

Teaching and Learning

- This was the inaugural year for the first class of students in our sports journalism MA program. The class included 14 full-time students, the majority of whom came from out of state.

The School created several extraordinary experiential learning opportunities for these students.

- We established a first-ever Student News Bureau at the Indianapolis 500. A group of six MA students had full access credentials for the week of the Centennial running, and they produced two-dozen stories and photos that were distributed by Hoosier State Press Association to publications across the country.
- Also, we operated a Student News Bureau at the women's Final Four basketball tournament in Indianapolis. A group of MA students at IUPUI and undergrad journalism students from Bloomington filed stories that were distributed to publications statewide and across the nation.
- Over spring break, several MA students in sports journalism traveled to St. Petersburg, Fla. There, they participated in educational sessions conducted by the Poynter Institute, the nation's premier training center for sports journalists. And, they had full access credentials to cover a Baltimore Orioles spring training baseball game.

Research, Scholarship and Creative Activity

- The School formed a partnership with *USA Today* for a classroom research project on the finances of college athletic programs. The students filed freedom of information requests with more than 100 public universities across the nation and obtained financial reports that colleges must file annually with the NCAA. The data eventually formed the basis for two page-one stories in *USA Today*, and the database now resides permanently on the news organization's website.
<http://www.usatoday.com/sports/college/ncaa-finances.htm>
- Professor Sherry Ricchiardi-Folwell wrote 46-page report titled "*Iraq's Media After Saddam: Liberation, Repression and future Prospects.*" It was published by the Center for International Media Assistance, a program of the National Endowment for Democracy in Washington, D.C.,

- Professor Jonas Bjork published book chapters in *Friends and Neighbors? Swedes and Norwegians in the United States*, edited by Dag Blanck and Philip Anderson (Minnesota Historical Society, forthcoming) and in *Transnationalism and American Serial Fiction*, edited by Patricia Okker (Routledge, forthcoming).
- Professor Pam Laucella published an article, "Michael Vick: An Analysis of Press Coverage on Federal Dogfighting Charges," *Journal of Sports Media*, 5(2), 35-76.

Civic Engagement

- We hosted the Associated Press Sports Editors national winter convention. It was the first time APSE has held its' conference on a university campus. Nearly 100 sports editors from across the United States attended. At the end of the meeting, APSE voted unanimously to return to IUPUI for its 2013 winter conference.
- The School hosted two days of seminars for students and professional journalists on sports writing. It featuring award-winning writer and author Roy Peter Clark, the senior fellow at the Poynter Institute, and the author of several acclaimed books on writing.
- We organized a symposium called, "Sports Journalism in the Digital Age." The panel focused on recent ethical controversies in sports journalism, and included: Rob King, executive editor of ESPN.com; Mike Wise, sports columnist for *The Washington Post*; A.J. Daulerio, editor of the popular sports blog "Deadspin"; and Ashley Adamson, sports reporter and anchor for WISH-TV in Indianapolis.
- Professor Sherry Ricchiardi-Folwell created a 4-week online course titled "Investigative Reporting in the Digital Age" for reporters in Turkey and Armenia. Twenty-six journalists were enrolled in the course, sponsored by the International Center for Journalists in Washington, D.C. After the course ended, she traveled to Ankara, Turkey, and Yerevan, Armenia, to lead workshops on the investigative reporting.
- We developed and taught a six-month Public Information Officer Academy for the Indianapolis Department of Public Safety. Because of recent consolidation, the public information officers of the Indianapolis Fire Department, Homeland Security, Indianapolis Metropolitan Police Department and Animal Care and Control are now all under one communications umbrella. Our program helped them establish procedures for coordination and cooperation and for working with the news media.

- Students in our advanced reporting course participated in a statewide project titled “Indiana’s School Funding Crisis.” They worked in teams and their stories, covering all angles of this topic, were posted to a website created especially for this class and promoted to media outlets throughout Indiana.
- Graduate students in a public relations course developed a complete PR plan for Waterworks, City of Indianapolis. The campaign focused on water conservation. They also created a reward and recognition program for commercial and industrial water customers that demonstrated "green" processes and equipment retrofits designed to reduce water consumption.
- Students in another graduate public relations course developed a public relations campaign for the Little Red Door cancer agency. The group is known for helping uninsured women with breast cancer, but wants to be known also for helping men with various cancers and both men and women who are "under-insured."
- As a class project, yet another group of PR students developed a public relations campaign for the Marion County Library's Friends of the Library Foundation. The campaign was aimed at recruiting new donors and maintaining current donors.
- The Public Relations Student Society of America chapter at IUPUI is helping the Indianapolis Fire Department with its social media needs. This partnership will continue through the upcoming academic year.
- The student chapter of the Society of Professional Journalists in Bloomington joined our chapter to hold a journalism workshop for Indianapolis Public School students at IUPUI. About 50 high school students attended.

Diversity

- For the second consecutive year, the School was awarded a grant from the Chicago-based McCormick Foundation for a Diversity Sports Media Institute for inner city high school students interested in careers in sports journalism. With this year’s \$50,000 grant, the center organized two week-long workshops, one in Indianapolis and one in Chicago.
- Last fall, WFYI broadcast a 30-minute sports television program produced by high school students who attended the first Diversity Sports Media Institute held at IUPUI.

- The School organized a panel on Women in Sports Media. The panel was co-sponsored by the Associated Press Sports Editors, the National Sportscasters and Sportswriters Association, and the Association for Women in Sports Media. The panelists included: Christine Brennan, sports columnist and commentator for *USA Today*, ABC News and CNN; Shelley Smith, sports reporter for ESPN “SportsCenter”; Ann Killion, sports columnist for *Sports Illustrated*; Dave Goren, executive director of NSSA; and Michael Anastasi, incoming president of APSE.
- We will partner with Associated Press Sports Editors to develop a new diversity fellowship program for mid-career women and minorities. As part of this partnership, the school will organize a weekend of instruction on the IUPUI campus.
- Students in our “Race, Gender and Media,” course conducted a community profile of the Latino population in Marion County. They observed, conducted interviews, produced still photos and videos and presented their findings in a public forum held in the IUPUI library auditorium.
- Students in the School started a student chapter of the National Association of Black Journalists. They developed a mission statement, constitution, and bylaws and attended an NABJ Midwest college summit at Northwestern University.

Best Practices

- The School has established one of the nation’s pre-eminent websites about news and information in the sports media industry. The website, www.SportsJournalism.org, now is averaging more than 10,000 page views a day and more than 25,000 unique visitors a month.
- We partnered with many of the nation’s top sports news organizations to provide internships for our students this past academic year. Students interned at such top organizations as: *Sports Illustrated*, *USA Today*, *Sporting News*, the *Chicago Tribune*, the *Chicago Sun-Times*, the *St. Louis Post-Dispatch*, the Big Ten Network, NCAA National Headquarters, the Indianapolis Colts, the Indiana Pacers, the Indiana Fever, and the Indianapolis Indians.

External Awards and Appointments

- Professor Sherry Ricchiardi-Folwell was appointed to serve on the national peer review committee of the Senior Fulbright Specialist program.

- National Sports Journalism Center director Tim Franklin this past year served as co-chair of the American Society of News Editors Freedom of Information Committee.
- Interim Executive Associate Dean Dan Drew was elected to a three-year term on the Indianapolis Press Club Foundation board of directors.