



HUSSMAN SCHOOL
OF JOURNALISM AND MEDIA

2019-2020

ACCREDITATION SELF-STUDY

ACCREDITING COUNCIL ON EDUCATION IN
JOURNALISM AND MASS COMMUNICATIONS

The November 2020 site visit was postponed due to the pandemic. Any updates to the self-study since the original submission are indicated with shading.



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Scholarship: Research, Creative and Professional Activity

Executive Summary

The Hussman School has a rich tradition of academic research and creative activity that both informs the academy and serves the professions of journalism, advertising and public relations.

In this review period, Hussman faculty members report 117 awards and honors, 78 external and 81 internal grants, nine sole- or co-authored scholarly books, 296 refereed journals articles and 216 creative works.

The school has 16 endowed professorships. Faculty not holding a professorship receive an annual allotment to support travel for conferences, panels and presentations.

School-sponsored competitive pre- and post-tenure leaves support research, creative and professional projects.

Current research grants include \$3.35 million from the National Institute on Drug Abuse, \$5 million from the Knight Foundation and \$2.7 million from the National Institute of Health.

INTRODUCTION

Research productivity has been a foundational element of the school since **Neil Luxon** was named dean in 1953. In the 1960s and 1970s, our researchers originated the concept of the agenda-setting function of the press, which would become one of the most influential models in the history of the field. Recent follow up to that important work included research around the demise of local news known as the News Desert project.

In the 1980s, our forward-looking faculty taught students to incorporate social science methods and computation into news reporting, led scholarship on media history and the legal institutions required for robust democracy, and made significant contributions to the study of media effects on attitudes, emotions and behaviors, as well as how media could be used to understand and shape issues of public health.

The vibrant and collaborative interdisciplinary research culture of the school at the undergraduate and graduate levels creates new knowledge, advances scholarship and helps reinvent media. As noted in the school's overall mission: "We prepare doctoral and master's students to conduct cutting-edge research that improves the health of citizens in our state, the nation and the world; shapes public debate over democracy, media and social life; explores the impact

and interaction of law and policy on free expression rights; contributes to our shared body of knowledge about psychological and social processes; and helps news and media organizations and firms to better understand their audiences and customers."

Today, the school continues to be at the forefront of inquiry into how media technologies and practices affect our lives. Faculty and graduate students are helping to reinvent the methodological tools communication scholars use for understanding the world. We analyze digital flows of social influence, the impact of Internet architecture in health communication and ways that social media shape our understanding of self and society. We work to understand the conditions under which media businesses succeed. Our guidance has helped to enable businesses to thrive, whether serving communities of hundreds of people or countries of a billion people. We work on global issues, such as human trafficking, climate change and disease prevention, helping journalists and scientists communicate effectively with audiences. We examine national issues such as Internet privacy by mapping the state of media and American democracy. We are at the forefront of psychological and behavioral research involving digital media, and we translate our findings into applications that serve the industry and society as a whole.

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



As one of the world’s leading public research institutions, faculty scholarship is integral to the mission of the UNC-Chapel Hill and the Hussman School. As described in the university’s *Faculty Handbook*, “Our mission is to serve as a center for research, scholarship, and creativity and to teach a diverse community of undergraduate, graduate, and professional students to become the next generation of leaders.” UNC-CH’s commitment to asking and answering scholarly questions through research is reflected in the institution’s expectations for faculty. To that end, the university provides internal funding opportunities, encourages innovation in research, fosters collaboration among scholars, recognizes copyright ownership and the right to disseminate scholarly works, and provides guidance on such matters through the Office of Faculty Governance. Full details can be found in the [Instruction & Research Section](#) of the [UNC-Chapel Hill Faculty Handbook](#).

The culture and commitment to scholarly inquiry that our internationally recognized leaders in journalism and media created continue to provide direction to the school’s faculty members and graduate programs. In the period analyzed for this self-study (2015–20), faculty members in the school have written or coauthored nine scholarly books, 296 refereed journal articles, 63 book chapters and 419 refereed conference papers. They have written 13 encyclopedia entries, 352 nonrefereed articles, 10 book reviews and two textbooks.

The school maintains a strong presence with research paper presentations at annual conferences of AEJMC, ICA and other scholarly groups, and conference papers routinely include “top faculty” prize winners. Similarly, refereed journal articles have appeared in top tier

and professional association flagship journals such as *Health Communication*, *Mass Communication and Society*, *Journal of Communication*, *Journal of Applied Communication Research*, *Public Relations Review*, *International Journal of Strategic Communication*, and *Journalism & Mass Communication Quarterly*. Among these are journals with some of the highest impact ratings in communication research.

Expectations for scholarly, creative, and professional activity are specified in the school’s tenure and promotion policies, which are communicated orally and in writing to new and potential faculty members during recruitment, in annual meetings with the dean, through mentoring with senior colleagues, during the third-year comprehensive review for reappointment, during tenure preparation and the tenure process, during five-year post-tenure reviews, and during the preparation and process for promotion. The relevant policy, which is in the *Hussman Faculty Handbook* ([Supplement I](#), pp. 14–15), is summarized briefly below.

Public engagement. The university has a commitment to encouraging and rewarding engaged scholarship and professional work. Engaged scholarship refers to “scholarly efforts to expand multifaceted intellectual endeavors with a commitment to public practice and public consequences” and must meet rigorous standards such as external funding and peer-review. Products of engaged scholarship and activities should not only have a high-quality, high-value impact within the academy, but also the community, industry and professions.

New forms of scholarship and professional work. Faculty are encouraged to engage in new forms of scholarship and professional work. That work can come in a variety of forms that do not resemble traditional

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journal articles or monographs. The school recognizes that digitally published work is not always peer-reviewed prior to publication.

Interdisciplinary work. The school values interdisciplinary scholarship, professional work, teaching and service. Such work allows both faculty and students to cross traditional departmental boundaries to bring together multiple perspectives and a variety of expertise to address issues and solve problems, often leading to cutting-edge scholarship and teaching.

As discussed in Standard 2, there are two faculty tracks: the traditional research tenure-track and the professional tenure-track.

Scholarship within the Research Tenure Track

The following scholarship criteria apply for research tenure-track faculty.

- Faculty members in this track are expected to be productive scholars and to build a national reputation as a scholar in his or her field.
- Both quality and quantity of publications will be considered in tenure and promotion decisions. No specific number of publications is required.
- The reputation, quality and relevance of the journals in which refereed articles are published are considered, as are the reputation and quality of book publishers.
- Publications in law reviews are considered to be the equivalent of publications in peer-reviewed journals.
- Published research is more important than papers presented at scholarly meetings. Conference presentations are valued, but faculty should plan to convert conference paper presentations into publications.
- Collaborative and interdisciplinary work is valued. However, faculty must explain the roles and significance of the order of contributors in co-authored works.
- Faculty members who supervise or coordinate student research must clearly explain their role in

the final product if listed as faculty research. Works created solely as a class project or paper for course credit should not be listed under faculty research. Faculty must discuss the context and their role in collaborative research.

- Engaged scholarship refers to “scholarly efforts to expand multifaceted intellectual endeavors with a commitment to public practice and public consequences” and must meet rigorous standards such as external funding and peer-review.
- Faculty are encouraged to seek external funding for their research. Such efforts should be noted on their CV and will be evaluated in promotion and re-appointment decisions.
- Reappointment, promotion and tenure require evidence of continuous scholarly productivity. Gaps in productivity require explanation and justification and should appear in a faculty member’s research statement.

In addition, other factors that may influence the promotion and tenure decision for full and associate professors include: external reviews of a candidate’s total scholarship record; evidence of continuous and focused research; significance, impact or influence in a candidate’s field of study; research that is grounded in theory and existing literature; procedures that are methodologically sound and well executed; innovativeness and the groundbreaking nature of the research, and ideas or approaches that transcend the ordinary and move the field in a new direction.

Professional Work within the Professional Tenure Track

The following professional works criteria apply for professional tenure-track faculty.

- Faculty members on this track are expected to engage in regular professional work appropriate to their area of expertise and interest. Works may vary depending on a faculty member’s field of practice and may include: applied research or

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media products such as white papers, research and campaign reports, documentary films, books, websites, graphics, video, or photographs. If the work is proprietary and cannot be reviewed, then it cannot be evaluated and listed as professional work.

- Faculty must clearly explain the impact of their professional work as it applies to specific issues or problems. Impact may be quantified or other evidence provided of resulting effects.
- Both quality and quantity of professional work will be considered in tenure and promotion decisions. No specific number of professional projects is required.
- Collaborative and interdisciplinary work is valued. However, in the case of co-authored works or group projects, the faculty member must clarify his or her contribution.
- Faculty members who supervise or coordinate student projects, whether part of course requirements, student group advising or a special program, must clearly explain their role in the final product if they want to list this work under professional work. If the work is created solely as part of a class project or paper and was done by students for course credit, then the work should not be listed under as the faculty member's professional work. Rather, this work would be listed under teaching or service. If there is additional work done by the faculty member, including pre and/or post production work necessary for the successful creation, publication and/or public launch of the project, then the work could be listed under professional work, and the faculty member should clarify the additional role(s) played in the creation of the new project. It's important for the faculty member to discuss the context in which the work was done. Faculty members should clearly explain and define the various roles that they played in producing any collaborative professional work involving groups of students or other faculty members.
- The reputation and quality of the venue in which a faculty member's work appears are considered. Quality may also be evaluated by awards or juried

acceptance for major exhibits. In the case of emerging forms of publication or presentation, faculty should provide the metrics by which works are evaluated.

- Published works are considered to be more important than oral presentations at scholarly, professional or educational meetings or workshops. Works reaching a national or international audience carry more weight than regional, state or local audiences.
- Engaged professional work refers to "scholarly efforts to expand multifaceted intellectual endeavors with a commitment to public practice and public consequences" and must meet rigorous standards such as peer-review and external evaluation.
- Faculty are encouraged to seek external funding for their professional work. Such efforts should be noted by the candidate and will be evaluated in promotion and re-appointment decisions.
- Reappointment, promotion and tenure require evidence of continuous professional work. Gaps in productivity require explanation and justification.

In addition, other factors that may influence the promotion and tenure decision for full and associate professors include: external reviews of a candidate's total professional work record; evidence of continuous and focused work that is appropriate for an intended audience; significance, impact or influence in a candidate's professional field, including awards, citations, altmetrics and participation in professional panels or prestigious venues; evidence the work meets high standards and professional excellence; innovativeness and evidence that professional works break new ground, advance concepts and ideas; and approaches that transcend the ordinary.

The current policy governing promotion and tenure was amended and accepted by faculty vote on August 21, 2017. Changes included the following:

- Recognition of title changes of fixed-term ranks from lecturers, senior lecturers, and professors

of the practice to teaching assistant professors, teaching associate professors, teaching professors, and professors of the practice.

- Guidance for qualifying a faculty member's record of work using altmetrics and number of libraries for published works as evidence of significance.
- Specific reference to "consultation with the dean" for initial review of a tenure or promotion package.
- Inclusion of external letters that may be from "both inside and outside of the academy."
- Guidelines for CV preparation with a link to the academic personnel website hosting the dossier format information, such as dates and page numbers.
- Information about the availability of "web-based training on how to conduct post-tenure reviews" from the provost's office.
- Listing of specific duties of the review committee and committee chair, including: provide dates for materials submission, coordinate reviews with the dean and head of human resources, appoint committee members to review a candidate's relevant materials, and provide guidance for the categories of information (with modifications for professional-track faculty) on a candidate's CV.
- Clarification of scholarship considerations for research tenure-track faculty, including: criteria for describing the caliber of journals (reputation, quality and relevance); guidelines for information about journals that are not in a traditional ranking system,

such as Open Access, new and niche journals; and provisions for evidence that explain and justify gaps in a faculty member's productivity.

- Criteria for evidencing work within the professional tenure track, including: the addition of "white papers" and "research and campaign reports" to applied research and media products; inclusion of the statement "traditional scholarly research related to the individual's expertise and interests is appropriate;" recognition that professional faculty may publish in "traditional scholarly journals;" noting that faculty might "create projects or products with media organizations that help to advance the industry/academic dialogue;" clarification that if a "work is proprietary and cannot be reviewed, then it cannot be considered as part of the tenure package;" and explanation of guidelines regarding student projects (see *Hussman Faculty Handbook*, [Supplement I](#) pp. 16–17).

In addition to the above changes to the policy, the 2017 revision provided clarification for submission of evidence of teaching, including instructions to: provide most recent course syllabi, summarize course evaluations (a chart) for each course taught including the mean score for the overall instructor and course evaluations of the instructor and the range of possible scores (e.g., from 0 to 4 or from 1 to 5), include peer teaching observation reports, and anything else a faculty member thinks is relevant (i.e., student awards and conference papers, etc.)

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).



This section of the self-study includes the work of the 43 full-time permanent tenure-track and fixed-term faculty members during the past six years, from August 2014 through June 15, 2020. The scholarly, creative and

professional activities of full-time faculty are listed in Table 2. This section does not include work by full-time faculty members who have retired or left the university for personal or professional reasons prior to June 15, 2020.

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.



Consistent with the missions of the university and school, and the requirements for scholarship, creative and professional activity, the work of our faculty is impressive. During the six-year period under review, there were over 2,000 scholarly and creative works. Full-time faculty have received 117 awards and honors, been awarded

78 external grants and 81 internal grants, single- or co-authored nine scholarly books, published 296 refereed journal articles, presented 419 refereed conference papers and produced 216 juried and non-juried creative works among other scholarly and professional activity. Below is a summary of faculty productivity.

Scholarly, Research, Creative and Professional Productivity for the Past Six Years

August 2014 – June 15, 2020 | Ranks as of June 2020

Scholarship, Research, Creative and Professional Activities	Total from Unit*	Individuals				Totals (43)
		Full Professors (11)	Associate Professors (18)	Assistant Professors (6)	Fixed Term Faculty (8)	
Awards and Honors	116	52	33	23	9	117
Grants Received Internal	80	18	29	25	9	81
Grants Received External	76	18	31	22	7	78
Scholarly Books, Sole- or Co-authored	9	5	3	1	0	9
Textbooks, Sole- or Co-authored	2	1	0	1	0	2
Books Edited	5	3	1	1	0	5
Book Chapters	60	14	39	9	1	63
Monographs	1	0	0	1	0	1
Articles in Refereed Journals	280	147	71	63	15	296
Refereed Conference Papers	380	192	91	121	15	419
Invited Academic Papers	75	18	30	11	16	75
Encyclopedia Entries	13	9	4	0	0	13
Book Reviews	10	1	9	0	0	10
Articles in Non-refereed Publications	352	13	33	27	279	352
Juried Creative and Professional Works	15	6	7	1	1	15
Non-juried Creative and Professional Works	195	115	46	11	29	201
Other: Invited Scholarly Talks and Presentations	438	238	150	41	17	446
	2107	850	577	358	398	2183

* Data are based on CV comparisons and reflect co-authored works.

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.



A list of up to ten activities occurring during the last six years for each full-time faculty member (tenure-track and fixed-term), is included as [Appendix 5-A](#).

Only faculty currently in the unit as of June 15, 2020 are included in this list. The list only includes the scholarly, creative, and professional activities captured in the table provided in response to Question 3 above.

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.



Policy and Procedures

Unlike similar institutions, University of North Carolina at Chapel Hill does not have a system providing a faculty member with a sabbatical every seven years. The university, however, offers “leaves with pay” on an extremely competitive basis.

Faculty members who have been at the university for at least five years may apply for a competitive leave of one semester. Decisions on applications for leaves are made in collaboration with deans and the university’s provost (the executive vice chancellor). Hussman School faculty members must compete against faculty members from across the campus for an average of 20 paid leaves the university grants each year. Receiving a university-paid leave is an honor.

Beginning in Fall 2016, the school launched a research and study leave program for full-time tenure-track assistant professors who had passed their third-year review. A list of faculty recipients and their accomplishments during this leave is provided in the

next section. Approved at the August 16, 2019 school-wide retreat, the school also adopted a policy to govern a competitive post-tenure research and study leave program. The school has not yet had a post-tenure faculty member complete this leave.

The relevant policy for pre-tenure and post-tenure leaves (known as Research and Study Assignments, or “RSAs”) is in the [Hussman Faculty Handbook](#) (p. 49). RSAs are one-semester leaves covering two course releases. These releases are available to pre-tenure faculty members who have gone through a successful third year review and tenured faculty members who meet specified eligibility criteria. A summary of this policy is described below.

Pre-tenure Faculty RSAs:

- Must be submitted before the initiation of a recommendation concerning tenure.
- Faculty may not receive a stipend for administrative work while on an RSA.

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- Faculty are not typically assigned a graduate assistant during an RSA.
- A full report of work completed must be submitted to the academic dean within three months following the end of the leave.

Procedures

- Faculty consult with the academic dean upon submission of the 3rd year reappointment package and plan to formally apply for an RSA after a successful reappointment vote within the Hussman School.
- Faculty complete a Research and Study Assignment Approval form, attach a 1–2 page description of the research or project planned during the leave, and describe the reasons for a release from teaching and administrative responsibility.
- Faculty are expected to continue advising duties during a leave, such as for advisees enrolled in thesis (senior honors or masters) or dissertation credits. Faculty must indicate plans to address advising relationships.
- Requests are submitted to the academic dean, who considers teaching needs and the best time for a leave to occur. The school's dean makes the final decision.
- An RSA is not approved until a request form has been signed by the dean and returned to the faculty member.
- After approval, a faculty member must also complete the University Faculty Leave Notification form.

Tenured Faculty RSAs:

- Must be a tenure-track or tenured faculty member at UNC-CH for at least five years.
- Applicants must have been granted tenure at UNC-CH prior to application.
- Must not have had prior RSA or other school or university level leave for research or creative activity in the previous five years.

- Applicant may not have more than two consecutive years of leave from UNC-CH for any reason. A semester leave will not be granted more often than every eight semesters.
- Faculty must complete at least one full year of service after RSA.
- Other criteria include: the quality of the project, timeliness of the project relative to the faculty member's career, leave time required, performance of the faculty member, time since last leave, school and university service, need for resources of the unit, seniority, and evidence of joint funding attempts.

Procedures

- The dean's office will announce availability of competitive post-tenure RSAs in Fall or Spring semester pending funding availability. Applications will be reviewed by a committee and a decision made by the dean before the end of Fall semester.
- Applicant should consult with the academic dean prior to the deadline for application to discuss the impact of a proposed leave.
- Submit application for a competitive RSA approval form by the deadline.
- Provide a cover letter with intended semester of leave and plan to cover advising relationships.
- Submit a 2–3 page single-spaced description of the project which describes the following: nature, purpose and significance; procedures or methods, innovativeness of project; how the project will advance the applicant's research and career development, planned output or deliverable(s); timeline for completion; explanation for why the leave is necessary to complete the project; and plans to seek funding and possible sources to support the project.
- Bibliographic references used in the narrative, if applicable.

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- A one-page single-spaced list of relevant published works or products, reports, presentations, or other output authored or created by the applicant that support this project.
- Applications will be reviewed and ranked by a committee of representatives in both strategic communication and journalism. The committee will discuss and vote on the rank order of applications.
- The dean will make the final decision based on the recommendation of the committee. When approved, the faculty member must complete the University Faculty Leave Notification form.

List of Faculty Recipients and Achievements

Below is a list of faculty who have received pre-tenure research and study leaves granted by the school in the past six years:

Trevy McDonald (Fall 2016) – Conducted research for a documentary series, *Eyewitnesses to History: Civil Rights and Social Justice*, which tells the story of the Civil Rights movement through the eyes of Black journalists who covered the movement; produced a trailer for the documentary, which was presented at the Civil Rights and Media History Symposium at the University of South Carolina in March 2017.

Victoria Ekstrand (Spring 2017) – Conducted original research on web accessibility and First Amendment influence on making online sites more accessible to people with disabilities; published an article from this research; work from the leave was recognized by the United Nations and cited by the UN Human Rights Committee; was co-PI on a Thrive@Carolina grant from UNC to work alongside Accessibility Resources and Services to introduce online supports for students with autism.

Lisa Villamil (Fall 2017) – Reshaped and sharpened intentions for professional practice as a storyteller, emerging with a clear stream of creative work focused on the indigenous populations of North Carolina.

Dong Hoo (Dan) Kim (Spring 2018) – Conducted three new studies on self-brand connection and online brand strategy and submitted the studies as articles for conference review; submitted seven articles for journal review, four of which were accepted for publication.

Adam Saffer (Fall 2018) – Published three articles and submitted three additional manuscripts for journal review; one publication reflects a new collaboration applying a new modeling technique to network analysis; co-edited a special issue of *Public Relations Review* related to network analysis; and created a workshop in network analysis for the University of New South Wales in Sydney, Australia.

Lucinda Austin (Spring 2019) – Completed ongoing research in crisis communication and submitted six articles for journal publication; completed three papers which were accepted for conference presentation (two of which received top paper awards – 2nd and 4th place); began or continued work on five book chapters under contract; applied for and received four grants/research awards; served as research chair for the Public Relations Division of the Association for Education in Journalism and Mass Communication.

Joe Czabovsky (Fall 2019) – Conducted original professional research on public relations for diverse audiences; published 6 articles in venues including the *Huffington Post*, *The Conversation*, and NBC News; created an Expert Speaker submission that was accepted to the Bridge Conference hosted by the Institute of Public Relations to connect industry leaders and discussed audience measurement with a focus on diverse audiences.

Allison Lazard (Fall 2019) – Engaged in multiple rounds of data collection for new research in tobacco prevention; submitted numerous grants, three of which were awarded (one with American Cancer Society, two with National Cancer Institute) and two of which were recommended for funding; published three journal articles and produced another 15 articles for submission.

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The following list is of faculty who have received competitive research and study leaves granted by the university:

Chad Heartwood (Spring 2018) – Overburden Impact Campaign. Developed an engagement workshop program, including three unique curricula (a half-day workshop focused on environmental justice, a one-day workshop exploring white privilege, and a two-day workshop focused on corporate power, privilege and identity), a 17-page community screening discussion guide, and a destination website for the project, which can be seen at www.milesfrommaybe.com/engagement-workshops. The workshops used the film as a catalyst for discussion and awareness-building, engaging community members to organize and tackle local, regional and/or national issues. Each workshop is structured to create dialogue and discussion among participants and uses design thinking techniques to find solution-based strategies relevant to the

participants. On April 27, 2018, in collaboration with Appalachian Voices, Heartwood facilitated a half-day workshop focused on environmental justice issues in North Carolina and the Appalachia region.

Ryan Thornburg (Spring 2015) – UNC-Chapel Hill Senior Faculty Research and Scholarly Leave, Spring 2015. Competitive university-wide grant provided one semester of full salary support plus research funding for study of data driven journalism.

Patrick Davison (Academic Year 2014–15) Fulbright Scholar Award, Japan, awarded for Journalism/Filmmaking on Japan’s aging society. Spent nine months researching, shooting, and producing two films-Balloon Elderly and A Hello Story. Balloon Elderly was published on CNN’s Great Big Story to a worldwide audience. It was also screened in international festivals. A Hello Story is a feature-length documentary in the final stages of production.

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



The school supports faculty scholarship, research and creative and professional activity with annual travel allocations, a number of endowed chairs and professorships and internal grant funding. In addition, the university has a wide range of competitive grant opportunities for faculty across disciplines and at all ranks.

Travel funding

For many years, the dean has ensured that travel funds are available for all faculty members who have papers accepted for presentation at conferences. In addition, support has been provided to faculty members who have other conference roles (e.g., moderating sessions or serving in divisional leadership at conferences.

In Fall 2019, the dean increased the annual travel allocation for junior faculty from \$2,000 to \$2,500 and from \$1,500 to \$2,000 for tenured faculty. If a faculty member needs additional funding, the dean decides on a case-by-case basis.

Endowed chairs and professorships

The school has also provided a number of faculty members with endowed chairs or professorships that support faculty members with research funding that allows them to travel to meetings and to support research. These funds can also be used to contribute to other faculty members’ travel, if desired by the faculty member holding the professorship. Most of the school’s professorships offer annual allocations

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of \$7,500 unless otherwise specified in the donor agreement or negotiated with the faculty member. There are two term professorships that support great teaching and provide annual salary stipends as outlined in the respective professorship agreements

UNC Hussman seed grants

In Fall 2012, the dean initiated an internal seed grant program to support scholarly, creative, and/or professional activity with promising potential for attracting external funding. This seed grant funding is supported by the school's foundation. Faculty members can propose a project that they will use as a basis for seeking additional funding. These school grants are

\$5,000 each. An example of the most recent call for proposals is presented in [Appendix 5-B](#).

University grants

Faculty members also have benefitted from university-wide grants, particularly University Research Council grants and Junior Faculty Development Awards. We encourage the school's junior faculty members to apply for these award opportunities to aid their research or creative activity. In addition, the school actively announces and encourages all faculty to apply to university-wide opportunities and supports their application to these competitive programs.

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



Travel funding

Every pre-tenure faculty member has utilized school travel funding to attend at least one national conference every year since the last accreditation cycle. Every tenured faculty member without a professorship has utilized the school's travel funding to attend at least one national conference in the last accreditation cycle.

Endowed chairs and professorships

Abernathy, Penelope. Knight Chair in Digital Media Economics.

Dillman Carpentier, Francesca. W. Horace Carter Distinguished Professorship.

Johnston, Anne. Walter Spearman Distinguished Professorship.

King, Susan. John Thomas Kerr Distinguished Professorship.

Kreiss, Daniel. Edgar Thomas Cato Distinguished Professorship.

Linden, Tom. Glaxo Distinguished Professorship of Medical Journalism.

Oliver, Terence. E. Reese Felts Jr. Distinguished Professorship.

Riffe, Dan. Richard Cole Eminent Professorship.

Sweeny, John. Sports Communication Distinguished Professorship.

Tuggle, Charlie. John H. Stembler Jr. Distinguished Professorship.

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UNC Hussman seed grants

McDonald, Trevy (awarded January 2020) – for multimedia project on Jefferson L. Edmond’s Liberator and Black Migration in the Early 20th Century. Work is in progress.

Oliver, Terence (awarded January 2020) – for building new skills in motion graphic storytelling using 360 technology for health clients (e.g., the UNC Kidney Center). Work is in progress.

Reid, Amanda (awarded January 2020) – for exploring the influence of copyright law on the clinical discipline of music therapy. Work is in progress.

Lazard, Allison (awarded January 2019) – for the evaluation of attributes of digital anti-tobacco messages to increase message engagement among adolescents. Work is complete, yielding a manuscript under journal review, two additional manuscripts in progress, a grant proposal submitted to the National Cancer Institute (good score, but not funded), and plans for submission of a revised grant proposal to the National Cancer Institute or National Institute of Health.

Noar, Seth (awarded January 2019) – for the development and validation of a new perceived message effectiveness measure for e-cigarette prevention among young adults. Work is complete, yielding one publication and one additional conference paper, one small grant awarded by NC TraCs, leading to the successful receipt of an R01 grant from the National Cancer Institute.

Czabovsky, Joe (awarded May 2018) – for the use of survey methods to challenge and change how social media engagement is best measured for diverse, oft-marginalized audiences. Work is complete, with results being prepared for submission of articles to trade publications and scholarly venues. The researcher plans to seek external funding from the Page Society and other funding sources.

Saffer, Adam and Austin, Lucinda (awarded May 2018) – for the examination of social media communication and networks in natural disaster responses through survey data collection. Work is complete, yielding two manuscripts in revision (submitted to academic conferences, but not accepted), and grant proposals that were submitted (not yet funded) to the National Science Foundation.

Austin, Lucinda (awarded February 2018) – for a survey of public perceptions of relationship quality between consumers and corporations in light of corporate social responsibility messages and activities. Work is complete, yielding one accepted conference paper and the submission of two national grant proposals, one of which was funded by the Arthur W. Page Center for Integrity in Public Communication.

Lazard, Allison (awarded February 2018) – for the examination of message strategies and channels for engaging adolescents and young adults with cancer for application in intervention research. Work is complete, yielding one conference paper presented to an international audience and two grant proposals (one to the American Cancer Society and one to the National Cancer Institute) which received high scores, but which were not funded.

Austin, Lucinda (awarded January 2017) – for research and development of an infectious disease threat appraisal model for risk communication. Work is complete on the project, resulting in manuscripts prepared for publication.

Lazard, Allison and Saffer, Adam (awarded January 2017) – for research on the effectiveness of Instapeer, a platform for social support for young adults with cancer. Work is complete, resulting in a partnership with Stupid Cancer (organization and app) and a test of the beta version of a Stupid Cancer app. A grant proposal was submitted to the National Cancer Institute, but not funded.

PART II – STANDARD 5
SCHOLARSHIP: RESEARCH, CREATIVE AND PROFESSIONAL ACTIVITY

Ekstrand, Victoria (awarded November 2016) – for a survey of campus web accessibility perceptions and interviews with disability rights activists. Work is complete, resulted in consultation with UNC's Accessibility Resources and Services, an expansion to other campuses in the state, a journal publication on web accessibility, the submission of an abstract to a higher education conference, and the application and receipt of a Thrive@Carolina grant to investigate mobile supports for students with autism.

Austin, Lucinda (awarded November 2016) – “Coping with Outbreaks: Toward and Infectious Disease Threat Appraisal Model for Risk Communication.” Central to the work is an online survey of adult U.S. residents that will help Austin develop a model of threat appraisal, and theoretical and empirical development of innovative measures of crisis efficacy, and crisis or disaster literacy. Outputs includes several possible conference papers and journal articles, as well as development of a proposal for external funding from CDC or NSF.

Lazard, Allison and Saffer, Adam (awarded November 2016) – joint proposal “Instapeer: A Platform for Social Support for Young Adult Cancer Patients.” The project involves establishing a collaborative relationship with “Stupid Cancer,” the parent organization of Instapeer, conducting an assessment of user data, and conducting a subsequent pilot study on accessing this unique population. The goal of the proposal is to be an R21 project tailored to the National Cancer Institute's interest in network approaches to communication design.

Gibson, Rhonda (awarded January 2016) – for two content analyses of scripted and reality television shows that featured families with at least one transgender member. Work is complete, yielding two conference papers. One was presented to the LGBTQ Interest Group of AEJMC and won the top faculty paper award, and one was presented to the LGBTQ Studies Interest Group of ICA.

Czabovsky, Joe (awarded December 2015) Sought to qualitatively and creatively examine the impact of community media projects, such as the *Durham VOICE*, that are developed by minority youth and students from two universities, as well as reach minority audiences. The focus sought to examine how best to assess such programs. Additional funding, following this seed grant, was later received from the Jesse Ball DuPont Foundation.

Comello, Nori (awarded 12/2015): The goal of this project was to conduct formative research to aid development of an innovative cessation tool: the Nicotrax Trackpack, a “smart” cigarette case that tracks cigarette usage and other contextual data and delivers tailored messages to the user's smartphone. The project identified promising features and technical challenges of developing the smart case. The project did result in one conference paper submitted to the D.C. Health Communication Conference in Spring 2017, and one refereed article accepted in *Telemedicine & e-Health* in 2018.

Lazard, Allison (awarded November 2015) – “Visually Implied Vaping Arguments: Effects of E-Cigarette Cues for Implicit and Explicit Attitudes.” The completed work included conceptualizing the project, developing all experimental materials through a series of pretests, collecting data for the experimental design main study, and conducting preliminary analyses. Next steps included further analyzing the results of the main experiment, continued work on a manuscript to share the findings, and conference presentation at the AEJMC annual meeting. The key deliverable will be the peer-reviewed publication in a major journal.

PART II – STANDARD 5
SCHOLARSHIP: RESEARCH, CREATIVE AND PROFESSIONAL ACTIVITY

Vargas, Lucila and Dillman Carpentier, Francesca
(awarded November 2014) – for the development of a model for using cultural resiliency and cultural contexts to create an intervention to improve health of Latina adolescents. Work is complete, with the discovery of existing programs and a shift in direction to the application of findings; a grant proposal involving the second author (Dillman Carpentier) to the International Development Research Centre (Canada) was funded for the application of media surveillance tools developed over the course of the seed grant work. The grant provided understanding of marketing appeals leading to increased risk of obesity and obesity-related disease in Latin American youth.

UNC Research Council Grants

Aikat, Deb
\$5,000 to support research for “News in the Digital Age.” Dec. 2015–Nov. 2018.

\$5,000 to support research for “Agendamelding: How We Use Digital Media to Create Personal Community.” Dec. 2016–Nov. 2018.

Austin, Lucinda
\$7,500; principal investigator: “Examining Social Media Communication and Networks in Hurricanes Harvey and Irma: An Ego-Network Approach to Disaster Response.” July 1, 2018–June 30, 2020.

Heartwood, Chad
\$3,000 for “The Overburden Outreach Campaign: Utilizing Documentary Film as a Tool for Social Engagement.” 2014.

UNC Junior Faculty Development Awards

Austin, Lucinda
\$7,500; principal investigator: “Coping with Outbreaks: Towards an Infectious Disease Threat Appraisal Model for Risk Communication.” 2017.

Lazard, Allison
\$10,000; principal investigator: “Evaluating Reach and Engagement with Adolescent Tobacco Prevention Messages on Social Media.” 2019.

Villamil, Lisa
\$10,000; primary investigator: “Storymaking: The Great Coharie River Park.” Creative project, Coharie Tribal lands, Sampson County, North Carolina. 2019.

Other UNC Grants

Abernathy, Penelope
\$300,000 match to Knight Foundation support of research into news deserts and sustainable business models for news organizations. July 2020–June 2022.

\$10,000 to establish and undergraduate research course focusing on documenting the rise of news deserts in the South. UNC Provost’s Office. 2019.

\$1 million match as co-investigator. UNC Provost’s Office to Center for Innovation and Sustainability. June 2016–June 2020.

\$1.2 million as co-recipient. Part of \$4 million Knight Foundation grant to establish the Center for Innovation and Sustainability of Local Media to investigate and identify business models for local news organizations struggling to adapt in the digital age. 2015.

Aikat, Deb
\$9,750; over three academic years to lead a campus conversation on free speech. Carolina Seminars. July 2019–July 2022.

Austin, Lucinda
\$110,000; co-primary investigator: “Media portrayals of traffic injury: Factors and frames that shape public discourse around road user safety,” Collaborative Sciences Center for Road Safety, University of North Carolina at Chapel Hill. May 15, 2019–Sept. 30, 2020.

PART II – STANDARD 5
SCHOLARSHIP: RESEARCH, CREATIVE AND PROFESSIONAL ACTIVITY

Barnes, Spencer

\$33,474; co-PI, Tobacco Centers of Research Pilot Grant, UNC Lineberger Comprehensive Cancer Center. 2019.

Comello, Nori

\$40,000; Competitive Senior Faculty Research and Scholarly Leave, Office of the Executive Vice Chancellor and Provost, to conduct research on use of media to address mental health stigma. December 2019.

Ekstrand, V.S.

\$1,000; graduate student grant for assistance with undergraduate research in MEJO 448, UNC Center for Undergraduate Research. Fall 2019.

\$4,000; co-PI for series on the “Art of Resistance.” UNC Humanities for the Public Good. Spring 2019.

\$1,400 grant to to strengthen relationship with UNC global partner, University of Tubingen. UNC Global. Spring 2018.

\$25,000; co-PI with Accessibility Resources & Service to introduce online supports for students on the autism spectrum. UNC Thrive@Carolina Grant, 2016.

Friedman, Barbara

\$10,000; Carolina Women’s Center Faculty Scholar. 2017–2018.

\$10,000; Thorp Engaged Scholar, Carolina Center for Public Service. 2014–2016.

\$204,762; co-investigator with UNC School of Social Work for Project NO REST. NC Governor’s Crime Commission, NC Department of Justice.

Lazard, Allison

\$130,566; co-investigator: “Closing the gap in socioeconomic disparities in cancer: Using neuroscience and social psychology to improve cancer prevention messaging.” Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. January 1, 2020–December 31, 2021.

\$199,987; co-investigator: “Text Messaging to enhance the use of patient-targeted decision support among diverse populations.” Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. August 1, 2019–July 30, 2021.

\$90,482; co-investigator: “Relationships between Little Cigar and Cigarillo Packaging Elements, Perceptions of Characterizing Flavors, and Use among Young Adults.” Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. 2016–2017.

McMahan, Dana

\$20,000; primary investigator for the development of a student-produced interactive exhibition on sustainability for the ACC Festival of Creativity and Innovation at the Smithsonian Museum. Vice Chancellor’s Office of Innovation, Entrepreneurship and Economic Impact. August 1, 2018–July 3, 2019.

Reid, Amanda

\$1,923 to attend the Institute of Law Teaching and Learning Summer Conference, Washburn School of Law. Center for Faculty Excellence Professional Exploration and Growth Grant. June 3–5, 2019.

Ruel, Laura

\$33,474; co-investigator: UNC Communication TCORS Rapid Response Funding Mechanism Award. 2017.

Thornburg, Ryan

\$42,425; UNC-Chapel Hill Senior Faculty Research and Scholarly Leave, Spring 2015.

Other Grant Recipients

Austin, Lucinda

\$5,000; co-PI: “Tell me about the #fluvaccine: Using narratives to encourage vaccination.” Page/Johnson Legacy Scholar Award, Arthur W. Page Center, Pennsylvania State University. June 1, 2019–June 30, 2020.

PART II – STANDARD 5

SCHOLARSHIP: RESEARCH, CREATIVE AND PROFESSIONAL ACTIVITY

\$6,000; principal investigator: “How and when should corporations engage in social issues? Examining corporations’ perceived responsibility for social advocacy.” Page/Johnson Legacy Scholar Award, Arthur W. Page Center, Pennsylvania State University. June 1, 2019–June 30, 2020.

\$4,400; lead researcher: “Factors Affecting Production and Spread of Crisis Information during Infectious Disease Outbreaks: Insider Insights on the Risk Amplification through Media Spread Model.” Owens Institute for Behavioral Research, University of Georgia. January 1, 2017–June 30, 2017.

Dillman Carpentier, Francesca

\$299,908; co-investigator: “Reducing Racial-Ethnic Disparities in Sugar-Sweetened Beverage Intake: The Impact of Nutrition Claims on Fruit Drink Purchases among Parents of Young Children.” Robert Wood Johnson. 3/1/2019–2/28/2021.

\$25,000; co-investigator: “Brown, Male, & Blue: Unmasking Depression and Suicide Risk among Boys and Young Men of Color.” Fostering Interdisciplinary Research Explorations (FIRE) 7/1/2017–6/29/2018.

\$2,578; primary investigator: “Beyond Sugar Sweetened Beverages and Food/Beverage Taxes: Impacts of Restrictive Labelling and Marketing Regulations on Unhealthy Food Consumption in Chile.” Explorations in Global Health. 5/1/2016–6/30/2017.

\$9,656,000; co-investigator: “Program and Policy Options for Preventing Obesity in the Low, Middle, and Transitional Income Countries: Background Research and Program Evaluation.” Bloomberg Philanthropies (MANSP09389). 2/1/2016–1/31/2018.

\$220,000 (CAD); co-investigator: “Evaluating New Chilean National Regulations on the Food Supply” (IDRC #108180), Research on Food System Policies and Market Innovations for Non-Communicable Disease Preventions, Exploratory Research funding stream. International Development Research Centre. 2/1/2016 –1/31/2018.

Freelon, Deen

\$50,000; co-PI: Social Science Research Council, SSRC-1645. 2020–2021.

\$5 million; co-PI: Knight Foundation, G-2019-58787. 2019–2024.

\$600,000; co-PI. Hewlett Foundation, 2019-9047. 2019–2022.

\$110,559; lead PI. Knight Foundation, 2018–2019.

Heartwood, Chad

\$7,000; Southern Documentary Fund Film Grant. 2016.

\$15,000; Pare Lorentz Documentary Film Grant. 2014.

Hennink-Kaminski, Heidi

\$170,000; co-investigator: “Effect of Intensive Alternative Family Treatment on Rates of Admission to Psychiatric Residential Treatment Facilities.” Jordan Institute for Families 10/1/18–3/31/20.

\$6,281,669; co-investigator: UNC Clinical and Translational Science Award (CTSA), National Institutes of Health, UL1TR002489-02. 3/30/18–2/28/23.

\$400,000; co-investigator: “Concussion disclosure behaviors, attitudes, norms, and knowledge in civilian and military emerging adults.” National Collegiate Athlete Association and Department of Defense. 05/20/16–04/20/18.

\$7,651,702; co-investigator: UNC Clinical and Translational Science Award (CTSA), National Institutes of Health, UL1TR001111-02. 07/01/13–06/30/18.

Lazard, Allison

\$144,000; principal investigator: “Engaging Adolescents and Young Adults with Cancer via a Social Support App.” American Cancer Society (ACS), 133694-PEP-19-154-01-PCSM. 2020–2021.

\$1,311,866; co-investigator: “Evaluating the Impact of Waterpipe Marketing Claims on Young Adults.” National Cancer Institute/Food and Drug Administration, R01CA239192. 2019–2022.

PART II – STANDARD 5

SCHOLARSHIP: RESEARCH, CREATIVE AND PROFESSIONAL ACTIVITY

\$3,073,544; co-investigator: “Communicating Waterpipe Tobacco Harms to Reduce Use Among Young Adults.” National Cancer Institute (NCI), R01CA241420. 2020–2025.

\$3,073,544; co-investigator: “Informing ENDS Policies: Studying the Impact of E-cigarette Warnings on Behavior.” National Institute of Drug Abuse (NIDA), R01DA048390. 2020–2025.

\$2,712,331; co-investigator: “Little Cigar and Cigarillo Warnings to Reduce Tobacco-Related Cancers and Diseases.” National Cancer Institute (NCI)/Food and Drug Administration (FDA), 1R01CA240732. 2019–2024.

\$199,415; co-investigator: “Developing and Evaluating High-Impact Pictorial Health Warnings for Sugar-Sweetened Beverages: A Study of Latino Parents in the US.” Robert Wood Johnson Foundation. 2019–2020.

\$299,908; co-investigator: “Reducing Racial-Ethnic Disparities in Sugar-Sweetened Beverage Intake: The Impact of Nutrition Claims on Fruit Drink Purchases Among Parents.” Robert Wood Johnson Foundation. 2019–2021.

\$55,229; co-investigator: “Understanding Industry-sponsored Cigarillo Digital Marketing Visual Strategies and Tactics.” Wake Forest Tobacco Control Center for Excellence. 2019–2020.

\$88,645; co-investigator: “Texas Fluoridation Campaigns.” Delta Dental Foundation & Texas Oral Health Coalition. 2018–2020.

\$49,999; co-investigator: “Feasibility of a New Food Store Model to Test the Impact of Obesity Prevention Policies among Latino Mothers.” North Carolina Translational and Clinical Sciences Institute (NC TraCS), NIH Clinical and Translational Science Award (CTSA), UL1TR002489. 2019.

\$49,663; principal investigator: “Designing Effective Interactive Applications for Cancer-Prevention

Interventions.” Lineberger Comprehensive Cancer Center, University of North Carolina at Chapel Hill. 2017–2018.

\$18,404; co-investigator: “Characterization of Waterpipe Tobacco Packaging.” Center for Regulatory Research on Tobacco Communication. 2017–2018.

\$15,215; “Optimizing Warnings on Ecigarette Advertisements.” Center for Regulatory Research on Tobacco Communication. 2017–2018.

McMahan, Dana

\$100,000 for the development of travel and student experiences in the Workroom FashionMash program. Student Experience Grant, Bosworth Family Foundation. 2018.

\$1 million for UNC Workroom FashionMash Goodwyn Family Foundation. 2016.

\$75,000; UNC Chancellors Office of Innovation, Entrepreneurship and Economic Impact. 2014–2017.

\$25,000 to develop an immersion project linking Spanish-speaking cultural moments into traditional English-only experiences. Curtis Media Foundation. 2014–2015.

Noar, Seth

\$2,354,576; principal investigator: “Impact of E-Cigarette Prevention Messages on Adolescents.” National Institute on Drug Abuse and Food and Drug Administration, 1R01DA049155. 2020–2025.

\$1,389,558; principal investigator: “Advancing Perceived Message Effectiveness: A New Measure for Youth Prevention Media Campaigns.” National Cancer Institute and Food and Drug Administration, 1R01CA246600. 2019–2022.

\$2,629,941; co-investigator: “Communicating Waterpipe Tobacco Harms to Reduce Use.” National Cancer Institute, 1R01CA246600/ 2020–2025.

PART II – STANDARD 5

SCHOLARSHIP: RESEARCH, CREATIVE AND PROFESSIONAL ACTIVITY

\$1,804,530; co-investigator: Social and Behavioral Sciences Research Core. Center for AIDS Research (CFAR), National Institutes of Health (NIH), P30AI050410. 2016–2021.

\$2,000; co-investigator: “Developing a Measure of Perceived Message Effectiveness for Youth E-Cigarette Prevention.” North Carolina Translational and Clinical Sciences Institute. 2019–2020.

\$19.4 million; co-investigator and associate director, communication core: “Effective Communication on Tobacco Product Risk and FDA Authority.” National Cancer Institute, P50CA180907. 2013–2019.

\$222,600; principal investigator: “Systematic Review of Perceived Message Effectiveness Measures for Anti-Tobacco Communication.” National Institute on Drug Abuse, R03DA041869. 2016–2019.

\$1.86 million; co-investigator: “Effects of Physical Activity Calorie Expenditure (PACE) Food Labeling.” National Cancer Institute, R01CA184473-01A. 2014–2018.

\$2 million; co-PI: “Cigarette Warning Labels: Research Synthesis and Impact on Smoking Behavior.” National Cancer Institute, P30CA016086. 2013–2017.

\$35,243; co-investigator: “Social Network Analysis of The Real Cost Campaign: An Ego-Network Perspective.” CRRTC Pilot Award. 2016–2017.

\$95,000; co-investigator: “How Can Skin Cancer Best be Prevented? Meta-Analysis of Behavior Change Techniques in Randomized Controlled Trials.” Lineberger Cancer Center Developmental Award. 2016.

\$42,122; co-investigator: “Development of an Anti-Tobacco Website about other Tobacco Products.” CRRTC Pilot Award. 2015–2016.

\$28,210; co-investigator: “Impact of FDA Branding on Source Awareness, Credibility, and Recall: An Eye Tracking Approach.” CRRTC Pilot Award. 2015.

\$30,000; co-principal investigator: “Evaluation of an Innovative Condom Distribution Program Targeting Young African American Women.” UNC Center for AIDS Research Developmental Award. 2014–2015.

\$20,000; co-investigator: “Systematic Review of Health Communication for Non-Cigarette Tobacco Products.” CRRTC Pilot Award. 2014–2015.

\$10,000; co-investigator: “Systematic Quantitative Content Analysis of e-Cigarette Advertisements in Consumer Magazines.” CRRTC Pilot Award. 2014–2015.

Reid, Amanda

\$5,000 for “Deciding Copyright Fair Use.” IHS Grant for Free Speech & Open Inquiry from George Mason University. 2018–2019.

Ruel, Laura

\$20,000; co-investigator: “Examining the Effectiveness of the NCTraCS website.” North Carolina Translational and Clinical Sciences Institute. 2018.

Thornburg, Ryan

\$42,000 for N.C. Local News Lab Fund. The Democracy Fund and N.C. Community Foundation. June 2018.

\$2,982,303 for “ImPACT – Infrastructure for Privacy-Assured compuTations.” National Science Foundation Office of Advanced Cyberinfrastructure. May 2017.

Villamil, Lisa

\$750,000; co-investigator: “Bright Spots & Disparities: Creating a Culture of Health in Appalachia.” Robert Wood Johnson Foundation and Appalachian Regional Commission. 2015