

MISSOURI STATE UNIVERSITY – SCHOOL OF COMMUNICATION STUDIES

# 2015 Annual Report

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Media, Journalism & Film

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**Time period covered: 1/1/2015 to 12/31/2015**

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## MEDIA, JOURNALISM & FILM 2015 ANNUAL REPORT

### PART I: GOALS FOR PREVIOUS YEAR AND PROGRESS MADE ON THOSE GOALS

GOAL 1: Complete the department 5-year program review. Determine action plan based on data collected and recommendations from outside reviewers.

- Completed department 5-year self-study.
- Selected external reviewers. Dr. Glenda Cantrell, Associate Professor, The University of Alabama, for Film program; Dr. Loraine Branham, Dean Lorraine Branham, dean Newhouse School of Public Communications, Syracuse University, for Journalism program.
- Received external reviewer report from Dr. Cantrell on Film program; have not received external reviewer report from Dean Branham on Journalism program.
- Canceled final department meeting that had been scheduled for May 3, 2016, to work on action plan when Journalism report was not received.
- Will write Action Plan this summer and present it to full-time faculty at FA16 retreat, where it will be refined and approved for submission in early FA16.

GOAL 2: Develop plan for restructured production program (Digital Film Production and Media Production) and move through the curriculum process for FA16 implementation.

- Production Area Committee met several times in FA15 and SP16 to develop new curriculum; ultimately decided to wait until recommendations were received from the external reviewer on Film to finalize curriculum.
- Held a final meeting on May 3, 2016, and decided that more work needed to be done and will continue meeting in FA16 and SP16, if needed, for program implementation in FA17.

GOAL 3: Conduct searches for 2 faculty members.

- Conducted successful search for tenure-track assistant professor in Digital Film and Media Production and hired Andrew Twibell.
- Conducted successful search for tenure-track assistant professor in Media Theory and hired Holly Holladay.

GOAL 4: Evaluate Sports Journalism component with ESPN initiative.

- Offered Sports Journalisms class in SU15 before ESPN partnership began to whet appetite among MJF students for participation.
- Offered Sports Journalism class in FA15 with journalism students working for Hite Media, the production company hired by MSU and ESPN to produce live home games; found students were poorly prepared to do the production work required; lacked agreement between MJF and Athletics on what journalism students were allowed to do in the class.
- Offered Live Sports Producing class in SP16 requiring MED 383 Television Production prerequisite, which meant production students rather than journalism students took it; they enjoyed it, but Hite Media wasn't able to provide them with the number of games they expected to work on.

- For FA16, decided to take the experience out of the classroom and post a flyer telling students about it, letting them know what work they would be doing, the skills they needed, and the pay they would be receiving by working for Hite Media.
- Conclusions: Initiative suffered from lack of communication between Athletics and MJF. Athletics wanted to interfere with the work students wanted and needed to do consistent with their training as journalists.
- MJF strongly desires to support the ESPN partnership with the university but feels it is better promoted in academics as a “paid” opportunity for students to work for Hite Media independently of MJF and have them contact Hite Media directly.

GOAL 5: Complete renovations to Craig and Strong hall labs.

Completed Phase 2 of 3-year lab remodel work:

- Remodeled 7-seat computer lab into state-of-the-art 19-seat lab to serve core MED 365 Digital Film and Media Production lab sections; lab now allows each student to get hands-on experience when learning complex video software.
- Increased security of production equipment by switching out the locks in the Strong Hall equipment room and installing custom-fit wire cage in Craig Hall equipment room; have had no security incidents in the equipment rooms in FY16.
- Made huge strides in advancing upper level production classes by adding (4) Canon C100 MkII cameras and (4) Sony FS7 cameras, currently industry-standard production cameras that are now in the hands of Digital Film and Electronic Arts students.
- Gave Television Productions a boost by upgrading aging TriCaster Camera Switcher to their latest model, allowing 2nd season of multi-camera cooking competition show, *Show Me Chefs*, to have a smoother, more reliable production experience.

**PART 2: DEPARTMENT ASSESSMENT IN DASHBOARD REPORT AREAS**

**ENROLLMENT MANAGEMENT**

**MAJOR HEADCOUNT (INCLUDE 1<sup>ST</sup> AND 2<sup>ND</sup> MAJORS)**

- MJF major headcount decreased in 2015 from 2014 by 5.5%. In 2014, the department had 397 vs. 375 in 2015. Undergraduate majors declined from 388 in 2014 to 371 in 2015, or by 17 students.

MJF MAJOR HEADCOUNT				
	2014	2015	Change	% Change
TOTAL	397	375	-22	-5.5
UG	388	371	-17	
GR	9	4	-5	

- Graduate enrollment dropped from 9 in 2014 to 4 in 2015, or 5 students. Because of the increased enrollment in the MSAS program in 2016, we expect to see the number of graduate students rise significantly next year.
- Digital Film Production showed a slight decline of 6 students in 2015 from 2014, and Media Production declined by 12 students, but those two majors still make up the majority of MJF students with a total of 155 students.
- The new combined Journalism program picked up 46 students in its first year, a promising sign. The new students combined with those in the current Print and Internet and Broadcast Journalism options show 121 total journalism majors. Because all 46 new students will have to

take more classes than those in the old program, there will be a need for additional faculty members with skills to teach across print, broadcast and Internet platforms in the near future.

- There are 9 students in the new Film and Media Studies program, but individually the Film Studies and Media Studies programs have been declining in enrollment in recent years. We believe combining those programs was a smart move. We are dedicated to continuing the studies program because it is the only place the department offers both BS and BA degrees, which would be beneficial to us as we look forward to creating a graduate program. Next year we will focus on improved marketing to recruit more students into the Studies area by emphasizing the opportunities that exist for students who major in Studies and the valuable skills they gain that are transferrable across many careers.

MJF 1st and 2nd Majors by Program		2014	2015		2014	2015	CHANGE	% CHANGE
<b>TOTAL</b>		397	375					
Electronc Arts/Audio-BS		10	5					
Electronc Arts/Audio-BS-Preadm		27	32	EA/Audio	37	37	0	0
Electronc Arts/Interactv-BS		3	3					
Electronc Arts/Intractv-BS-Pre		6	7	EA/interactv	9	10	1	11.10
Electronc Arts/Multi-BS		1	0					
Electronc Arts/Multi-BS-Preadm		1	1	EA Multi	2	1	-1	-50
Electronc Arts/Video-BS		3	5					
Electronc Arts/Video-BS-Preadm		8	16	EA Video	11	21	10	90.9
Individualized Maj-MJF Dept-BS		1	0					
Journalism-BS-Preadm		0	46	JRN (New Prog)	0	46		
Journalism/Print-BS		0	0					
Journalism/Print-BS-Preadm		0	0	JRN Print (Disc)	0	0	0	0
Journalsm/Broadcast-BS		13	9					
Journalsm/Broadcast-BS-Preadm		59	32	JRN BJ	72	41		
Journalsm/Print & Internet-BS		11	11					
Journlsm/Print&Internet-BS-Pre		42	23	JRN Pint/Int	53	34		
Mass Media-BA-Preadm		0	3					
Mass Media-BS-Preadm		0	6					
Mass Media/Dig Film-BS		37	29					
Mass Media/Dig Film-BS-Preadm		88	90	DFP	125	119	-6	-4.8
Mass Media/Film Stu-BA		0	0					
Mass Media/Film Stu-BA-Preadm		8	4					
Mass Media/Film Stu-BS		2	4					
Mass Media/Film Stu-BS-Preadm		2	1					
Mass Media/Med Oper-BA		0	0	Med Oper (Disc)				
Mass Media/Med Oper-BA-Preadm		0	0					
Mass Media/Med Oper-BS		0	0					
Mass Media/Med Oper-BS-Preadm		0	0					
Mass Media/Med Prod-BS		12	11					
Mass Media/Med Prod-BS-Preadm		33	25	MP	45	36	-12	20
Mass Media/Med Stu-BA		0	0					
Mass Media/Med Stu-BA-Preadm		2	0					
Mass Media/Med Stu-BS		2	2					
Mass Media/Med Stu-BS-Preadm		11	4					
Mass Media/Oper-BS		0	0					
Press Politics-UGCT		2	1					
Screenwrtng for TV & Film-GRCT		9	4					
Wrtg for TV & Film-UGCT		1	1					
Wrtg for TV & Film-UGCT-Preadm		3	0					

Chart Notes:

121 TOTAL JRN majors		
BJ -43	-43%	
PINT -19	-34.80%	
FS+MS NEW 9		
DFP + MP 155	9	-3
FS BA+BS 12		9
MS BA+BS	15	6
FS + MS 15		
Anim 38		
EA + Anim 105		

**SCH PRODUCTION**

- MJF continues to have strong Student Credit Hour Production, showing a steady increase since 2013. In 2015, SCH was 7,722 vs. 7,670 in 2014, an increase of 52 hours or 0.7%.
- This increase is likely due to adding MED 274 Introduction to Film as a Gen Ed course.
- We also managed our enrollment well, canceling 1 class in FA15 and 4 classes in SP15 due to low enrollment.
- We taught 9 intersession classes that drew in 125 additional students outside the regular FA and SP semesters.
- We expect SCH Production to increase next year because of active recruitment of students into the Undergraduate and Graduate Screenwriting Certificate Program and the MSAS Screenwriting and Producing option and the addition of more online class offerings.

MJF SCH PRODUCTION				
	2014	2015	Change	% Change
	7,670	7,722	52	0.70
UG	7,532	7,602		
GR	138	120		

**DEGREES CONFERRED**

MJF conferred 98 degrees in 2015 compared to 84 in 2014, an increase of 14 or 16.7 percent.

DEGREES CONFERRED			
	FY2014	FY2015	AVG over 5 years
	84	98	94.6

**COURSE MANAGEMENT**

- MJF managed our courses well by adding MED 120 Mass Media and Society, a Gen Ed class, as an additional online class in SP15. It filled quickly.
- We canceled 5 classes in 2015, freeing up full-time faculty to teach where we had scheduled per course faculty, moving students into classes that had seats available, and saving on per course funding.
- We added a section of MED 562 Cinematography after a grant from the provost allowed us to purchase additional cameras to accommodate the students in the 2<sup>nd</sup> section. That allowed us to ease the backlog of students waiting to get into MED 562 so they could move on into other upper-level classes
- We are focusing on expanding our online course offerings by developing 4 additional online classes, MED 304 Media Theory, MED 130 Fundamentals of Media Conference, MED 470 Special Topics in Film, and MED 570 Film Theory.
- We offered 9 intersession courses in 2015 allowing 125 students to get credit outside the regular semesters.

**ACCESS**

**SCH PRODUCTION BY INSTRUCTIONAL FORMAT**

In 2015, SCH was 7,722 vs. 7,670 in 2014, an increase of 52 hours or 0.7%.

- We showed gains in all delivery modes except for Internet (444 in 2014 vs. 423 in 2015 or down 4.7%), Off Campus (243 in 2014 vs. 172 in 2015 or down 29.2%), and Arranged (9 in 2014 and 0 in 2015).

SCH by Department by Course Mode Delivery		2014	2015	CY2015 vs. 2014	CY2015 vs. 2014
Department	Instructional Format	Credit Hours	Credit Hours	SCH change	% Change
Media, Journalism & Film		7,670	7,722	52	0.7%
	Arranged	9	0	-9	
	Blended	0	39	39	
	Dual Credit	0	0		
	Evening/Weekend	1,569	1,581	12	0.8%
	Internet	444	423	-21	-4.7%
	Intersession	103	108	5	4.9%
	Off Campus	243	172	-71	-29.2%
	Traditional	5,302	5,399	97	1.7%

- We have added additional sections of MED 120 to be taught online and have MED 274 Introduction to Film, another Gen Ed course, coming online in SU16 as well as 4 additional classes under development for online delivery in 2016 and 2017. Consequently, we expect our Internet SCH production to show an increase next year.
- MJF had the highest gain in SCH production in the Traditional class format, where we showed an increase from 2014 (5,302) to 2015 (5,399) of 97 or 1.7%.
- The department hadn't offered Blended courses 2014. However, when we began offering them in 2015, we showed 39 SCHs produced. Blended courses is a mode we are continuing in 2016.
- Evening/Weekend SCH production increased from 1,569 in 2014 to 1,581 in 2015, a gain of 12 or 0.8%.
- Intersession SCH production increased slightly from 103 in 2014 to 108 in 2015, a gain of 5 or 4.9%. MJF continues to offer a variety of intersessions classes, and we plan to continue. But we need to make sure we promote them well, so we don't have to cancel any like we did with a class on Drones in SP15, and offer new, fresh topics that appeal to students across the college and university and not just in MJF.
- MJF doesn't offer Dual Credit, although we are exploring that possibility for the future.

## STUDENT SUCCESS

### RETENTION RATES

- MJF's Retention rate of undergraduate students from 2014 to 2015 was 80.36%, higher than the university rate at 75.87% but lower than the college at 84.74%. This is an interesting decline considering that MJF continued a strategy begun in 2014 of offering a Boot Camp class in SP15 for incoming freshmen and new transfers into the department. Because of low enrollment and lack of appeal across the department, we decided not to offer it again. It didn't prove to be helpful with improving retention rates.



COAL RETENTION	Overall Retention Rate			First Time-New in College
Department	1st Sem Count	Count Retained	F'14 to F'15 % Retained *	F'14 to F'15 % Retained
Media, Journalism & Film	387	230	80.36	87.27
<b>COAL Retention Rates</b>	<b>2,405</b>	<b>1,506</b>	<b>84.74</b>	<b>82.97</b>
<b>MSU Retention Rates</b>			<b>75.87</b>	<b>78.24</b>
* Undergraduate student retention only.				

- Retention of First-time New-in-College students was better 2014 to 2015 at 87.27%, higher than both the college at 82.97% and the university at 78.24%.
- Our strategy going forward is to take advice from our Student Advisory Board that pointed out that students feel a part of the department – and consequently want to stay – if they become involved in a department production with other students. The board advised that faculty members have a direct impact on getting students to feel welcome by encouraging them individually and personally to join a department production. Faculty members who reach out to students build their confidence and help them know they are needed and of value to the department, which in turn increases their desire to stay in MJF and at MSU. We will test this direct approach aggressively next year.

COAL Retention by Class by Department		Fall 2013			Fall 2014		
Department Sem1	Student Class Sem1	1st Sem Count	Count Retained	% Retained	1st Sem Count	Count Retained	% Retained
Media, Journalism & Film		399	247	81.45	387	230	80.36
	Freshman	80	55	68.75	88	62	70.45
	Junior	103	84	83.50	86	72	84.88
	Senior	129	39	89.15	125	29	87.20
	Sophomore	81	66	81.48	80	64	80.00
<b>COAL Totals Undergrad Retention by Class</b>		<b>2,446</b>	<b>1,541</b>	<b>83.97</b>	<b>2,405</b>	<b>1,506</b>	<b>84.74</b>

- MJF made progress in retaining freshmen and juniors, but not seniors and sophomores, from 2013 to 2014.
- Freshmen retention was up 62 from 68.75% in 2013 to 70.45% in 2014, and junior retention was up 72 from 83.50 in 2013 to 84.88 in 2014. Senior retention declined 29 from 89.15% in 2013 to 87.20 in 2014, and sophomore retention was down 64 from 81.48% in 2013 to 80.00% in 2014.
- We still, however, are not up to the retention levels we were in 2011. That was when we began our new department core requirements, adding a 4<sup>th</sup> class that had to be considered in the core GPA and raising the combined GPA requirement to 3.0. That may have affected senior and sophomore students, especially transfers.
- Transfer students still come into MJF behind because they were faced with taking MED 120, MED 130, MED 220 and a core class specific to their major before they can be admitted to their program. MED 130 has consistently closed quickly because the demand is high and it has few seats per section, and MED 220 is a spring-only class. That may be driving some seniors away although juniors don't seem to be affected because they have a longer horizon to get into MED 130 and MED 220.
- We have begun a Credit by Assessment program to address the backlog of students needing MED 130, and we will be offering MED 130 online in FA17.

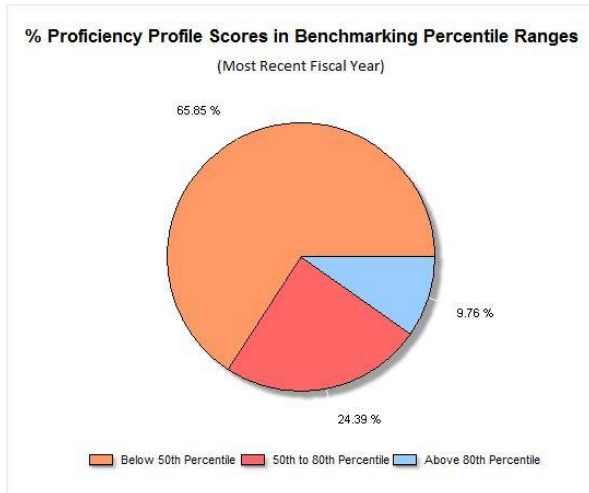
- The external reviewer for Film suggested we reduce the number of hours required from 51 to 45 in a combined Digital Film and Media Production program and eliminate 3 courses including either MED 130 or MED 220. Both of those options are under consideration as we begin our curriculum revision and Action Plan, however these recommendations do not address the retention problem for Journalism students and don't address the desire the department has for a media literacy class.

Academic Period	Fall 2011			Fall 2012			Fall 2013			Fall 2014		
COAL Freshmen Retention	IPEDS First-time College 2011			IPEDS First-time College 2012			IPEDS First-time College 2013			IPEDS First-time College 2014		
Department Sem1	1st Sem C Value	Count Retained Value	% Retained Value	1st Sem C Value	Count Retained Value	% Retained Value	1st Sem C Value	Count Retained Value	% Retained Value	1st Sem C Value	Count Retained Value	% Retained Value
Media, Journalism & Film	58	44	75.86	60	40	66.67	58	43	74.14	61	45	73.77
* OVERALL First-Time FRESHMEN RETENTION FOR COAL IS UP BY 7.33% (Fall 14 vs. Fall 13)												
Retention = students retained at MSU.												

- MJF has declined in IPEDS First Time in College Student retention since 2011, and the numbers from 2013 (74.14%) to 2014 (73.77%) showed no improvement.
- The department was below the college rate of 83.13% and the university rate of 78.24% for this group in 2014.
- It is hoped that the university's I'm First initiative for First Generation Students will help make a difference as will the department's directive to faculty to personally reach out to students to help build their confidence and make them feel needed in the department especially on productions.
- We also will continue to stress the importance of taking more care in advising First Gen students.
- The department will encourage faculty to attend sessions arranged by the Academic Advisement Center to learn more techniques for approaching and helping First Gen students.

**MAPP SCORES**

Fiscal Year	Department Avg	National 50th Percentile	National 80th Percentile
2011	449.04	444	464
2012	450.25	444	464
2013	452.12	446	466
2014	450.48	446	466
2015	442.39	446	466



- MJF MAPP scores 2015 continued to stay consistent with 2014 and where we have been for the last five years.
- However, department scores showed a slight decline in 2015 from 2014, dropping from the 450.48 percentile to the 442.39 percentile.
- MJF has continued its position in the national 50<sup>th</sup> percentile.

**OTHER DATA OR INDICATORS OF STUDENT SUCCESS**

- 2015 was a very successful year for MJF awards. Students won 27 awards in major competitions in 2015. A full list of student awards is included in Appendix B. In summary, students won:
  - 3 awards from the Broadcast Education Association National *Festival of Media Arts* Student Competition, with 1 being a first-place win.
  - 1 Telly Award
  - 23 awards from the Missouri College Media Association, including 7 first-place winners.
- MJF students also completed 46 internships, including 14 in FA15; 14 in SP15; and 18 in SU15.

**RESOURCES AND PRODUCTIVITY**

**SECTIONS BY SIZE AND SCH**

COAL Ave Section Size by CY Year		2014			2015			5 yr. Avg			% Change
Department	UG/GR	Section Count	Avg Section Size	SCH	Section Count	Avg Section Size	SCH	Section Count	Section Size	SCH	CY15 vs. CY14
Media, Journalism & Film		131	22.82	7670	139	22.14	7722	1,509	22.20	86985	-3.0%
	UG	128	23.00	7532	137	22.17	7602	1,494	22.21	85983	
	GR	3	15.00	138	2	20.00	120	15	22.07	1002	
<b>COAL Totals</b>		<b>1,548</b>	<b>20.50</b>	<b>94977</b>	<b>1,618</b>	<b>20.30</b>	<b>97399</b>	<b>16,817</b>	<b>20.60</b>	<b>1025113</b>	<b>1%</b>

- MJF’s average section size in 2015 was 22.14 vs. an average size of 22.82 in 2014, a decrease of 3%.
- However, we offered 9 more sections, pushing our SCH production in 2015 to 7602 from 7532 in 2014, an increase of .92 percent.

**DELAWARE DATA**

**DEPT. SCH/DEL SCH**

COAL SCH Delaware by Faculty Group -- Fall Semester		2008	2009	2010	2011	2012
Department	Delaware Faculty Group	MSU SCH/ DEL SCH	MSU SCH/ DEL SCH	MSU SCH/ DEL SCH	MSU SCH/ DEL SCH	MSU SCH/ DEL SCH
		Value	Value	Value	Value	Value
Media, Journalism and Film	a) Tenured/Tenure-Track Faculty	112.2	135.6	85.3	119.8	120.3
	b) Other Regular Faculty	91.5	108.8	92.1	100.6	91.6
	c) Supplemental Faculty	113.8	133.9	98.8	141.5	145.6
	d) Graduate Assistants	85.2	61.1	81.1	59.4	61.5
	e) All Faculty Combined	105.7	134.9	97.3	122.2	126.3

- MJF SCH Production by faculty continues to be above 100% of Delaware data.
- We were 122.2% above Delaware data in 2011 and even better in 2012 with 126.3% above. We expect that trend to continue.

### MSU SCH COST/DEL SCH COST

COAL SCH COST vs. Delaware	2010	2011	2012	2013
Department	MSU_SCH_DEL_AVG	MSU_SCH_DEL_AVG	MSU_SCH_DEL_AVG	MSU_SCH_DEL_AVG
Media, Journalism, Film	67.84	68.52	66.45	63.12
Less than 100 = cheaper SCH production.				

- MJF SCH costs in 2013 were the lowest in the college at 63.12% of Delaware data indicating that we continue to do more with less and to manage our money well.
- We expect the numbers to continue to improve with the addition of our new Gen Ed class, MED 274 Introduction to Film, as an online offering and the other classes in development for online delivery.

### RESEARCH AND SCHOLARSHIP

MJF faculty were prolific in their research and scholarship in 2015. During 2015, they engaged in:

- 4 intellectual accomplishments including 1 book accepted for publication; 2 book chapters; and 4 other intellectual contributions. One film produced by a faculty member continued to air internationally in 2015.
- 3 exhibitions (2 competitive and 1 international) and 13 TV/Film Media projects.
- 7 presentations. A full description of MJF faculty research and scholarship accomplishments is included in Appendix B.

### PROGRAM AND CURRICULUM ENHANCEMENT

- Our combined Journalism program, merging Print and Internet and Broadcast Journalism into a single curriculum, began in 2015. After several years of study and our program assessment, we determined that journalism students needed a combination of skills they were not getting with two separate journalism options. Teaching students to work across platforms better prepares them for the cutting edge work they will do as professional journalists today.
- Our combined Film and Media Studies program addresses our declining enrollment in those separate options. But it also offers us an opportunity to better focus on the skills developed in this liberal arts program and the opportunities students will have after completing this curriculum.
- The production area committee began work on combining the Digital Film Production and Media Production programs into one Digital Film and Television Production major. This will

better prepare students for the quickly evolving film and video production industry and update our program to make it more attractive to incoming students. This combination will require a complete review and redesign of the curriculum, and work is expected to be completed in 2016 for delivery in FA2017.

- We continued to work on our screenwriting program to improve the progression of students through the curriculum. We renamed classes to update them and hired two new per course faculty to teach online. With more faculty available to teach online, we are able to offer more sections of the classes required for the undergraduate and graduate screenwriting certificates, which are the only programs in MJF that are currently available completely online.
- Assistant Professor of Screenwriting Rich Amberg also worked with the Graduate College on improving the options available for students pursuing the MSAS Screenwriting and Producing option, making it more attractive to MJF students and others interesting in a master's program in production.
- We continued our lab remodel by adding a state-of-the-art lab in Craig Hall to serve our students in their first Digital Film and Media Production class. We installed a wire cage to secure equipment in our Craig equipment room. We added 8 new industry standard cameras being used by advanced Digital Film and Electronic Arts students. We also upgraded our aging TriCaster Camera Switcher that allowed students working on our reality TV show to have a more reliable production experience. The new TriCaster also improved production quality of the show.

#### **PUBLIC AFFAIRS: REPRESENTATIVE INITIATIVES AND ACTIVITIES**

- We continued to offer MJF students their capstone Public Affairs Experience as a special project in MED 581 Media Ethics. This special project enhances the student's understanding of ethical decision making and supports the third pillar of the university's Public Affairs Mission, Ethical Leadership.
- We will assess how well the MED 581 special project works now after offering it for several years, and we expect to make changes based on the evolution of the department programs, specifically offering students the opportunities to produce multi-platform work.

#### **PROGRAM ASSESSMENT (DATA, ANALYSIS, ADJUSTMENTS ON THE BASIS ON DATA)**

- MJF will resume our regular 3-year assessment cycle in FA16, assessing 1 of our department SLOs and SLOs for journalism, our non-comprehensive media program, and our comprehensive media programs. We had suspended those assessments in 2015 because of the work involved in our 5-year self-study.
- The self-study allowed us to conduct a deep analysis of the department, especially in the area of curriculum, to detect trends, strengths, and weaknesses. Based on that analysis, we will revisit the SLOs we adopted the last time we assessed our programs to see what changes may need to be made. That will make our assessment this time far more valuable.

#### **NARRATIVE ASSESSMENT**

MJF experienced some strong successes in 2015, but it was a challenging year for the department.

We finished our self-study on time and found an external reviewer for our Journalism area fairly easily in FA15. Dean Lorraine Branham from the Newhouse School of Public Communication at Syracuse

University agreed to be our external reviewer for the Journalism area. But it was much harder to find one for our Film area. We made several inquiries and finally were able to get a commitment from a dean at Florida State University to agree to come in early SP16. He even said that if he couldn't come, his associate dean would be available. However, when we checked back to schedule dates toward the end of the semester, he backed out, saying he could only come between semesters and his associate dean would only be available then as well. That was unacceptable because faculty and students would not be available to participate in the visit. So, after much scrambling, we were able to get a commitment from Dr. Glenda Cantrell from the University of Alabama, a former Film area department head, and we scheduled both visits for February 2016. They went well.

By agreement, the reviewers had 30 days to submit their reports. Dr. Glenda Cantrell submitted a thoughtful, comprehensive review of our Film area right on time, and we were delighted to receive it. But we didn't hear from Dean Branham on the Journalism report. After repeated emails and phone calls and about 2 months later, she finally responded to the MJF department head that she had been busier than she had anticipated in the spring semester but believed she would be able to submit a less comprehensive report than she had originally intended to send. To date, she has not been heard from again, and no report has been received.

In 2015, we began planning production of *Chemical Nurse*, the department's first feature film, and offered a pre-production class in SP16. It was to be based on a script written by Assistant Professor Harrison Witt and used a different production model than we had previously used successfully several times before. A crowdfunding campaign was undertaken, and significant promotion occurred to announce the latest MJF department production. Unfortunately, Mr. Witt was unable to finish the feature script and resigned unexpectedly near the end of SP16. The pre-production class, taught by Mr. Andrew Twibell, changed directions dramatically with a month left in the semester. The MSU Foundations Office contacted all the donors who had contributed to see if they wanted refunds or to redirect their donation to a future department production. The *Chemical Nurse* project, while embarrassing, turned out to be a good lesson for the department especially in terms of the model needed for department productions and the timeline for those productions.

About 3 years ago, the university announced that it would partner with ESPN and Hite Media to produce home athletic events to air on ESPN3. A similar partnership was undertaken by all the other schools in the Missouri Valley Conference, and a 10-year contract was finally signed months later. MJF sought to support the university's initiative by offering to provide students to work on the broadcasts and attended about 6 meetings over 2 years to try to work out details. We had high hopes for an emerging Sports Journalism program in MJF, began promoting it, and scheduled classes in support of it. Ultimately the lack of communication between MJF and Athletics on what students would be allowed to do in a Sports Journalism class, the inability of Hite Media to supply students with a sufficient number of games to meet their class requirements, and dissatisfaction of Hite Media with the students who signed up for the class drove the department to decide to abandon the Sports Journalism program idea and to promote the ESPN initiative as a job opportunity for students through advising sessions and flyers posted throughout the department. We may return to offering a Sports Journalism class as a specialized reporting elective in the future if and when interest in the subject arises again.

Because of the successes of our combined Journalism and Studies programs and industry trends, we decided to merge Digital Film and Media Production into a single Digital Film and Television Production

program. The Production Area Committee met several times over the year to redesign the curriculum and ultimately decided to wait for recommendations from the external reviewer for the Film area. When the report arrived, the committee discussed it and decided to continue work on the revised curriculum in 2016 with a new perspective and new members of the team. One member of the committee had resigned from the university, and one had retired by the end of SP16.

Enrollment continued to decline slightly in 2015. However, we gained 46 new Journalism students into the new combined Journalism program. We believe that combined program and a new focus on the Film and Media Studies program, which also was combined starting in FA15, will draw in additional enrollment next year. We will work hard to promote the Journalism and the Studies majors and the skills students acquire there – specifically strong communication and critical thinking – as transferrable beyond the many opportunities that these majors have for job prospects.

Retention slipped in some of our ranks, including seniors and sophomores. We have undertaken a special concentration on improving retention and developed some strategies to approach retention as a department goal for 2016. We recognize that recruitment is vital for success of the department, but retention is equally as important.

Despite declining enrollment, MJF SCH production remained very strong and increased. Faculty are dedicated to teaching more students and offering them additional learning opportunities. For example, we taught 125 students in 2015 through intersession classes and hope to continue additional intersession offerings that appeal to MJF students as well as other students across the college and university. We anticipate SCH production to remain high for 2016 as we add additional online courses, which are under development. Finally, our productions often require many students to work in roles where they get credit for independent study. As we undertake 2 major department productions in 2016, more students will have the opportunity to work on these for valuable experience and credit.

We made 2 important tenure-track assistant professor hires in 2015. One was Dr. Holly Holladay, who we expect to bring new energy and expertise to the theory classes that are required for all students in the department. The other was Andrew Twibell, who moved from an instructor into a tenure-track position. Mr. Twibell had been with the department for 3 years and had proven himself to be an exceptional department citizen who not only has a wealth of knowledge about film production but also the willingness to support MJF in any way he can. We are delighted that Dr. Holladay and Mr. Andrew will be with us in these important positions.

We successfully completed Phase 2 of our extensive 3-year lab remodel in Strong and Craig halls last year, creating a wonderful new state-of-the-art, 19-seat lab in Craig to serve our core MED 365 Digital Film and Media Production lab sections. MED 365 is the first class production students take, so giving them an attractive functional environment in which to learn complex video software not only provides them with exceptional hands-on experience to take to their higher-level classes but also is a recruitment and retention tool. We added a custom-wire cage to secure the expensive lab equipment we house in Craig Hall and switched out the locks on the equipment room in Strong Hall to help guard against theft.

Because of the addition of 8 new industry-standard production cameras, we were able to offer high-level hands-on experience for our Digital Film Production and Electronic Arts students, and we could open up a 2<sup>nd</sup> section of MED 465 Cinematography, helping to alleviate a backlog of students who needed the class before advancing to other higher-level production classes. The 2<sup>nd</sup> MED 465 class

closed almost immediately. Finally, we upgraded our aging TriCaster Camera Switcher to the latest model, allowing the 2nd season of our multi-camera cooking competition show, *Show-Me Chefs*, to have a smoother, more reliable production experience.

MJF students won 27 awards in 2015, boosting the total number of awards the department has won since 2003 to about 475. These were international, national, regional, and statewide awards, and the department exhibited student productions at festivals as far away as Bogota, Colombia. We also offered 9 intersession classes, exposing 125 students to new topics, including Disney Animation, Asian Horror, Writing the Short Script, and Promoting Yourself in the Digital Age.

We completed the 2<sup>nd</sup> year of our reality TV cooking show *Show-Me Chefs*. In 2016, we will produce a 3<sup>rd</sup> season of SMC because students not only enjoy it, but there is growing interest in the local culinary community among producers and chefs in the home-grown competition. With new equipment, we look forward to this being the highest quality and best experience yet for everyone involved.

While 2015 was a challenging year for MJF, the department had many notable successes. We have grown in a number of ways, and the energy and enthusiasm of faculty and staff seem unprecedented. Both of our external reviewers commented while they were here that they were most impressed by how driven MJF faculty are to provide an exceptional learning experience for our students. With that goal, we have become even more collaborative and collegial, and we celebrate our ability to work together well in a supportive and respectful way, a message we all conveyed to outsiders. We are proud of the culture of MJF, and are highly aware that it makes us unique.

## **PART 5: DEPARTMENT GOALS FOR UPCOMING YEAR**

### GOAL 1: Complete the department 5-year program review.

- Determine Action Plan based on data collected and recommendations from outside reviewers. We hope to receive the final external reviewer's report on the Journalism program in SU16 to consider along with the one we received on Film. If we don't receive the report, we will create an Action Plan based on notes we received during the external reviewer's visit.
- Write Action Plan in SU16 and present it to full-time faculty at the FA16 retreat, where it will be refined and approved for submission in early FA16.
- Begin implementation of Action Plan in FA16.

### GOAL 2: Improve Retention.

- Focus on all ranks but especially on seniors and sophomores. If we hear of them – or any student – saying they are losing interest and thinking about dropping out or transferring, schedule an individual meeting with them to discuss their feelings and explore opportunities to help them.
- Aggressively market Credit by Assessment for MED 130 Fundamentals of Media Convergence, a department core class and often is a roadblock for students, especially transfers, to become admitted to the major.
- Email non-registered advisees individually after registration has begun to see if there is anything we can do to help. The department head or assistant department head are good ones to do this although advisors should contact students as well because they often have more of a personal relationship with them.



- Conscientiously target First Gen students either individually or in advising sessions to offer them extra help understanding the processes of the university and adapting to a higher education learning environment.
- Repeat often to faculty that they need to take time to reach out to students individually to encourage them to participate in department productions since that's when students say they finally feel that they are part of the department. This also will help the students feel they are needed and build confidence in their abilities.
- Explore ways to hold student get-togethers to help students gain a sense of belonging in MJF.
- Develop plan for a restructured production program (Digital Film Production and Media Production) and move through the curriculum process for FA17 implementation. This should make our production program more attractive to students.

GOAL 3: Conduct searches for 2 faculty members.

- Hire tenure-track assistant professor of Digital Film and Media Production to replace Jaime Bihlmeyer, who retired at the end of SP16. Mr. Bihlmeyer was re-hired for a one-year appointment beginning in FA16 to teach 2 online classes for us in FA16 and SP17. Thereafter, he will teach online classes as needed.
- Hire an instructor in Digital Film and Media Production to replace Andrew Twibell, who left his instructor line when he moved into the tenure-track assistant professor of Digital Film and Media Production position vacated by the resignation of Harrison Witt.

GOAL 4: Complete Phase 3 of 3-year lab remodel work.

- Move advanced audio/visual post production lab from Strong 113 to Craig 319, upgrading to 4K capabilities and by installing new monitors and IOs.
- Move the broadcast journalism lab from Strong 114 to Strong 113, giving us 50 percent more space.
- In the control room in Strong, add a video server to free up 2 workstations to use in other audio labs.
- Surplus old Macs and put in 3 new audio/video workstations with Avid and ProTools capabilities.
- Integrate new cameras for *Show-Me Chefs* into the TriCaster Camera Switcher.

**PART 6: Appendix A**

**Three Year Hiring Plan**

- Hire an instructor in Broadcast Journalism to replacement Kevin Swift, who resigned in SP15. Search underway in 2016.
- Hire an assistant professor of Digital Film and Television Production to replace Harrison Witt, who resigned at the end of SP16. Search underway in 2016.
- Hire a tenure-track assistant professor of Digital Film and Media Production to replace Jaime Bihlmeyer, who retired at the end of SP16.
- Hire an instructor in Digital Film and Media Production to replace Andrew Twibell, who left his instructor line when he moved into the tenure-track assistant professor of Digital Film and Media Production position vacated by the resignation of Harrison Witt.

- Hire a tenure-track assistant professor or instructor to teach in the new media program, covering a sequence of classes for production and Electronic Arts students.

**PART 7: APPENDIX B**

**APPENDIX B**

**DEPARTMENTAL ACCOMPLISHMENTS**

- Self-Study: Completed writing of self-study and identified external reviewers.
- Student Success: Won 27 student awards; completed 46 internships.
- Productions: Premiered 2<sup>nd</sup> season of reality TV cooking show (*Show-Me Chefs*)
- Hires: Successfully hired two tenure-track assistant professors. One was in media theory to replace a late resignation in SP15, and another was to fill the department head faculty line in digital film and media production, our highest area of growth). Also hired an academic administrative assistant to replace one who retired after 37 years.
- Curriculum: Began combined Journalism program (Print and Internet and Broadcast Journalism) and Studies program (Media Studies and Film Studies). This required additional training for advisors. Began review of Digital Film and Media Production programs in hopes of combining those programs in 2016.
- Online: Added additional sections of MED 120 to be taught online and have 4 other classes under development for online delivery in 2016
- Intersessions: Offered 9 intersession classes (3 in FA15, 4 in SP15, and 2 in SU15), enrolling a total of 125 students.
- Lab Remodel – Made numerous improvements to the technology in our labs during FY16.
  - Remodeled a 7-seat computer lab into a state-of-the-art 19-seat lab to serve our core MED365 lab sections. This lab now allows each student to get hands-on experience when learning complex video software.
  - Increased the security of our production equipment by switching out the locks in the Strong Hall equipment room and by installing a custom-fit wire cage in the Craig Hall equipment room. We have had no security incidents in the equipment rooms in FY16.
  - Made huge strides in advancing our upper level production classes by adding (4) Canon C100 MkII cameras and (4) Sony FS7 cameras. Both are currently industry-standard production cameras that are now in the hands of our Digital Film and Electronic Arts students.
  - Gave our Television Productions a boost by upgrading our aging TriCaster Camera Switcher to the latest model. This has allowed the 2nd season of our multi-camera cooking competition show, *Show Me Chefs*, to have a smoother and more reliable production experience.
- ESPN – Began MJF support of university's ESPN initiative by offering sports journalism classes that provided students to work on broadcast games.

**FACULTY ACCOMPLISHMENTS**

**Intellectual Contributions**

January 1, 2015 - December 31, 2015

**Amberg III, Richard H. (Assistant Professor)**

**Other Intellectual Contributions**

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Lily & Lulu: Masters of Mystery*. Missouri State University.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Disengaged*.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Monster Patrol (final polish)*. Cartoon Network.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Monster Patrol (first set of script revisions)*. Cartoon Network.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Monster Patrol (second set of script revisions)*. Cartoon Network.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Monster Patrol (first script draft)*.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Monster Patrol (Beat Sheet Outline)*. Cartoon Network.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Monster Patrol (Full Outline)*. Cartoon Network.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Monster Patrol "Have an Ice Day" (Episode Premise Submissions)*. Cartoon Network.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *Monster Patrol "Have an Ice Day"* Burbank, CA: Cartoon Network.

*Broadcast/Film Media (Accepted)*

Amberg III, R. H. *The Misadventures of Dreary and Naughty (final polish)*.

*Broadcast/Film Media (Submitted)*

Amberg III, R. H. *Black Magic*. Cartoon Network.

*Broadcast/Film Media (Submitted)*

Amberg III, R. H. *Space Race*. Cartoon Network.

*Broadcast/Film Media (Submitted)*

Amberg III, R. H. *Never Have I Ever*. Awesomeness TV.

**Bihlmeyer, James W.**

**Book Chapters**

*Book, Chapter in Scholarly Book-New (In Preparation; Not Yet Submitted)*

Bihlmeyer, J. JAMES CAMERON'S 'ALPHA' TRILOGY: The Maternal Semiotic in Doppelgängers, the Depiction of Woman/(m)Other and the Umbilical Phallus. *HOLLYWOOD'S (m)OTHER APERTURE: The Traces of FEMININITY in the Movies*. Frankfurt am Main and New York: Peter Lang.

*Book, Chapter in Scholarly Book-Revised (Working Paper)*

Bihlmeyer, J. (m)Other Love in Steven Spielberg's Munich: Abjection, Jouissance and the Maternal Object. *HOLLYWOOD'S (m)OTHER APERTURE: The Traces of FEMININITY in the Movies*. Frankfurt am Main and New York: Peter Lang.

**Cline, Andrew R.**

**Book Chapters**

*Book, Chapter in Scholarly Book-New (Published)*

Cline, A. (2015). Citizens or Objects: A Case Study in News Coverage of Poverty. In Max. J. Skidmore (Ed.), *Poverty in America: Urban and Rural Inequality and Deprivation in the 21st Century* (ed., pp. 126-135). Westphalia Press.

**Other Intellectual Contributions**

*Nonfiction – Print Journal (Published)*

Pion, B. Sc., M., Cline, Ph.D., A. R. (2016). Promoting Equality through Bicycling Education in the United States. *ITE Journal (Institute of Transportation Engineers)*, 86(1), 42-47.

**Paxton, Mark**

**Other Intellectual Contributions**

*Newspaper (Published)*

Paxton, M. *Board must take responsibility* (ed., pp. B-5). Springfield, MO: Springfield News-Leader. News-Leader.com

**White, Timothy R. (Associate Professor)**

**Book Chapters**

*Book, Chapter in Scholarly Book-New (Published)*

White, T. (2015). In Lilian Chee and Edna Lim (Ed.), *Space and Verisimilitude in the Films of Singapore's Golden Age*. New York, New York: Routledge, Taylor and Francis.

**Creative Works**

January 1, 2015 - December 31, 2015

**Amberg III, Richard H. (Assistant Professor)**

*Film*

Amberg III, Richard H., "Best Player," Produced and distributed by Nickelodeon, Viacom, Santa Monica, CA. (March 11, 2011 - Present).

I pitched and sold this project and then completed the original screenplay. Nickelodeon produced the film, which continues to air internationally.

**Cline, Andrew R.**

*Theatre - TV/Film/Media*

Cline, Andrew, "Downtown," Carbon Trace Productions, Springfield, MO USA. (April 15, 2014 - April 15, 2016).

*Theatre - TV/Film/Media*

Cline, Andrew (Exhibitor), "Shared Spaces," Carbon Trace Productions, New Urbanism Film Festival, Los Angeles, CA. (October 8, 2015 - October 11, 2015).

My short documentary film "Shared Spaces" was accepted to the 2105 New Urbanism Film Festival. MSU students participated in the production. The acceptance rate for the festival was about 20 percent.

**Katona, Paul**

*Theatre - TV/Film/Media*

Witt, Harrison, Larson, Deborah (Exhibitor), Katona, Paul (Exhibitor), "Show Me Chefs," Harrison Witt, MSU Department of Media, Journalism & Film, Springfield, MO - USA. (January 1, 2015 - December 30, 2015).

I was the Chief Lighting Designer for the first season of Dr. Larson's (exec producer) reality TV cooking series, which aired on KOLR-TV in Springfield, MO. Continue to consult on the second season. Worked closely with Paul Katona during preproduction and production.

**Larson, Deborah L. (Assistant Professor)**

*Art - Exhibition, Competitive*

Larson, Deborah, "A Little Help the Series," L.A. Web Fest, Los Angeles, CA. (April 2, 2015 - April 5, 2015).

ALH was accepted into one of oldest and largest International web festivals in the U.S. as an official selection. Plus it received 4 nominations.

*Art - Exhibition, Competitive*

Larson, Deborah, "Epilogue the Web Series," Vancouver Web Festival, Vancouver, Canada. (March 6, 2015 - March 8, 2015).

Epilogue was accepted into Vancouver webfest for 2015 showing. One of the up and coming International web fests. Percentage of acceptance is low.

*Art - Exhibition, Invitational*

Larson, Deborah, "Epilogue the Web Series," La Sabana University, Bogota, Columbia, South America. (March 9, 2015 - March 12, 2015).

Epilogue was the invited main webseries to be viewed in its entirety at La Sabana Visual Communication Arts festival

*Theatre - TV/Film/Media*

Witt, Harrison, Larson, Deborah (Exhibitor), Katona, Paul (Exhibitor), "Show Me Chefs," Harrison Witt, MSU Department of Media, Journalism & Film, Springfield, MO - USA. (January 1, 2015 - December 30, 2015).

I was the Chief Lighting Designer for the first season of Dr. Larson's (exec producer) reality TV cooking series, which aired on KOLR-TV in Springfield, MO. Continue to consult on the second season. Worked closely with Paul Katona during preproduction and production.

**Twibell, Andrew D.**

*Theatre - TV/Film/Media*

Twibell, Andrew D., Witt, Harrison, "Chemical Nurse." (August 2015 - Present).

A feature film I'm currently producing. Written/directed by Harrison Witt. A creative collaboration between faculty and students (undergraduate and graduate) in a hands-on professional environment. F15: Planning. SP16: Preproduction. SU16: Production. F16: Post-production.

*Theatre - TV/Film/Media*

Twibell, Andrew D., "Pickwick (feature script/film)." (January 2015 - Present).

Narrative feature film script, with potential to be produced locally. Currently in planning stage.

*Theatre - TV/Film/Media*

Twibell, Andrew D., "Pickwick (short script/film)." (January 2015 - Present).

Short film script. Adaptation of feature-length script, "Pickwick." To be produced with potential student involvement and used as fundraising tool for feature-length version. Currently in planning stage.

*Theatre - TV/Film/Media*

Twibell, Andrew D., Heinlein, Kurt, Witt, Harrison, "Greene County." (August 2014 - Present).

A narrative short film I wrote and directed. H. Witt, Director of Photography. K. Heinlein, Stunt Coordinator. A collaboration between faculty and students (undergraduate/graduate) in a hands-on professional environment. A case study for my SP15 MED 597: Directing class. F14: Preproduction. SP15: Production. SU15/SP16: Post-production.

**Wang, Weiyan (Associate Professor)**

*Picture Editing for TV Feature Film*

Wang, Weiyan, "TV Feature Film - Clouds over Mountains (Gua Yun Shan)," Picture Editor, China Central Television - Movie Channel (CCTV6), Beijing, P. R. China. (June 2013 - Present).

The feature TV Film was made for China Central Television – Movie Channel.

**Witt, Harrison (Assistant Professor)***Theatre - TV/Film/Media*

Twibell, Andrew D., Witt, Harrison, "Chemical Nurse." (August 2015 - Present).

A feature film I'm currently producing. Written/directed by Harrison Witt. A creative collaboration between faculty and students (undergraduate and graduate) in a hands-on professional environment. F15: Planning. SP16: Preproduction. SU16: Production. F16: Post-production.

*Theatre - TV/Film/Media*

Twibell, Andrew D., Heinlein, Kurt, Witt, Harrison, "Greene County." (August 2014 - Present).

A narrative short film I wrote and directed. H. Witt, Director of Photography. K. Heinlein, Stunt Coordinator. A collaboration between faculty and students (undergraduate/graduate) in a hands-on professional environment. A case study for my SP15 MED 597: Directing class. F14: Preproduction. SP15: Production. SU15/SP16: Post-production.

*Theatre - TV/Film/Media*

Witt, Harrison (Exhibitor), "Chemical Nurse," Dept of Media Journalism and Film, Springfield, MO - USA. (May 15, 2015 - December 30, 2015).

As part of the COAL New Faculty Research Award, I created the outline, developed preproduction and production classes, and wrote the feature-length screenplay for Chemical Nurse.

*Theatre - TV/Film/Media*

Witt, Harrison, Larson, Deborah (Exhibitor), Katona, Paul (Exhibitor), "Show Me Chefs," Harrison Witt, MSU Department of Media, Journalism & Film, Springfield, MO - USA. (January 1, 2015 - December 30, 2015).

I was the Chief Lighting Designer for the first season of Dr. Larson's (exec producer) reality TV cooking series, which aired on KOLR-TV in Springfield, MO. Continue to consult on the second season. Worked closely with Paul Katona during preproduction and production.

*Theatre - TV/Film/Media*

Witt, Harrison (Exhibitor), Putman, Mark (Exhibitor), "Dogfight," Missouri State Dept of Theater and Dance, Missouri State Dept of Theater and Dance, Springfield. (October 8, 2015 - October 11, 2015).

I was video designer for MSU Dept of Theater & Dance's main stage production of Dogfight. This includes designing video content and shooting video for rear screen projections during the production.

**Presentations**

January 1, 2015 - December 31, 2015

**Pardue, Mary Jane**

Pardue, Mary J, SABEW Training Conference Call, "How to Succeed in a Metric-Driven News Operation," Society of American Business and Editors, Phoenix, AR. (June 15, 2015).

Pardue, Mary J, SABEW Training Conference Call, "Freelancing: How to be Successful as an Independent Journalists," Society of American Business Editors and Writers, Phoenix, AR. (April 13, 2015).

Pardue, Mary J, SABEW Training Conference Call, "Today's Journalism: What it takes to Survive and Strive in the Business," Society of American Business Editors & Writers, Phoenix, AR. (March 16, 2015).

Pardue, Mary J, SABEW Training Conference Call, "The New Blueprint for Mobile Journalism," Society of American Business Editors & Writers, Phoenix, AR. (February 24, 2015).

Pardue, Mary J, MED 220: Case Studies in Mass Media, "Social Responsibility Theory," Missouri State University, Cheek 102. (January 20, 2015).

Pardue, Mary J, SABEW Training Conference Call, "The Internet and Digital Journalism," Society of American Business Editors and Writers, Phoenix, AR. (January 12, 2015).

**Witt, Harrison (Assistant Professor)**

Johnson, Alex, MJF Spring Film Series, "Master Class in Filmmaking (Two Step)," Media, Journalism & Film, PSU Theater. (July 30, 2015).

**Editorial and Review Activities**

January 1, 2015 - December 31, 2015

**Pardue, Mary Jane**

Invited Manuscript Reviewer, "International Journal of Communication," International, Papers, Appointed. (January 13, 2015 - 2015).

Blind reviewer of academic article titled "Making Business News: A Production Analysis of The New York Times: Is it Caught in an Uncritical View of the Economy?"

**STUDENT ACCOMPLISHMENTS**

MJF students won 27 awards in 2015 including:

- 3 (including 1 first-place) Broadcast Education Association National Festival of Media Arts (international exhibition with more than 1,500 entries)
- 1 TELLY (Bronze) award (international award with more than 12,000 entries)
- 23 (7 first-place) Missouri College Media Association (state competition)

MJF students also did 46 internships, including 14 in FA15; 14 in SP15; and 18 in SU15.

Award details:

- <http://www.beaweb.org/2015/festival15.html> **Broadcast Education Association National Festival of Media Arts:**

**Student Video Competition**



**Animation/Experimental/Mixed**

Honorable Mention: Sara Silkwood, Logan Fritts, Max Walling, Missouri State University; Broken Bones

**Narrative**

Honorable Mention: Taylor High, April Core, Josh Pfaff & Nick Dugan, Missouri State University; Mara

**Student Interactive Multimedia Competition**

**Large Team**

1st Place: Derek Parker, Rebekah Gourley, Whitney Meador & Stephanie Martin, Missouri State University; Interactive Website for Interdisciplinary Programs, Missouri State University

- **TELLY Awards**

**Online Video Animation**

Bronze Telly: A Little Help, opening credit

- **Television Academy Foundation and members of the Television Academy**

**Dramatic Film**

Mara advanced to Blue Ribbon panel

- **Missouri College Media Association**

**News Writing**

1<sup>st</sup> place, Division 1: The Standard, "Conference Championship Moved to Illinois State," Trevor Mitchell, Mike Urser, Eli Wohlenhaus, John Robinson

Honorable Mention, Division 1: The Standard, "Breaking Gates can Break MSU's Bank," Trevor Mitchell

**News Photography**

1<sup>st</sup> Place, Division 1: The Standard, "Memorial March," Evan Henningsen

**Feature Photography**

3<sup>rd</sup> Place, Division 1: The Standard, "Jazz Lounge," Evan Henningsen

**Sports Photography**

3<sup>rd</sup> Place, Division 1: The Standard, "Football Bears Squander Opportunities ... Again," Raven Kohlenberger

**Story Illustration**

2<sup>nd</sup> Place Division 1, The Standard, "Share a Coke with Boomer," Nic Deckard

**Advertising**

1<sup>st</sup> Place, Division 1, The Standard, "Springfield Family Laundry," Brooke Partridge

**Page One Design**

Honorable Mention, Division 1, The Standard, "Oct. 28 issue," Rose Marthis

**Editorial/Op Ed Page**

2<sup>nd</sup> Place, Division 1, The Standard, "Nov. 11 opinion page," Peyson Shields

**Sports Page**

1<sup>st</sup> Place, Division 1, The Standard, "March 18 sports section," Nicolette Martin

Honorable Mention, Division 1, The Standard, "April 15 sports section," Nicolette Martin

**Special Section or Supplement**

1<sup>st</sup> Place, Division 1, The Standard, "Back to Campus," The Standard staff

2<sup>nd</sup> Place, Division 1, The Standard, "Basketball preview," The Standard staff

**Website Homepage**

2<sup>nd</sup> Place, Division 1, The Standard, "The Standard," The Standard staff

**One Multi-media Element**

3<sup>rd</sup> Place, Division 1, The Standard, "Standard Sports Challenge Eli vs. Marcelo Bonani," Eli Wohlenhaus and Erin Snider

**Feature Writing**

2<sup>nd</sup> Place Division 1, The Standard, "I Run for Life," Amber Duran

**Sports Writing**

3<sup>rd</sup> Place, Division 1, The Standard, "Women's Handball Team Captures First Place," John Robinson

**In-Depth News Reporting**

3<sup>rd</sup> Place, Division 1, The Standard, "Homecoming Protests and its Aftermath," Trevor Mitchell, Annie Gooch

**Column**

Honorable Mention, Division 1, The Standard, "Let Freedom Ring," Mike Ursery

**Sports Column**

1<sup>st</sup> Place, Division 1, The Standard, "It's Time to End the Terry Allen Era," John Robinson

3<sup>rd</sup> Place, Division 1, The Standard, "Royals Season Preview," Eli Wohlenhaus

**Entertainment Review**

1<sup>st</sup> Place, Division 1, The Standard, "Grand Budapest Hotel Unlike Any Traditional Movie," Nic Deckard

**Entertainment Review**

Honorable Mention, Division 1, The Standard, "Spirits Say Don't See 'Ouija,'" Trevor Mitchell