birth or within 12 months after placement. Leave may begin prior to birth or placement;
- Care of a family member (as defined) with a serious health condition. The employee must be needed to care for basic needs, psychological comfort, filling in for others, or making arrangements for the relative;
- When an employee’s serious health condition (as defined) makes the employee unable to do his or her job due to illness, injury, impairment, or physical or mental condition that involves inpatient care or continuing treatments.

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

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>Time frame</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jami Fullerton</td>
<td>Fall 2012</td>
<td>Worked at Queensland University of Technology in Brisbane, Australia, as a visiting scholar. In addition to collaborating with faculty, presenting guest lectures and advising students, she collected data from a large representative sample of Australian adults to expand the test of the bleed-over effect hypothesis. Upon returning to OSU, she used the rest of her sabbatical to analyze the data she collected and produced several research papers. One of the papers has been published in a national interdisciplinary journal and two others were presented at national and international conferences. She also used her time away from classes to finish other writing/research projects resulting in eight refereed journal articles published shortly after the sabbatical semester.</td>
</tr>
<tr>
<td>Lori McKinnon</td>
<td></td>
<td>Sabbatical leave time was spent conducting and compiling research on ethics in public relations education and in politics for the Page Legacy Scholar Grant. The primary focus was to conduct national research on public relations students’ attitudes about ethics. Resulted in one peer-reviewed publication, four peer-reviewed presentations and several articles in progress.</td>
</tr>
<tr>
<td>Joey Senat</td>
<td></td>
<td>Writing a new edition of Mass Communication Law in Oklahoma, NewForums Press publishes as part of its State Law Series.</td>
</tr>
</tbody>
</table>
8. Describe travel funding, grant support, or other methods or programs the unit uses to encourage scholarship, research, and creative and professional activity.

- College of Arts & Sciences Dean's Incentive Grant (DIG) program for research. Under the program faculty in their first three years of service at Oklahoma State University compete for research funding from the college's share of "overhead" funds generated by research grants.
- College of Arts & Sciences Travel Program provides grants of $1000 to support research travel. This is a competitive program and funding is not guaranteed.
- College of Arts & Sciences Summer Research Awards. Travel and/or salary funding is available for faculty engaging in research through a competitive application process.
- Summer internships/work experience programs through the Oklahoma Association of Broadcasters (OAB) or through the NATPE program.
- Freedom Forum teaching workshops held annually at Indiana University.
- Foundation workshops and programs for curriculum development and teaching in journalism such as those offered by the Scripps-Howard and Reynolds Foundations.
- Foundation faculty development programs such as the Edelman Fellowship offered through the Plank Center For Public Relations.
- Limited availability of funds from the School’s foundation budget to provide miscellaneous expense for individual faculty research.
- Full or partial funding for attendance at national conventions when scholarly papers are selected via the juried process for presentation. Partial funding is also available for others faculty members attending.
- Poynter Institute workshops.
- Sabbatical leave available to faculty to conduct research, write books or otherwise engage in creative or scholarly work.
- The two endowed chairs in SMSC each has a $10,000 Research and Travel Budget per year.

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

<table>
<thead>
<tr>
<th>Faculty Member</th>
<th>Program</th>
<th>Year</th>
<th>Project Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jami Fullerton</td>
<td>Queensland University of Technology Page Legacy Scholar</td>
<td>2012</td>
<td>Fully funded three-week visit to conduct research</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2012-13</td>
<td>Study “Public Relations Students’ Ethics”</td>
</tr>
<tr>
<td>Derina Holtzhausen</td>
<td>Fellowship, Scripps Howard Journalism Entrepreneurship Institute</td>
<td>2012</td>
<td>Program development in Journalism Entrepreneurship</td>
</tr>
<tr>
<td></td>
<td>Fellowship, OSU Riata Center for Entrepreneurship</td>
<td>2011-13</td>
<td>Development of Entrepreneurship Programs in the School of Media &amp; Strategic Communications</td>
</tr>
<tr>
<td>Kenneth Kim</td>
<td>A&amp;S Research 1plus Grant</td>
<td>2013</td>
<td>Summer salary to develop research</td>
</tr>
<tr>
<td></td>
<td>Dean’s Incentive Grant</td>
<td>2012</td>
<td>Summer stipend to devote time to research</td>
</tr>
<tr>
<td>Name</td>
<td>Grant Description</td>
<td>Year(s)</td>
<td>Details</td>
</tr>
<tr>
<td>------------------</td>
<td>-----------------------------------------------------------------------------------</td>
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<td>---------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Ray Murray</td>
<td>Dean’s Incentive Grant</td>
<td>2011</td>
<td>Summer stipend to devote time to research</td>
</tr>
<tr>
<td></td>
<td>Donald W. Reynolds National Center for Business Journalism</td>
<td>2011</td>
<td>Program development in business journalism</td>
</tr>
<tr>
<td></td>
<td>Knight News Challenge Grant</td>
<td>2011-12</td>
<td>Adopting Knight News Challenge technology development in the curriculum</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Sciences Travel Grant</td>
<td>2009</td>
<td>Travel to Los Angeles to conduct research on paparazzi</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Sciences Summer Research Grant</td>
<td>2008</td>
<td>Research on paparazzi</td>
</tr>
<tr>
<td></td>
<td>Arts &amp; Sciences Travel Grant</td>
<td>2008</td>
<td>Research on paparazzi</td>
</tr>
<tr>
<td>Cynthia Nichols</td>
<td>Plank Center For Public Relations, Edelman Fellowship</td>
<td>2012</td>
<td>Spent one week at Edelman in Chicago to study and observe current practice in strategic communication.</td>
</tr>
<tr>
<td></td>
<td>Dean’s Incentive Grant</td>
<td>2012</td>
<td>Summer stipend to devote time to research</td>
</tr>
<tr>
<td></td>
<td>Dean’s Incentive Grant</td>
<td>2011</td>
<td>Summer stipend to devote time to research</td>
</tr>
<tr>
<td></td>
<td>Oklahoma NASA EPSCoR Travel Grant</td>
<td>2010</td>
<td>Research on use of strategic communication in promotion interest in STEM among middle school students</td>
</tr>
<tr>
<td>Joey Senat</td>
<td>Education Summit, Justice &amp; Journalism Series, First Amendment Center &amp; Judicial Branch of the Judicial Conference of the United States</td>
<td>2011</td>
<td>Creating a national program on training students to cover courts.</td>
</tr>
</tbody>
</table>