

Indiana University School of Journalism – IUPUI
Highlights from 2012 – 2013
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Teaching and Learning

Fulltime Faculty

- Malcolm Moran was named director of the [National Sports Journalism Center](#). Moran has spent years in the professional world, working at *The New York Times* and *USA Today*, among others. He was the inaugural Knight Chair in Sports Journalism and Society and director of the John Curley Center for Sports Journalism at Penn State University.
- Through the National Sports Journalism Center, sports journalism faculty organized student news bureaus at the Big Ten Championship Game in Indianapolis; Bowl Championship Series Championship Game at Miami Gardens; World Baseball Classic in San Francisco; NCAA Final Four in Atlanta; NCAA men’s regional basketball tournament in Indianapolis and the Indianapolis 500. Coverage appeared on the [NSJC site](#).
- Prof. Chris Lamb joined the faculty as a full professor in sports journalism. He is author of six books, including *Conspiracy of Silence: Sportswriters and the Long Campaign to Desegregate Baseball*, which was published in the spring.

Adjunct Faculty

- Public relations instructor Jennifer Mahoney owns Mahoney Communications. She has taught “PR Writing” and “PR for Nonprofits.”
- Ben Risinger, a public relations and social media professional, will teach “Online Public Relations” in Fall 2013. Risinger is a founding member of DoItIndy.com and appears regularly on WXIN Fox59.
- Steve Sweitzer has worked in TV news as a photographer, producer and news operations manager for almost 40 years. He teaches “Visual Communication” and “Advanced Broadcast News.”
- Jim Lefko, the sports editor of the Indianapolis Star, teaches “The Business of Sports Journalism.”
- Ronnie Ramos, sports director of the Indianapolis Star, teaches “Digital Sports Journalism.”
- Norman Wain, general counsel for USA Track and Field, teaches “Sports Law.”

- Bill Foley, a Pulitzer Prize-winning photojournalist who worked for the Associated Press and *Time* teaches “Great Photojournalism.”
- Larra Overton was named manager of program development for the IU National Sports Journalism Center. Overton is a sports journalist who reports for the Indiana Pacers, Fox Sports and WXIN Fox59.

Research, Scholarship and Creative Activity

- Prof. Jonas Bjork presented a paper at the annual conference of the American Journalism Historians Association in October, the annual meeting of the Society for the Advancement of Scandinavian Study in May and the biennial conference of the Nordic Association for American Studies in May.
- Prof. Pamela Laucella, has a book in press now, *Jesse Owens, the Press, and the 1936 Berlin Olympic Games*. The book will be part of the G. Hodges (Ed.), Studies in African American history and culture series. Laucella also has contributed to two other books: “From Print to Online Sports Journalism” in A. Billings and M. Hardin’s *The Routledge Handbook of Sport and New Media* (London: Routledge) and “Sport Brand Profile Updated: Tiger Woods” in J. Lee’s *Branding in Sport* (2nd ed.). Durham, NC: Carolina Academic Press.
- Prof. Laucella is working on a joint project with Penn State University’s John Curley Center for Sports Journalism. It is an ongoing study of the demographics of hiring in sports media including print, electronic and digital outlets as well as university sports information departments.
- Prof. Laucella is the principal investigator and lead author for a national study through the Black Coaches Association, which explores hiring practices of Division I men’s basketball programs and promotes diversity and equity in college athletics.
- Visiting Professor Bruce Hetrick served as a national award-winning columnist for the Indianapolis Business Journal, inking 24 columns during the year that reached an estimated 50,000 print readers per issue, and even more via electronic distribution.
- Prof. Chris Lamb’s article, “Did Branch Rickey Sign Jackie Robinson to Right a 40-Year Wrong?” was accepted for publication by the journal *Black Ball: A Journal of the Negro Leagues*. Lamb will present this paper in the sports communication division of the Association for Education in Journalism and Mass Communications conference in Washington, DC, in August 2013.
- Prof. Lamb delivered a keynote address titled, “Let them Play! The Canon Street All-Stars and the 1955 Little League World Series,” at the 20th annual

NINE Spring Training Conference on the Historical and Sociological Impact of Baseball in Phoenix, Arizona, in March 2013. The speech was published in the journal *Nine: A Journal of Baseball History and Culture*.

- Prof. Lamb gave a speech on Jackie Robinson's first spring training for the Friends of the Library in Daytona Beach, Florida, in May 2013. He gave a similar speech/interview, co-sponsored by the National Archives, at the Negro League Baseball Museum in Kansas City, Missouri, in April 2013.
- Prof. Lamb wrote eight sports columns, many on Jackie Robinson, which appeared in outlets such as Huffington Post, Wall Street Journal and Louisville Courier-Journal. He was a featured expert during six radio interviews and in four newspaper articles.
- Malcolm Moran authored the 100th Rose Bowl Game Commemorative Book (Whitman Publishing). The book, published July 1, is the first commissioned by the Tournament of Roses on the history of the Rose Bowl Game.
- Assistant Prof. Kimberly Walker had four refereed publications, including "Cognitive and affective uses of a thoracic outlet syndrome Facebook support group" and "Bytes, pixels and pieces of information" in Health Communication. Walker has several similar manuscripts in progress.
- Prof. Walker presented a content analysis of sex articles in Men's Health and Women's Health at the Association for Education of Journalism and Mass Communication in Chicago in August 2012.

Civic Engagement

- The school hosted a one-day student media workshop for high schoolers; nearly 300 students attended the workshop sponsored by Herff Jones.
- As a public service and learning opportunity, journalism students in the "PR Campaigns" class developed and implemented plans that benefited the Alzheimer's Association – Indiana Chapter; Herff Jones; United Way of Central Indiana; Komen for the Cure; Indiana Utility Shareholders Association; Marion County Commission on Youth; and the International Center for Indianapolis' Asian Learning Center.
- Prof. Chris Lamb spoke to several classes about Jackie Robinson at St. Pius School in Indianapolis. He was also part of a panel discussion at Indiana Repertory Theater.
- Lecturer Julie Vincent leveraged her relationship with the Indiana Department of Homeland Security to arrange for a tour for her "Issues and Crisis Management" students to have a tour of the Emergency Operations

Center (not open to civilians). She worked with IDHS to conduct a mock drill for the students, and students had to work a phone bank, and monitor and use social media to write news releases and daily bulletins under tense drill conditions for several hours.

- For the third year in a row, the School formed a partnership with *USA Today* for a [classroom research project](#) on the finances of college athletics. Graduate students in the sports journalism MA program gathered financial data from 225 NCAA Division I college athletic programs across the country. The database provided information for stories in *USA Today*.
- The NSJC organized and conducted “Full Court Press,” a panel discussion and scholarship competition at the NCAA Final Four, in association with the U.S. Basketball Writers Association and National Collegiate Athletic Association. Malcolm Moran moderated a panel discussion for more than 40 students from schools including Morehouse College, the University of Georgia and High Point University. The students received credentials to cover practices and press conferences and wrote stories in a competition for a scholarship.
- Malcolm Moran delivered a lecture during the Dow Jones Newspaper Fund sports residency in Lincoln, Neb., on May 24. The session, which helped prepare interns for editing positions at newspapers across the country, focused on the increased emphasis on communication with reporters dealing with the demands of digital platforms. The interns watched a tape of a high-profile press conference and texted questions in real time.
- Malcolm Moran represented the School at the Associated Press Sports Editors annual convention in Detroit in June.
- IUPUI’s Public Relations Student Society of America (PRSSA) chapter is the largest and most active it has ever been, growing its membership base by 40 percent and hosting its inaugural Step into Success conference in 2012, with more than 50 attendees. Julie Vincent, faculty advisor for the student organization, took 10 PRSSA students to San Francisco for the 2012 PRSA Annual International Conference. She will take 10 students to the 2013 conference in October.

Diversity

- The National Sports Journalism Center hosted the fourth [Diversity Sports Media Institute](#) in June 2013. The program, funded by McCormick Foundation, is a weeklong workshop for high school students interested in careers in sports media.
- Visiting Professor Bruce Hetrick, who is hearing impaired, served others with similar problems by serving on the marketing committee of HEAR Indiana.

- For the second year in a row, the National Sports Journalism Center, through its partnership with the Associated Press Sports Editors, hosted the APSE Diversity Fellows in April. Four reporters and editors, selected from a national pool of candidates, took part in a series of sessions, which included Gary Roberts, dean of the McKinney School of Law; Mary Byrne, managing editor at *USA Today Sports*; and Ronnie Ramos, sports director of the *Indianapolis Star*.
- Malcolm Moran conducted a class on deadline reporting and writing at the Sports Journalism Institute, a session for interns selected from a national pool of candidates. SJI, which is affiliated with the Associated Press Sports Editors, has been recognized by the National Association of Black Journalists for 20 years for identifying and promoting candidates for the industry.

Best Practices

- We revised our curriculum for beginning Fall 2013 students to bring it into compliance with the new state-mandated general education core.

External Awards and Appointments

- Adjunct faculty member Cory Schouten won a first place gold award for his reporting from the Alliance of Area Business Publications. He is managing editor at the *Indianapolis Business Journal*. He teaches “Money and Collegiate Sports,” a graduate sports journalism course.
- Visiting Prof. Bruce Hetrick was re-elected to the boards of California-based Americans for Nonsmokers’ Rights and the American Nonsmokers’ Rights Foundation. He also served as a creative competition judge for the Fraternity Communications Association.
- Prof. Chris Lamb received the 2013 History Division Book Award from the Association for Education in Journalism and Mass Communication for *Conspiracy of Silence: Sportswriters and the Long Campaign to Desegregate Baseball*. The book was also named as one of the top books for 2012 in sports and recreation in *Choice* magazine.
- Prof. Chris Lamb served as a judge for the Pulitzer Prize in Editorial Cartooning in New York in February 2013.
- Julie Vincent was inducted into the Public Relations Society of America College of Fellows in 2012. Of 21,000 PRSA members, only 300 have reached fellow status. Vincent was also named 2013 Distinguished Alumna of the Year from Broad Ripple High School in Indianapolis.