

# APPENDIX 8-F

## Dean's Updates Samples



**From:** Susan King <susanking@unc.edu>  
**Sent:** Sunday, June 7, 2020 4:34 PM  
**To:** [REDACTED]  
**Subject:** From the Dean: June 7, 2020

This week's update from Dean Susan King

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June 7, 2020

Dear Colleagues,

Our country continues to grapple with the injustices laid bare by the killing of George Floyd. Protests, large and small, demonstrate the pain and outrage so many are feeling. I [wrote to our students](#) early last week to affirm that the Hussman community stands with our Black students, as well as staff, faculty and alumni, and are here to support them. It is our responsibility to prepare our students to have a voice and to give voice to others who need it. That is our essence as educators, storytellers and communicators.

In contrast to the news that dominated the national stage last week, we experienced a number of bright spots at the school and I'm pleased to share them.

### **Hearst Champions**

For the fifth time in six years, the school has [won the overall Hearst National Championship](#). I was surprised when I joined a Zoom last Monday to find all the

leaders of the Hearst Foundation – including East Coast and West Coast presidents **George Irish** and **Dino Dinovitz** – on the call to announce that once again we have taken the top spot and received a \$25,000 award for the school. We were 300 points ahead of the runner-up school, so our dominance was noted.

I said in our news release about the year-long results that it is a testament to our faculty who nurture and challenge our very talented students to produce work of substance. Hearst isn't everything, but it is an important measure of how our students are performing at a professional level. Also, the financial support to the school is significant.

I am a member of the Hearst Awards Steering Committee, and in our meeting this week for the annual individual championship competition, former USA Today president and publisher **Larry Kramer**, who just became a judge, talked about winning a Hearst Award 50 years ago. It set him on a trajectory of success!

On Thursday we learned the Hussman winning streak continued. Because of COVID-19, the in-person student competition planned for Houston was conducted virtually. We had five students who competed in the nationals – more than any other school. Four out of our five students placed in the top three in their category:

#### **National Radio Broadcast News Championship**

First Place, \$10,000 award: **Annabeth Poe**

Third Place, \$5,000 award: **Jared Weber**

#### **National Television Broadcast News Championship**

First Place, \$10,000 award: **Payton Tysinger**

Third Place, \$5,000 award: **Cambria Haro**

#### **Multimedia Championship runner-up**

**Lucas Pruitt**, \$1,500 award

I want to acknowledge all of our journalism professors for inspiring our students to compete at this level, especially **Charlie Tuggle**, who has led the initiative with the Hearst Awards. The competition is a boost for students in every way and also significant for the school. This year, with matching funds, the school received more than \$70,000 in award funding from Hearst.

## **Graduate Students News**

The recognitions for our graduate students' papers are just starting to trickle in but I feel the two we learned about this weekend deserve an extra call out. Doctoral students **Tegan Bratcher** and **Alex Kresovich** placed in the Promising Professor competition. Tegan in first place and Alex in third. That is a big highlight for your CV as you look for a teaching position! I'm also proud to say both Tegan and Alex are Park Fellows.

AEJMC will be virtual this year, and there will be more great news for our graduate students. As always, we will do a roundup of accepted papers and events for the web as we get closer to August.

Grad student **Giulia Heyward** has also had a good week. She is interning this summer at the Washington Monthly and had a piece many of us may want to read about why [state unemployment sites are so bad](#). The Huff Post also carried an article she wrote about [the history and danger of "rubber" bullets](#). It's once again an indication of how lucky our students are to have a professor like **Kate Sheppard**, who is also a top editor at Huff Post.

## **Virtual Alumni Roundtable**

More than 130 alums from around the country joined our Hussman webinar this Thursday night for a dynamic talk with **Sarah Frier**, our '11 graduate who wrote the well-received book on Instagram called "No Filter: The Story of Instagram." She and **Daniel Kreiss** kept the audience engaged with discussion about the implications of Instagram on our politics, society and changing tech world. Sarah has been with Bloomberg since she graduated and is firmly focused as a reporter on the tech world. Daniel is on the leading edge of scholarship in this social media

world, and to have an alum and a professor join forces was a true plus for the school.

Even when we return to travel, I think these Hussman webinars will continue. Clicking into Zoom is a lot easier than traveling cross-town in rush hour for an event or flying across the country. We collapsed space and time with this one and it was more than worth it. A thank you to **Wendy Borman** and **Steve Scott**, who organized the successful event.

UDO organized a similar “Tar Heels Together” event on Zoom on Wednesday night . Our alum **Barb Lee** interviewed **Joe Kwon**, a musician and UNC alum, in another fascinating virtual event. **Kevin Guskiewicz** opened the session with a strong message about the national protests and the need for UNC to deal with institutional racism. We hope Barb will be able to join us this semester as the Barry Saunders Professional in Residence. The virus forced us to postpone her residency in the spring.

### **New Job, New University**

**Rachel Mersey**, our Ph.D. grad and foundation board president, has accepted a new job at the University of Texas - Austin. She will become the Associate Dean for Research at the Moody College of Communication as of August. Rachel has been at Northwestern's Medill School where she was the youngest faculty member in the school to earn tenure. She was recently promoted to full professor at Medill. Rachel will move to Austin but keep a footprint in Chicago and continue as our foundation president.

### **Public Conversation on Tech**

Park Fellow **Bridget Barrett** is [quoted in the Wall Street Journal](#) about the content moderation policies of platforms in the context of elections. Bridget provides context about Facebook and Twitter’s approaches to content moderation and the challenges they face, drawing on her recent-lead authored report for our new center, CITAP.

Bridget, who will be a first-year Park Fellow Ph.D. this fall, is also [quoted in a CJR article](#) along with **Daniel Kreiss** and our new colleague **Shannon McGregor**. We clearly have an abundance of riches in the area of technology and its impact on our society and on media.

## **New Colleagues**

I'm proud to say that **Jules Dixon's** appointment is official and she will be joining us in the fall as a professor of the practice in our PR and Advertising area of study. A media executive and NC Media & Journalism Hall of Famer, Jules has done it all in the agency world with corporate clients including leading the agency's diversity practice. Jules will also work to strengthen our relationship with both area and national agencies and corporate PR leaders.

We also had some good news about **Eva Zhao**, who is ready to join us as a spousal hire in the fall if her visa is fully executed. Between U.S. crackdowns on Chinese visas and closure of the visa offices around the world due to the COVID-19 threat, the paperwork to bring her here had been slowed to a halt. Premium visa applications were just re-opened and we hope that we can get Eva cleared in time for this fall semester.

## **Back to Work**

I'm pleased to say my return to work last week has been a good one, although I must say I was simply pooped on Saturday. It helps that my travel time is from the bedroom to the family room! Between my first post-op appointment and PT this week, I've graduated from a walker to full mobility. Daily PT is demanding, but manageable.

UNC planning meetings are longer and more frequent than usual – but I think UNC is close to finalizing some critical decisions around social distancing, class schedules, cleaning, masks and HR issues. We don't have all the answers yet and I realize that it is very frustrating for many of you. The school's leadership team will be as transparent as we can be – sharing what we know and what we don't know.

I look forward to our staff meeting this week. Please bring your questions and concerns. Our faculty meeting is set for a week from Monday - June 15 - when we hope to have more certainty from UNC administration.

My motto for this semester is simple: Safety First and Student Centered. The health and safety of students, staff and faculty is a priority as we determine how to deliver the best possible instruction and learning experiences for our students in this changed environment.

Susan

*Susan King*

*Dean, UNC Hussman School of Journalism and Media*

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**From:** Susan King <susanking@unc.edu>  
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This week's update from Dean Susan King

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June 21, 2020

Colleagues,

Tomorrow is the first day of the second summer session. A clear indication that summer is almost over! I don't know about you – but I feel as if it hasn't yet begun. Hold on to some long days of summer before the bustle of what is sure to be a strange and memorable fall semester is upon us.

### **Confederate Memorials**

So much change this week around memorials to the Confederacy. Last Thursday, UNC's Board of Trustees voted to end the moratorium on name changes on campus buildings. Trustee **Dave Boliek**, a '90 journalism graduate, [made the motion to end the moratorium](#) and talked about the need to act with courage and move the university forward. A number of specific name changes are expected to be up for a vote in the July BOT meeting.

On Friday night, Confederate statues near the capitol building in Raleigh were



brought down by protesters. By Saturday morning, **Governor Roy Cooper** removed other statues for what he called safety reasons and to preserve their historic importance. Gov. Cooper indicated such statues did not belong in the public square but in an historic museum, in historic context. After years of disruption around Silent Sam on our campus, it is breathtaking to see how quickly statues have now been removed.

### **Addition to School Leadership**

On Monday, I announced that **Trevy McDonald** has accepted the offer by senior leadership to become the school's inaugural Director of Diversity, Equity and Inclusion. Trevy will serve on the school's Dean's Cabinet and represent the school on the campus-wide DEI committee. Trevy will also work with the school's diversity committee to execute our diversity priorities.

### **Statement of Shared Values**

The Carnegie-Knight Deans worked this week to put out a statement of values that reflect our commitment to teaching journalism in an era of racial justice challenges. **Walter Hussman** joined the deans meeting in Miami that was hosted by the Knight Foundation in January. He challenged the deans to focus on values - something that we have done as a school. Last week, the C-K deans met by Zoom and the events of the past few weeks gave an urgency to joining forces. When the Carnegie-Knight Initiative on the Future of Journalism Education was launched in 2005, it was focused on making sure that journalism schools at top research universities focused on the need for change. It was also expected that deans would communicate as one when events demanded it. This is the first time, the C-K deans have produced such a strong set of shared values. The joint statement [is posted on our website](#).

### **COVID-19 Planning Update**

This week, senior leadership will complete discussions with each individual faculty member about their plans for teaching in the fall. Discussions with staff are underway as well, and the all-important classroom capacity analysis continues.

I want to publicly thank **Francesca Dillman Carpentier**, **Charlie Tuggle** and **Heidi Hennink-Kaminski** for their hard work in trying to accommodate the needs of professors and students in concert with space and safety considerations. We expect to have a stronger picture of exactly what classes, schedules and classrooms will look like by the week of June 28.

**Steven King** and his Reese Innovation Lab team are working with campus leaders on ways to communicate new social distancing patterns on campus. They've created video screens that are powered by AI that can share positive messaging and instant feedback to encourage the wearing of masks and social distancing. The team is also building a mobile student experience and a smart digital signage system that will use machine learning to optimize hallways and stairwells for social distancing. More about this as it is built and optimized.

As well, the initiative that **Allison Lazard** shared at our faculty meeting is taking off on campus. This week, through Arts Everywhere, there will be a call for student projects that share messages about safety, the need for masks and the importance of social distancing. Allison is leading the research with her student teams around messages that resonate with students.

## **Student Successes**

Four graduate students have had papers accepted at this year's American Political Science Association conference this year - a larger group than usual. The four Ph.D. Park Fellows will present papers at the political communication pre-conference:

- **Tegan Bratcher** (with **Joe Czabovsky**), "Code-switching candidates: Political communication, identity, and podcasts"
- **Erik Brooks**, "Party above all?: The effects of polarization and partisan identity on political message perception"
- **Andrea Nenque**, "Self-recruitment, Authenticity and Urgency: Women Running for State and Local Office Post-2016" and

- **Madhavi Reddi**, “Negotiating Indian-American Identity in the Political Sphere”

Results are coming in about graduate student recognitions for the virtual AEJMC convention in early August. We will have our annual roundup of presentations later this summer, but I wanted to share some of the recognitions that we have learned about so far:

- **Sydney Nicolla**, M.A. alum and incoming Ph.D. Park Fellow, won the Moeller Student Paper Competition funded by AEJMC’s Mass Communication and Society Division for her paper “Digital Feminist Activism and the Need for Male Allies: Assessing the Barriers to Male Participation in the Modern-Day Women’s Movement.”
- **Alexis Walker**, Ph.D. Park Fellow, was awarded second place in the Mass Communication and Society Student Paper Competition for her paper: “Digital Discussions of Women Members of The Church of Jesus Christ of Latter-Day Saints: Intimacy in Private Facebook Groups Grounded in Motherhood.”
- **Jaz Gray**, Ph.D. Park Fellow, received the Barrow Minority Doctoral Student Scholarship sponsored by the Communication Theory & Methodology Division of AEJMC. This award recognizes capacity for making significant contributions to communication theory and methodology. Her work examines different aspects, including the potential for entertainment narratives to support people coping with social stigma. Her signature contribution is “life-plotting,” an approach she conceptualized that provides new approaches to capturing/assessing stories.

**Ruth Samuel**, a rising senior, is working for Teen Vogue this summer as a member of the publication’s 2020 Youth Voter Committee. Her [op-ed this week](#) about young black women being called strong has hit a responsive chord on social media. Samuel is editor-in-chief of The Bridge, and this past spring she launched the publication’s inaugural [#21Under21 campaign](#) with fellow rising senior **Hanna Wondmagegn**.

The FashionMash student publication *Coulture* is [now available online](#). The students pushed the envelope of traditional beauty in this publication, which is built around the theme of “metamorphosis.” Once again it is a strong magazine in terms of content, editorial perspective, design and photography.

## **Alumni News**

**Meredith Clark**, '14 Park Fellow Ph.D. and a professor at the University of Virginia, was [named a Faculty Fellow at the Data Society](#) research institute for 2020-21. Her research around social media, specifically Black Twitter, continues to put Meredith in the national spotlight. For the past year, Meredith has been the research consultant for the News Leaders Association, the top national organization of news editors. It was [announced this week](#) that research will continue with an advisory group of professional journalists representing diverse points of view.

**John Schmidt '89** leads a healthcare media and communications firm that has always been involved with front burner issues. But with the COVID-19 crisis there is a greater urgency around digital health campaigns. This week, Schmidt Public Affairs [received top national honors](#) in PR Daily's 2020 Digital Marketing Awards competition. One honor for a PR campaign to repeal the tax on medical devices and the other focused on Medicare bidding.

This Wednesday at 5:30 p.m., **Jim LeLoudis**, UNC professor of history and associate dean for Honors Carolina, will join our '03 grad and 2020 Pulitzer Prize winner **Nikole Hannah-Jones** for a “Carolina Up Close” livestreamed event to talk about Nikole's career, particularly her work on the 1619 Project, and the current social justice movement. LeLoudis is co-chair of the university's commission on History, Race and a Way Forward. You can find more about the event and [register to join on the Tar Heels Together webpage](#).

**Eugene Scott '03** is [featured in a story by our communications team](#). The Washington Post political reporter who writes for The Fix newsletter about identity

politics, talks about covering emotional events at this juncture as a black man. Our Hussman team posed the question that Scott's colleague at the Washington Post, media columnist **Margaret Sullivan** asked recently: What is a journalist?

[Hussman Connections](#), a new digital platform to connect alums with other graduates and current students, has had a fantastic response. **Jay Eubank** and **Jenn Sipe** launched the idea in April at the Board of Advisers meeting and today there are 148 alums with their career expertise and contact information on the site. We hope to keep building the Hussman Connection so that the Tar Heel network can grow and thrive, particularly at this time when new graduates face a difficult job and internship market.

With **Robin Jackson**, who leads our alumni office, the career mentoring program has also grown. We hope to match 100 students with alumni mentors in the fall.

## **Father's Day**

Former lecturer **Val Lauder's** memories of her father [were published in the latest Saturday Evening Post](#), digital edition. It's a nostalgic piece and shows why Val was such a loved professor of feature writing. Val, now in her mid 90s, is still getting published regularly.

I hope you fathers get to enjoy some time celebrating your day in this socially-distanced world. The weather cooperated!

Susan

*Susan King*

*Dean, UNC Hussman School of Journalism and Media*

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June 28, 2020

Colleagues,

I walked through campus late Saturday afternoon. It was amazingly quiet, even for summer. Some of the general classroom buildings have already been equipped with signage indicating entrance and exit doors. We are awaiting the advice from UNC facilities for Carroll Hall and will be working after July 6 on removing and storing hallway furniture, configuring entrances and exits, and working with UNC around the final details on cleaning materials, masks and other PPE.

**Louise Spieler, Mark Richardson and Dina Sikora** have worked with **Francesca Dillman Carpentier, Heidi Hennink-Kaminski and Charlie Tuggle** to make this transition to the fall as streamlined as possible for faculty members and staff. We don't have all the details nailed down, but we are close to it. No one would wish this kind of extra work added to a summer that is usually busy with annual budgets and planning, let alone during the summer of our every six-year accreditation self-study report production. I must tell you that we are exceedingly lucky to have this

leadership team to guide us through. I think every member of faculty and staff has had a chance to work out a schedule for the fall that will work for them and for our students. This week we also begin to call every incoming undergraduate major – more than 800 – to make sure we can answer their questions about all the changes.

### **Another Back-to-Campus Note**

If you'd like to know the behind-the-scenes story of how UNC Chapel Hill became the poster child of a returning campus on 60 Minutes, you can read [Barbara Wiedemann's story about Draggan Mihailovich '83](#). Draggan grew up in Chapel Hill, the son of a professor, and is a graduate of our school. He has been with the iconic news program since 1998. It's a fascinating look inside the making of a national story.

### **News Deserts 2020**

The [fourth edition of the News Deserts project](#) by Knight Chair **Penny Abernathy** was released digitally on Wednesday to great applause. It is a very fulsome report that documents the change in local news in the past 15 years and begins to shape the questions communities face in the next 15 years. There are also three special sections on the changes in ethnic press, the role of public broadcasting in informing communities and a focus on Capitol Hill around legislation to fill some of the local media gaps.

If you don't have time to read the entire report— with interactive graphics and in-depth data analysis— you can [read the Poynter piece](#) that summarizes the top findings.

**Barbara Wiedemann** and **Grace Lamb-Atkinson** shared the News Deserts report across our social media to give it a broad digital audience. **Susan Leath** produced [a blog post](#) to complement the research findings. It is the kind of report that will be talked about and reviewed for years.

The report is a testament to deep research and the power of databases. There is a



backstory about virtual teams that I think is worth sharing. Penny was able to work with a group of writers and researchers working in Chapel Hill, Washington and elsewhere so when campus shut down, they were already adept at working as a digital team.

The Center for Innovation and Sustainability in Local Media not only helps build a team that can support a chair like Penny to produce a body of work like she has over the last six years, but also allows both undergraduate and graduate students to have deeply important research experiences. Penny gives credit to this group of students who worked on the report: **Alice Lim '21** and **Maydha Devarajan '22** worked as interns on the report since last summer; **Praveena Somasundaram '22** worked on the graphics; and **Preston Fore '23** worked on data. Also critical to the finished project were four graduate students: **Lindsey Slack MA '21**(M.A.), **Jeremiah Murphy '20** (M.A.), **Justin Kavlie '21** (Ph.D) and **Zach Metzger '23** (Ph.D.).

### **Tar Heels Together: Leloudis and Hannah-Jones**

UNC's Tar Heels Together virtual events usually attract about 100 to 200 attendees. This week's conversation between UNC historian **Jim Leloudis** and **Nikole Hannah-Jones**, Park Fellow '03, had almost 1,000 watching. If you weren't able to see the conversation in real time and want to, you can [watch it here](#).

Jim talked to Nikole for some time about her latest essay that is in this Sunday's New York Times Magazine called [What Is Owed?](#) The essay was released online last Wednesday and focuses on the big economic justice questions. It is based, as most of her work, on history but includes an analysis of recent economic research on wealth inequalities.

### **Accreditation 2020**

I wanted to share an update on plans for our 2020 accreditation review. Our school's ACEJMC self-study is about 85% complete. Late data, editing and layout of the document are the big tasks for the rest of the summer. We are on schedule

to submit the reports to both the accrediting bodies and UNC's Graduate School by the end of August.

ACEJMC has decided to suspend all reviews in the 2020-2021 cycle and to push all site visits to 2021-2022. They will not be doing virtual site visits but assessing the accreditation process during this "pause." However, the UNC Graduate School agrees that we have worked too hard to simply wait out the year. They will not only review the graduate program but our undergraduate program as well.

The three-person graduate review team, **Dean Marie Harden** of Penn State, **Dean Prabu David** of Michigan State, and **Laura Linnan**, Senior Associate Dean for Academic and Student Affairs at the Gillings School of Public Health, will conduct the reviews virtually in October.

We will still expect a site team visit by ACEJMC in the fall of 2021 but we will only have to update data, not (re)produce a full self-study. After more than a year of COVID-19 experiences by that time, they will want us to give a perspective on what we learned.

If you are talking to **Rachel Pittman**, **Don Grady**, **Francesca Dillman Carpentier**, **Charlie Tuggle**, **Stephanie Brown**, **Heidi Hennink-Kaminski** or **Casey Hart**, the first words should be "Thank You." All of them have kept their eye on the accreditation ball despite all the distractions of this very turbulent time.

## **Faculty News**

**Lois Boynton** proved the power of a public relations scholar who understands and studies ethics in [this interview about the Cuomo Brother's](#) joint appearances on cable TV. **Andrew Cuomo** is the Governor of New York, in the bullseye of the pandemic decision-making, and **Chris Cuomo** is the prime time CNN anchor. Is there a conflict of interest if Chris invites brother Andrew on his nightly program for a news interview? You'll have to see how Lois artfully handles that question.

**Valerie Fields** received word from the provost's office last week that her promotion

from teaching associate professor to teaching professor is approved. She has now reached the highest rank of a fixed term faculty member and is a fixture in our PR program. We are fortunate to have such a skilled and dedicated working professional as a member of our faculty. She continually wins top ratings for her teaching from students despite her reputation for tough grading!

**Tori Ekstrand** and her Media Law Ph.D. colleagues learned of a team personal best this week. **Kriste Patrow**, a current Ph.D. and **Shao Chengyuan '20** (Ph.D.), teamed up with Tori to enter the 2020 Law and Policy Division Teaching Competition. "Communication Methods and Campus Expression Research for Undergraduates," which emerged from MEJO 448, has been awarded First Place after a blind peer review. The three will be part of a panel for the virtual AEJMC pre-conference session in August.

Another shared good news moment for Tori. The research she and Park Fellow **Stephanie Mahin '17** (Ph.D.) did around #BLM received open access clearance. The two explored copyrights around the Black Lives Matter phrase and [wrote a column for Medium](#) to put the research into the mainstream.

### **Two New Doctoral Graduates**

Hearty congratulations to two of our Park Fellows who successfully defended their dissertations last week and are now able to add "Ph.D." to their signatures. Both completed the ritual in the very 2020 way – via Zoom.

**Josh Barker** is headed to USC in Los Angeles as a post doc continuing his work around health communications. **Jordan Morehouse** begins her academic career as an assistant professor at Clemson University.

Josh and Jordan are the latest students who continue the strong tradition of our graduate program's excellence and success.

### **Chuck Stone Program 2020**

The 2020 group of young Chuck Stone scholars will be rendezvousing on Zoom

rather than on campus the week of July 6. This high school Chuck Stone summer program tradition, aimed at building a pipeline of diverse media leaders, will continue this summer despite the virus. The program is underwritten by Capitol Broadcasting Corporation, which owns WRAL and Fox 5. **Livis Freeman** is the faculty leader of the Chuck Stone program and has convinced **Jan Yopp** to pop out of her life of retirement to do another summer stint editing student stories.

This is the last Dean's Update of the 2020 academic year. I won't be doing an Update next weekend – the Fourth of July holiday weekend. Until I moved to North Carolina, I always thought of July 4 as the real start of summer. This year it feels like it marks the end of summer! We'll all be back in high gear the first week of August, with classes starting on August 10.

I hope you find a way to safely celebrate this vacation time of summer and appreciate the longer days, the sun and the shade, and the sweetness of North Carolina summer nights.

See you in the new fiscal year.

Susan

*Susan King*

*Dean, UNC Hussman School of Journalism and Media*

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