

ord of

the University of North Carolina

Chapel Hill

# SCHOOL OF JOURNALISM

1986 Issue



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— *First Amendment, U.S. Constitution*

Freedom to speak and write about public questions is as important to the life of our government as is the heart to the human body. . . .

— *Hugo LaFayette Black*

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of North Carolina**

at Chapel Hill

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**SCHOOL OF JOURNALISM**

Announcements for 1984-1985 and 1985-1986

## ► THE UNIVERSITY OF NORTH CAROLINA

### Sixteen Constituent Institutions

William C. Friday, B.S., LL.B., LL.D., D.C.L., President

Raymond H. Dawson, B.A., M.A., Ph.D., Vice President – Academic Affairs

L. Felix Joyner, A.B., Vice President – Finance

Roy Carroll, B.A., M.A., Ph.D., Vice President – Planning

Cleon F. Thompson, Jr., B.S., M.S., Ph.D., Vice President – Student Services  
and Special Programs

Edgar Walton Jones, B.S., M.S., Ph.D., Vice President – Research and Public  
Service

Arnold K. King, A.B., A.M., Ph.D., Assistant to the President

R.D. McMillan, Jr., B.S., Assistant to the President for Governmental Affairs

Richard H. Robinson, Jr., A.B., LL.B., Assistant to the President

John. W. Dunlop, B.A., Director, The University of North Carolina Center  
for Public Television

### History of the University

The University of North Carolina is comprised of all the public institutions of higher education in North Carolina that confer degrees at the baccalaureate level or higher. The University was authorized by the State Constitution in 1776, and it was chartered in 1789 by the General Assembly.

The University of North Carolina opened its doors to students at Chapel Hill in 1795. Thereafter, beginning in the latter part of the nineteenth century, the General Assembly of North Carolina has established and supported fifteen other public senior institutions in keeping with Article IX, Section 8, of the Constitution of North Carolina which provides that the "General Assembly shall maintain a public system of higher education, comprising The University of North Carolina and such other institutions of higher education as the General Assembly may deem wise."

By 1969 The University of North Carolina included six constituent institutions, governed by a single Board of Trustees. This multicampus University had its beginnings in legislation enacted in 1931 that defined The University of North Carolina to include The University of North Carolina at Chapel Hill, North Carolina State University at Raleigh, and The University of North Carolina at Greensboro. In the 1960s three additional campuses were added: The University of North Carolina at Charlotte, The University of North Carolina at Asheville, and The University of North Carolina at Wilmington.

Beginning in 1877, the General Assembly of North Carolina established or acquired ten additional separately governed state-supported senior institutions of higher education. They are: Appalachian State University, East Carolina University, Elizabeth City State University, Fayetteville State University, North Carolina Agricultural and Technical State University, North Carolina Central University, North Carolina School of the Arts, Pembroke State University, Western Carolina University, and Winston-Salem State University. Then, in 1971, the General Assembly redefined The University of North Carolina, and under the terms of that legislation all sixteen public senior institutions became constituent institutions of The University of North Carolina.

The constitutionally authorized Board of Trustees of the six-campus University of North Carolina was designated the Board of Governors and this body is by law The University

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No. 264-073

1984-85

of North Carolina. The Board of Governors consists of thirty-two members elected by the General Assembly, and it is charged with "the general determination, control, supervision, management, and governance of all affairs of the constituent institutions." The chief executive officer of the University is the President.

Each constituent institution also has a board of trustees composed of thirteen members: eight elected by the Board of Governors, four appointed by the Governor, and the elected president of the student body *ex officio*. (The School of the Arts has two additional *ex officio* trustees). The principal powers of these institutional boards are exercised under a delegation of authority from the Board of Governors.

**Equal Educational Opportunity**

The University of North Carolina at Chapel Hill is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, sex, age, or handicap. Any complaints alleging failure of this institution to follow this policy should be brought to the attention of the Assistant to the Chancellor. Moreover, The University of North Carolina at Chapel Hill is open to people of all races and actively seeks to promote racial integration by recruiting and enrolling a larger number of black students.

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## ► The University of North Carolina at Chapel Hill

Christopher Columbus Fordham III, M.D., Chancellor

Susan Haughton Ehringhaus, J.D., Assistant to the Chancellor

Douglass Hunt, LL.B., Special Assistant to the Chancellor

Robert Joseph Cannon, Ph.D., Affirmative Action Officer

David D. Dill, Ph.D., Assistant to the Chancellor for Planning Coordination

Donald Arthur Boulton, Ed.D., Vice Chancellor and Dean of Student Affairs

Howard Garland Hershey, Jr., D.D.S., Vice Chancellor, Health Affairs

George Philip Manire, Ph.D., Vice Chancellor and Dean of the Graduate School

<sup>1</sup>John Charles Morrow III, Ph.D., Provost

John Douglas Swofford, M.Ed., Director of Athletics

Rollie Tillman, Jr., D.B.A., Vice Chancellor, University Relations

Harold Gene Wallace, M.Div., Vice Chancellor, University Affairs

<sup>2</sup>Samuel Ruthven Williamson, Jr., Ph.D., Provost

<sup>4</sup>Farris Wade Womack, Ed.D., Vice Chancellor, Business and Finance

## School of Journalism

### ► Administration

Richard R. Cole, Ph.D., Dean

Thomas A. Bowers, Ph.D., Associate Dean

Robert L. Stevenson, Ph.D., Director of Graduate Studies

Jane Delano Brown, Ph.D., Director, Center for Research in Journalism and Mass Communication

### ► Faculty Emeriti

The date after each name is the year of appointment at UNC-CH.

Kenneth Rhodes Byerly (1957) Professor

B.B.A., 1930 (Minnesota); M.A., 1932 (North Carolina)

Norval Neil Luxon (1953) Alumni Distinguished Professor

B.S., 1923, M.A., 1931 (Ohio State); Ph.D., 1940 (University of California at Los Angeles)

Vermont Connecticut Royster (1971) William Rand Kenan, Jr., Professor

A.B., 1935, LL.D., 1959 (North Carolina); Litt. D., 1964 (Temple); L.H.D., 1956 (Elon College)

Quart Wilson Sechriest (1946) Associate Professor

A.B., 1935 (North Carolina)

Valter Smith Spearman (1935) Professor

A.B., 1929, A.M., 1937 (North Carolina)

Resigned September 30, 1984.

Effective October 1, 1984.

## ► Faculty

- John B. Adams (1958) Professor  
A.B., 1953 (California); M.S., 1954, Ph.D., 1957 (Wisconsin)
- Harry Amana (1979) Associate Professor  
B.A., 1967, M.A., 1969 (Temple)
- Richard Jay Beckman (1978) Associate Professor  
B.J.A., 1975 (Ohio State); M.A., 1977 (Minnesota)
- Margaret A. Blanchard (1974) Associate Professor  
B.S.J., 1965, M.A., 1970 (Florida); Ph.D., 1981 (The University of North Carolina at Chapel Hill)
- Thomas A. Bowers (1971) Professor and Associate Dean  
A.B., 1964, M.A., 1969, Ph.D., 1971 (Indiana)
- Jane Delano Brown (1977) Associate Professor  
B.A., 1972 (Kentucky); M.A., Ph.D., 1978 (Wisconsin)
- William F. Chamberlin (1976) Associate Professor  
B.A., 1967 (Washington); M.A., 1968 (Wisconsin); Ph.D., 1977 (Washington)
- George W. Cloud (1982) Assistant Professor  
B.A., 1968, B.J., 1968, M.A., 1972 (Missouri)
- Richard R. Cole (1971) Professor and Dean  
B.A., 1964, M.A., 1966 (Texas); Ph.D., 1971 (Minnesota)
- Raleigh C. Mann (1978) Associate Professor  
A.A., 1963 (Miami-Dade Community College); B.A., 1965 (South Florida)
- Philip E. Meyer (1981) William Rand Kenan, Jr., Professor  
B.S., 1952 (Kansas State); M.A., 1963 (North Carolina)
- James J. Mullen (1959) Professor  
B.B.A., 1947, M.A., 1949; Ph.D., 1954 (Minnesota)
- Carol Reuss (1976) Professor  
B.A., 1954 (Saint Mary-of-the-Woods College); M.A., 1968, Ph.D., 1971 (Iowa)
- Eli A. Rubinstein (1981) Adjunct Professor  
B.S., 1939 (City College of New York); M.A., 1948, Ph.D., 1950 (Catholic University)
- Mary Alice Sentman (1983) Assistant Professor  
A.B., 1959 (Saint Mary-of-the-Woods College); M.S., 1973, Ph.D., 1984 (Indiana)
- Donald Lewis Shaw (1966) Professor  
A.B., 1959, M.A., 1960 (North Carolina); Ph.D., 1966 (Wisconsin)
- Regina Sherard (1983) Instructor  
B.A., 1968 (Fisk University); M.A., 1972 (Michigan State)
- James Hampton Shumaker (1973) Associate Professor  
B.A., 1972 (The University of North Carolina at Chapel Hill)
- Robert L. Stevenson (1975) Professor  
B.A., 1964, M.A. 1969 (Wisconsin); Ph.D., 1975 (Washington)
- John Matthew Sweeney (1981) Assistant Professor  
B.S., 1974 (Northwestern)

## ► Administrative Board

- John B. Adams, Ph.D., Professor of Journalism (1985)
- Harry Amana, M.A., Associate Professor of Journalism (1987)
- John R. Bittner, Ph.D., Professor and Chairman of Radio, Television, and Motion Pictures (1987)

Margaret A. Blanchard, Ph.D., Associate Professor of Journalism (1987)

Kenneth S. Broun, J.D., Professor and Dean of the School of Law (1986)

Jane Delano Brown, Ph.D., Associate Professor of Journalism (1985)

John P. Evans, Ph.D., Professor and Dean of the School of Business Administration (1986)

Philip Meyer, M.A., William Rand Kenan, Jr., Professor of Journalism (1987)

Margaret A. O'Connor, Ph.D., Associate Professor of English (1987)

## ► Staff

Billie Nagelschmidt, Administrative Manager

Flora Shepherd, Financial Secretary

Sharon Horton, Graduate Secretary

Phyllis Lipka, Undergraduate Secretary

Jackie Williams, Secretary to the Dean

Dorothy Choate, Librarian

## ► A Tradition of Excellence

For 60 years, the School has built an impressive record of service. Through excellent teaching, research, and public service, through its students, faculty, alumni, and friends, the School has been a force in journalism education and the mass media of North Carolina and beyond. It is the only school or department of journalism in North Carolina.

Today the more than 3,000 alumni of the School are active in virtually every aspect of journalism and mass communication. Many are trend-setting newspaper executives. Others hold high positions with international news agencies, magazines, broadcasting companies, and advertising agencies; in business journalism and public relations; and in research, government, education, and industry.

The School has all three degree programs: the bachelor's, master's and doctorate. Enrollment, which has grown enormously in recent years, is more than 450 majors (juniors, seniors, and graduate students). Approximately 90 percent are undergraduates, and 10 percent are graduate students.

The School has an excellent reputation, and relations with the mass media are first-rate. The primary role of the School has been and continues to be the education of young people for professional careers in the mass media of North Carolina, and most especially in newspapers of the state. Over the years, this has fostered close, harmonious relations with the state press.

The other mass media play an important role in the School also, and students from across the United States and from other countries come to Chapel Hill to study journalism and mass communication. The School constantly strives to serve them all, and to advance the field of journalism and mass communication everywhere.

## History

The first course in journalism at UNC-CH was taught in the Department of English by Edward Kidder Graham in 1909-10. J.F. Royster taught the course after Professor Graham. Professor Richard H. Thornton, guided by the program in journalism at the University of Wisconsin, subsequently broadened the course offerings at Chapel Hill during his teaching career before and after World War I. Louis Graves became professor of journalism in the

Department of English and director of the News Bureau in 1921, resigning his position in 1923 to establish *The Chapel Hill Weekly*.

The Department of Journalism was founded in 1924 with Gerald W. Johnson as professor of journalism. In 1926, he was succeeded by O.J. Coffin, known as "Skipper" by hundreds of journalism students.

The Department of Journalism became a separate School in 1950, and Professor Coffin served as Dean until he retired from administrative duties in 1953. He continued teaching until June 1956. Norval Neil Luxon became Dean on December 1, 1953, and served through June 30, 1964. Wayne A. Danielson became Dean on July 1, 1964. He was succeeded by John B. Adams on July 1, 1969. Richard R. Cole succeeded Adams on July 1, 1979.

## Accreditation

The School has been nationally accredited since 1958. In 1978, the School received the first unit accreditation granted by the official accrediting agency, the Accrediting Council on Education in Journalism and Mass Communications. This accredited the entire School and specifically recognized its undergraduate news-editorial sequence, undergraduate advertising sequence, and graduate news-editorial curriculum (M.A.). Options in broadcast journalism and in public relations are offered also. The School is a member of the Association of Schools of Journalism and Mass Communication.

## Quarters and Equipment

The School is located in Howell Hall, and virtually all journalism classes are taught there. Besides equipment for teaching reporting, editing, photography, and related courses, the School houses the McPherson Journalism Collection in its reading room. The collection contains more than 5,000 books and many other materials, including microfilm and microfiche facilities and the IND-EX system of the *Durham Morning Herald* and *The Durham Sun*. Hundreds of books written by alumni and faculty members are displayed in the Walter Spearman Collection in the entry hall of the building.

The Sara Lee Gifford Courtyard next to Howell Hall was given by Mr. and Mrs. L.C. Gifford of Hickory, N.C., in memory of their daughter.

## R.J. Reynolds Industries, Inc., Center for Editing and Graphics

This center was established in 1981 with a generous gift of \$150,000 from R.J. Reynolds Industries, Inc., of Winston Salem. It enables the School to teach up-to-date methods of electronic newspaper production with video-display terminals, a typesetter, and related equipment. The equipment is used in editing and other classes and for the production of School publications.

## Knight Advertising Center

The excellent facility was made possible as part of a \$900,000 grant from the Knight Foundation in 1984. With its microcomputers, audiovisual equipment, and other resources, it is one of the best facilities in the country for the study of advertising.

## Summer Session

The School offers a substantial and growing number of courses during the Summer Session. A catalog and application form may be obtained by writing to the Director of the Summer Session at UNC-CH. Undergraduate and graduate students with deficiencies to make up often attend the Summer Session before enrolling for their first regular semester in the School.



Cherie Evans works on one of the IBM computers in the Knight Advertising Center.  
Photo by Rich Beckman.

## Placement Service

The School operates its own Placement Service and constantly seeks to fit the right graduating senior — or a journalist with years of experience, for that matter — with the right job. In addition, the School works closely with newspapers and other media throughout North Carolina and in other states on internship programs of various types.

Notices of current job opportunities are posted on a special bulletin board in Howell Hall, and the School holds placement seminars each year. *Each student should file a job-application form in the Dean's office during his or her last semester in School.* A resume file is maintained for upcoming graduates and alumni. Employees are encouraged to make use of this service. Although the Placement Service concentrates on UNC-CH students and graduates, any journalist is welcome to use it. Ms. Billie Nagelschmidt, the School's administrative manager, maintains the placement files.

## Internship Programs

Although the School awards no academic credit for internships, all students are strongly encouraged to obtain internships — primarily in the summer — because they provide invaluable professional experience. News-editorial, advertising, photojournalism, public relations, business, and other internships are possible. Many newspapers in North Carolina and other states send editors or other executives to the School to interview students for internships. Most interviews take place in the spring, but more and more interviewers are coming in the fall to try to hire the best students. In addition to newspapers, interviewers come from business publications and other organizations.

## Journalism Foundation

The School of Journalism Foundation of North Carolina, Inc., was founded in 1949. Its articles of incorporation provide that the foundation's purpose is to sponsor, promote, encourage, support and assist, financially and otherwise, the advancement of journalism education at UNC-CH. Such financial support, supplementing state appropriations, adds materially to the School's resources and strengthens its program of teaching, research, and public service. The endowment is more than \$2 million.



Dulcie Straughan, a Ph.D. student, works in public affairs at Burroughs-Wellcome. Photo by Phyllis Rich.

## Journalism Alumni and Friends Association (JAFA)

The JAFA constitution was adopted in January 1980. JAFA serves as a means by which alumni, friends, and the School can work together. It enables alumni and friends to play a more active role in School affairs, provides a means for recognizing alumni and friends, fosters camaraderi, and provides a means through which alumni and friends may contribute to the well-being of the School. The first president was Reed Sarratt, executive director of the Southern Newspaper Publishers Association in Atlanta. The 1981-83 president was R. Fletcher Good IV, editor and publisher of *The Elkin Tribune*. Steve Bennett of Epley Associates in Raleigh is the 1983-85 president. Activities include a quarterly newsletter and a barbecue lunch before the annual Homecoming football game. Regional chapters are active in Washington, D.C., Atlanta, Charlotte, and New York City. Life memberships are available. Information about memberships and other JAFA matters may be obtained by writing to the Dean.

## North Carolina Journalism Hall of Fame

The School is the headquarters of the North Carolina Journalism Hall of Fame, which was established in 1981 to recognize individuals who are natives of North Carolina or are distinctively identified with the state and who have made exceptionally distinguished and career-long contributions to journalism or mass communication. The Hall of Fame also serves as an inspiration to young journalists. Pictures of honorees hang permanently in Howell Hall. The inaugural honorees in 1981 were Josephus Daniels (posthumously), Charles Kuralt, C.A. "Pete" McKnight, Vermont Royster, and Tom Wicker. Anyone may make a nomination for the Hall of Fame, in writing in the fall of the year. Final selections are made by the Hall of Fame Committee. Inductions are made at a banquet during Journalism Days.

## Journalism Days

This annual program, which began in 1981, is a celebration of journalism and mass communication and offers alumni and friends an opportunity to sit in on classes, attend special programs, and participate in School activities at a time when Chapel Hill is at its most beautiful. The program is held each April. It includes the North Carolina Journalism Hall of Fame banquet (although this event is not necessarily held each year), the School's annual awards convocation, and various special events and speakers. Journalism Days is cosponsored by JAFA and the School.

## Journalism Education in the High School

The School is the center of statewide activity concerning journalism education in the high school. Two associations are involved:

**The North Carolina Scholastic Press Association (NCSPA)**, founded in the late 1930s, has a history of leadership and service to scholastic journalism. The principal activity is the annual institute in June, which draws more than 300 students and teachers to Chapel Hill for four days of intensive training in newspaper, yearbook, and literary magazine journalism. NCSPA gives great opportunity for problem-solving, discussion, innovation, and creativity.

**The North Carolina Scholastic Press Advisers Association (NCSPAA)**, founded in 1976, is an arm of NCSPA and gives publications advisers training in journalistic techniques and serves as a forum in which to exchange ideas. Advisers in NCSPAA attend a seminar in the fall and have separate sessions during the NCSPA summer workshop.

William Cloud, a lecturer in the School, is director of NCSPA and executive secretary of NCSPAA.

## North Carolina Press Association

For many years, the School has worked closely with the North Carolina Press Association (NCPA). A major activity is helping to conduct the annual NCPA contest, which draws more than 2,000 entries. Among other cooperative efforts, the School cosponsors an ongoing series of workshops with NCPA for reporters, advertising personnel, and others and often is the site of the workshops.

## Continuing Education

A crucial service of the School is providing seminars for professional journalists and others in North Carolina and beyond. For example, the School works actively with the UNC-CH Institute of Government to sponsor various programs on law and public affairs for journalists. The School has cosponsored seminars with the Southern Newspaper Publishers Association and other organizations. In addition, the School works in cooperation with the NCPA, the North Carolina Press Women, and many other professional groups in the state and region, including chapters of the American Advertising Federation (AAF), International Newspaper Advertising and Marketing Executives (INAME), Mid-Atlantic Newspaper Advertising Executives Association, Society of Professional Journalists, Sigma Delta Chi, and Women in Communication, Inc.

## Visiting Journalists and Scholars

Each academic year, scores of guests visit the School. They speak to classes and nearly always talk with students and faculty in informal groups. Most are professional journalists who provide invaluable up-to-date information. Others are outstanding researchers and scholars. Most come from North Carolina; others come from across the United States and some from abroad. They are either special guests in School-sponsored programs, such as the series of Distinguished Visiting Journalists, or in programs with which the School cooperates, such as the Editor-in-Residence program of the American Society of Newspaper Editors.

## AEJMC and Other Associations

The School continues to be one of the most active journalism units in the nation in its activities with the Association for Education in Journalism and Mass Communication (AEJMC), the 1,800-member organization for journalism educators. For many years, School faculty members have held national leadership positions, sat on AEJMC boards and committees, headed AEJMC divisions, and helped to edit national AEJMC publications. Two Deans have been AEJMC presidents: Neil Luxon in 1957 and Richard Cole in 1983.

Faculty members are active in many other national, international, and regional organizations. Among them: the International Association for Mass Communication Research (IAMCR), International Association of Business Communicators (IABC), American Association for Public Opinion Research (AAPOR), Southern Association for Public Opinion Research (SAPOR), Accrediting Council on Education for Journalism and Mass Communications (ACEJMC), Association of Schools of Journalism and Mass Communication (ASJMC), and committees of such organizations as the Southern Newspaper Publishers Association (SNPA), American Newspaper Publishers Association (ANPA) Foundation, and American Press Institute (API).

## Minority Presence

The School is firmly committed to enlarging its minority presence at all levels. In recent years, minority students have constituted approximately 10 percent of the enrollment at both the undergraduate and graduate levels. The School earmarks scholarship

money for minority students each year, and there is a School committee to recruit minority students.

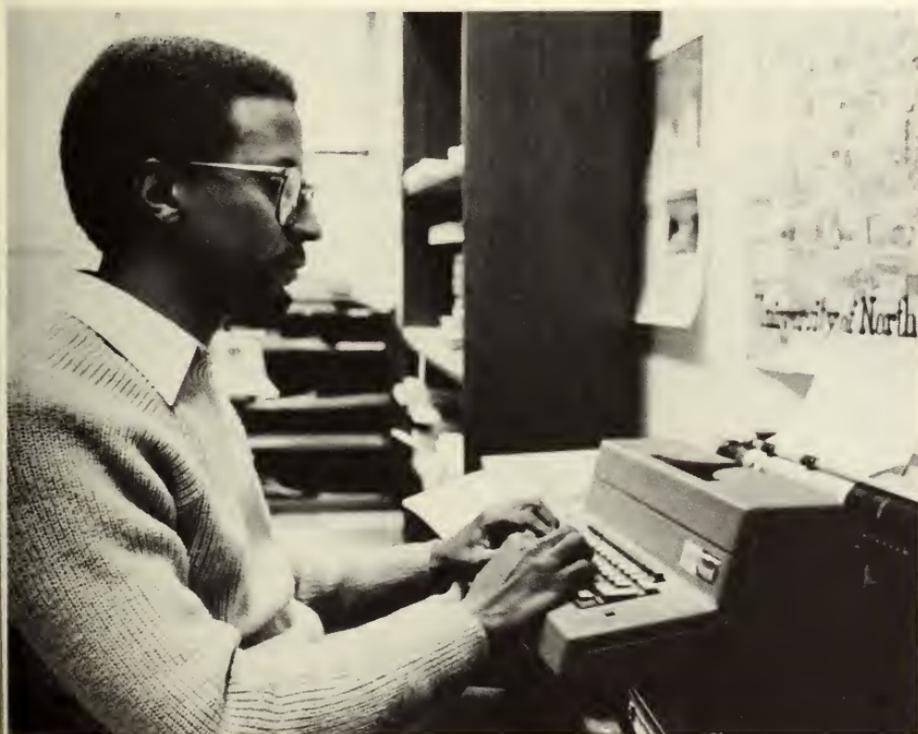
In 1982, the School became a part of The Consortium for the Advancement of Minorities in Journalism Education, a recruitment and referral service for minority graduate students. Only eight other universities across the nation belong to this organization. In addition, the School attempts to recruit minority students in high schools through its North Carolina Scholastic Press Association.

Under the Board of Governors general Minority Presence Grant Program, black students may be eligible for special financial assistance if they are residents of North Carolina, enrolled for at least three hours of degree-credit coursework, and demonstrate financial need.

Students of all racial and ethnic backgrounds use the School's Placement Service, of course, but the School also sends a group of black students and a faculty member to the job-placement conference at Howard University in Washington, D.C., each year.

The School also participates actively in several programs by encouraging minority students to compete for national awards and jobs. Among those programs are newspaper internships sponsored by The Newspaper Fund and special minority apprenticeship programs of Time-Life in New York City.

In addition, the School works actively in a program called the Minority-Professional-in-Residence through which black journalists speak to classes and visit with students in small groups. The School was among the first in the nation to become involved with this program, which is sponsored by the American Society of Newspaper Editors (ASNE).



Like most Ph.D. students, Ken Campbell had years of newspaper experience before he returned to school. Photo by Rich Beckman.

## Notice on "Directory Information" to All Students of The University of North Carolina at Chapel Hill

UNC-CH has routinely made public certain information about its students. Some typical ways this has been done include the following: names of students who are selected by various honorary societies, who receive scholarships, who make the Dean's List, who hold offices, or who are members of athletic teams are frequently made public. To facilitate campus communication the University annually publishes the *Campus Directory*. Some professional and graduate school student groups publish directories of students in their departments or school. The annual commencement program publishes the names of persons who have received degrees during the year.

The Family Educational Rights and Privacy Act defines the term "directory information" to include the following categories of information: the student's name, address, telephone listing, date and place of birth, major field of study, participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, degrees and awards received, and the most recent previous educational agency or institution attended by the student. The University will make public information about each student *limited* to these categories in ways such as those described above. Of course, information from all these categories is not made public in every listing. The *Campus Directory*, for example, publishes only names, addresses, and telephone numbers.

Under the FERPA regulations, the University will also disclose personally identifiable information from the education records of a student, without the student's prior written consent, to officials of another school or school system in which the student seeks or intends to enroll.

Students who do not wish to have any or all "directory information" made public and who do not want information about them to be disclosed to other schools, as set forth above, without their prior consent must notify the Office of Records and Registration, The University of North Carolina at Chapel Hill, of this fact in a signed and dated statement specifying items that are not to be published. This notice must be received by the Office of Records and Registration by the end of the registration period for the semester or session of first enrollment or, after an absence, of reenrollment, and by the end of each fall registration period thereafter.

### Confidentiality of Records

Student files in the School office are confidential and are restricted to persons with administrative or academic reasons to see them. No one else may see a student's records without the student's permission. Students may allow prospective employers to see their records by signing a release.

## ► Research Activities

### Journalism Research Center

The Center for Research in Journalism and Mass Communication is an active part of the School. Practical research work is carried out as a service to the profession and the state press, and methodological and theoretical work is conducted to further the discipline of journalism and mass communication. Research grants are sought to help assure the scholarly independence and support necessary for objective research into topics pertinent to practicing journalists and educators. In addition, the results of research projects are compiled into reports and distributed widely.

## Research Productivity

The School is one of the most productive journalism units in the United States in terms of research. A study in *Journalism Quarterly* showed that the School ranked No. 3 in publishing academic articles among all U.S. journalism schools, and No. 2 in the nation in productivity per faculty member. This is especially significant since many journalism schools have much larger faculties. The School faculty publishes in an impressive array of academic and professional journals.

## Carolina Poll

As a service to the mass media of the state and to the public, the School conducts the Carolina Poll once a semester. Each poll is a statewide scientific survey of North Carolina adults and includes questions of general interest to the public. The poll has earned respect and extensive use by the mass media.

## ► Undergraduate Program

The School prepares men and women for careers in journalism and mass communication by offering an academic program that provides a basic liberal education, an understanding of the responsibilities of a free press in a democratic society, and a fundamental knowledge of journalistic and mass communication techniques and substance.

The philosophy that guides the School is that journalists must understand the political, social, economic, and cultural forces that operate within society. For this reason, students acquire a background in the humanities, the social sciences, and the natural sciences while preparing themselves for journalism and mass communication careers. Only one-fourth of the credit hours earned toward the Bachelor of Arts in Journalism may be in journalism courses. The balance of each student's program is expected to provide the broad education necessary for those who plan careers in mass communication.



Deborah Simpkins scrutinizes one of the many newspapers in the School's reading room. Photo by Kelli Coggins.

The School recognizes its responsibility to the state of North Carolina to prepare men and women for positions on newspapers and other media in the state. Its undergraduate program, therefore, includes technique courses in sufficient number to provide its graduates with entry-level skills for reporting, editing, advertising, photojournalism, public relations, and other positions on daily and nondaily newspapers and other media.

## ► Admissions

The School is one of the undergraduate units of the University. Others are the General College, the College of Arts and Sciences, the School of Business Administration, and the School of Education. Students are enrolled in the General College during their first two years, after which they may transfer to the School or one of the other units. (Students may take journalism courses in the sophomore year.)

Undergraduate admissions to UNC-CH are handled by the University's Undergraduate Admissions Office, and requests for information and application forms should be sent to that office. A nonrefundable application fee of \$25 must be submitted with the application for admission. An applicant who has been offered admission must pay a \$25 nonrefundable deposit that is credited toward the first semester's tuition. The Undergraduate Admissions Office will also advise students on the proper freshman and sophomore courses to take in preparation for junior-year transfer to Chapel Hill from other campuses.

Beginning with the Fall Semester of 1988, the entire University of North Carolina system will require all of its students to meet the same minimum undergraduate admissions requirements. These requirements have been adopted by the Board of Governors and are as follows:

- A high school diploma or its equivalent.
- Four course units in college preparatory English.
- Three course units in mathematics; including geometry, algebra I, and algebra II.
- Two course units in social sciences; including one unit in U.S. History and one unit in government and economics.
- Three course units in science, including at least one unit in a life or biological science and at least one unit in a physical science, and including at least one laboratory course.

In addition, it is recommended that prospective students complete at least two course units in one foreign language, and that they take one foreign language course unit and one mathematics course unit in the twelfth grade.

Students are admitted to the School when they attain junior standing and have completed the requirements of the General College on the Chapel Hill campus or have earned grades of C or better in equivalent courses at other recognized institutions.

To qualify for admission from the UNC-CH General College, students must have earned an overall quality-point average of 2.0 or better in all course work. In addition, students must have passed English 30 with a grade of C or better, or they must have passed the School's Diagnostic Writing Examination during their freshman or sophomore year.

To qualify for transfer admission from another UNC-CH department or school, students must have earned an overall quality-point average of 2.0 or better in all course work. In addition, students must have passed English 30 with a grade of C or better, or they must have passed the School's Diagnostic Writing Examination (DWE).

Because the University limits the number of transfer students from other institutions, applicants compete for admission to the School on the basis of quality-point averages and other academic credentials, and on such matters as commitment to a career in journalism or communications and letters of recommendation. The final decision on admitting junior transfers rests with the UNC-CH Office of Undergraduate Admissions.

Off-campus transfer students who do not transfer the equivalent of English 30 will take the Diagnostic Writing Examination during the School's orientation session. Those who do not pass the examination may not enroll for Journalism 53 or for any other writing course until they have passed English 30 with a grade of C or better.

## Pre-Transfer Advising

Students are urged to visit the School in the freshman and sophomore years to meet with faculty members and plan a sound foundation for their professional program. A journalism faculty member serves as a General College adviser to assist students on the Chapel Hill campus. Pre-journalism students are also invited to participate in activities of the School.

Students may take Journalism 53 in the first semester of their sophomore year – provided they have fulfilled the English 30 or the DWE requirement. In the second semester of their sophomore year, students may take Journalism 54 (if they have completed Journalism 53), 164, or 170. Journalism 53 is not a prerequisite for 164 or 170.

## Special Requirements

Because all assignments in journalism must be typewritten, many of them in the classroom, students must be able to type with reasonable skill at the time of admission to the School. For those who can plan in advance, a course in typing in high school or elsewhere is recommended. A knowledge of shorthand or speedwriting is an asset.

Students are expected to have a solid foundation in spelling, grammar, punctuation, and other writing skills before they enter the School. In line with these expectations, the School requires that students pass a spelling-and-grammar examination as a condition for graduation. The examination is administered twice each semester and in the summer. Students may take the examination as often as necessary to pass or to improve their passing scores. Spelling and grammar scores become part of students' records.

The Diagnostic Writing Examination is given twice each semester, and students may retake the examination whenever it is scheduled. But students must pre-register for the examination in the School office. The examination requires students to write a short essay on a topic with which they will be familiar. The essays are graded by faculty members.



Cassandra Poteat works on an assignment in the R. J. Reynolds Center for Editing and Graphics. Photo by Rich Beckman.

## ► Academic Procedures and Regulations

### Enrollment in Courses

Journalism majors normally have priority over other students for space in journalism courses, but space is not guaranteed in all courses in any given semester. Permission is required from the instructor (and in some cases from the School) for most journalism courses.

Students should consult their advisers early in a semester to begin planning for the subsequent semester and should get permission slips from instructors in the School as soon as the slips become available, generally one week before pre-registration.

**An instructor may drop any student who does not attend the first meeting of a class unless the student has made a prior arrangement with the instructor.**

### Course Loads

Students may not pre-register for more than 17 hours or fewer than 12 hours without permission from the Associate Dean.

Journalism students are expected to take a normal course load of at least 15 credits per semester. Course loads of fewer than 12 credits will be permitted in only the most unusual circumstances.

Subject to the above restrictions, students may drop courses any time during the first six weeks of the semester. After that, drops are permitted for a limited number of reasons, including medical problems or a change in job status.

### Academic Progress

To remain academically eligible, students must meet the following requirements:

- 1.50 quality-point average and 24 academic semester hours (cumulative) to begin the third semester in residence.
- 1.75 quality-point average and 51 academic semester hours (cumulative) to begin the fifth semester in residence.
- 1.90 quality-point average and 78 academic semester hours (cumulative) to begin the seventh semester in residence.
- 2.00 quality-point average and 105 academic semester hours (cumulative) to begin the ninth semester in residence.

Required physical education activity courses do not count as academic semester hours. Semester hours taken on other campuses in which at least C grades have been earned will be used in computing the cumulative total of semester hours passed.

Quality points are computed as follows:

A 4.0, A- 3.7, B+ 3.3, B 3.0, B- 2.7, C+ 2.3, C 2.0, C- 1.7, D+ 1.3, D 1.0, F 0.0.

Students failing to meet these requirements have the right to petition for readmission, but unless there are exceptional circumstances, such an appeal has little chance of approval.

### Pass-Fail Option

Students may take up to 24 credit hours pass-fail but may not take more than seven in a semester. Any course may be taken pass-fail except:

- English W, 1, and 2.
- Courses taken to satisfy the General Education Basic Skills requirement.

- Courses taken to satisfy the General Education Perspective courses to be counted in the General College.
- Courses in the major.
- Related courses specifically required (and designated by number) by the major department or curriculum.
- Summer courses.

Within six weeks of the start of classes, students may designate a course (or courses) for which they have registered in the regular manner as pass-fail by application to the Dean's Office. Once a course has been selected for pass-fail, the selection is irrevocable. Appeals for exceptions will not be heard. In computation of grade-point averages, a failure on pass-fail will be computed as hours attempted; a pass will not be computed as hours attempted. Students who change their major to a field in which they have already taken pass-fail work may credit only one pass-fail course in the new major.

## Final Examinations

Students are expected to take final examinations in accordance with the University's schedule and regulations. In cases where a student has four scheduled examinations in two days, permission for an excused absence from one of the examinations can be approved by the Associate Dean.

## Honors Program

An honors program is available to students who have demonstrated their ability to perform distinguished work. Admission to the honors courses (98 and 99) is based upon an average of 3.3 or better in the major and overall, recommendation by a faculty member in the School, and approval by Dr. Margaret A. Blanchard, director of the honors program. Students successfully completing the program are graduated "with honors" or "with highest honors."

# ► Degree Requirements

## Sequences and Double Majors

A sequence in the School is a concentration in news-editorial journalism or in advertising. Each sequence has some courses that are required specifically, some courses are required for all majors in the School.

Students gain no particular advantage in concentrating in more than one sequence, and they may change to another sequence as long as the requirements can be met without exceeding the maximum of 31 credit hours in journalism.

Students may double major by meeting all requirements for the major in the School and in the other discipline. News-editorial and advertising students may double major in virtually any field in Arts and Sciences including RTVMP. The degree earned is a B.A. in Journalism. Double majors are noted on the transcript but not on the diploma. Sequences are not noted on the transcript or diploma.

## UNC-CH Degree Requirements

Undergraduates must meet the following general requirements for graduation:

- A distribution of courses during the first two years that meets General College requirements.
- A minimum of 120 credits (not including physical education activity courses) with a quality-point average of 2.0.

## Journalism Requirements in All Sequences

– A minimum of 27 credits in journalism with a quality-point average of 2.0 or better. (No more than one journalism course with a grade of D may be counted toward graduation.) **Students are strongly encouraged to take more than the minimum of 27 credits – up to the maximum of 31 credits. Students who take more than the minimum of 120 credits required for graduation may take more than 31 in journalism.** Honors students in journalism must take more than the minimum of 27 credits. Journalism 55 (Practicum) may not count in the minimum of 27.

- A passing score on the School's spelling and grammar examination.
- The General Education Perspectives for juniors and seniors.
- A supporting program, which varies with the student's sequence in the School.
- An outside concentration, which is explained in the following material on sequences in the School.

## News-Editorial Sequence Requirements

Five courses are required:

- JOUR 53 (4 credits), Newswriting
- JOUR 54 (3), Reporting
- JOUR 57 (3), News Editing
- JOUR 111 (3), The Press in Contemporary Society
- JOUR 164 (3), Mass Media Law and Ethics

In addition, students must take at least 6 credits (including at least 3 credits at the 100-level) from among the following journalism courses: 56, 58, 60, 80, 154, 156, 157, 180, 191 (when it is a writing seminar). In addition, students must take at least 3 credits from among the following courses: 101, 120, 146, 151, 165, 170, 191 (when it is a conceptual seminar).

Students in the news-editorial sequence must fulfill certain requirements in courses outside journalism. They must take a supporting program of at least 3 credits in each of the following areas:

- State and Local Government
- U.S. Government and Politics
- Recent U.S. History
- Sociology
- Psychology
- Economics

Students must also take an outside concentration of at least 9 credits (in addition to the ones above) in a single subject matter area, including, but not limited to: economics, political science, history, sociology, psychology, English, RTVMP, any natural or social science or foreign language, any fine arts area, computer science, business administration, or other discipline.

## Broadcast Journalism Option Requirements (Under the News-Editorial Sequence)

Students in the broadcast journalism option must take the following required courses:

- JOUR 53 (4), Newswriting
- JOUR 54 (3), Reporting
- JOUR 57 (3), News Editing
- JOUR 111 (3), The Press in Contemporary Society
- JOUR 164 (3), Mass Media Law and Ethics

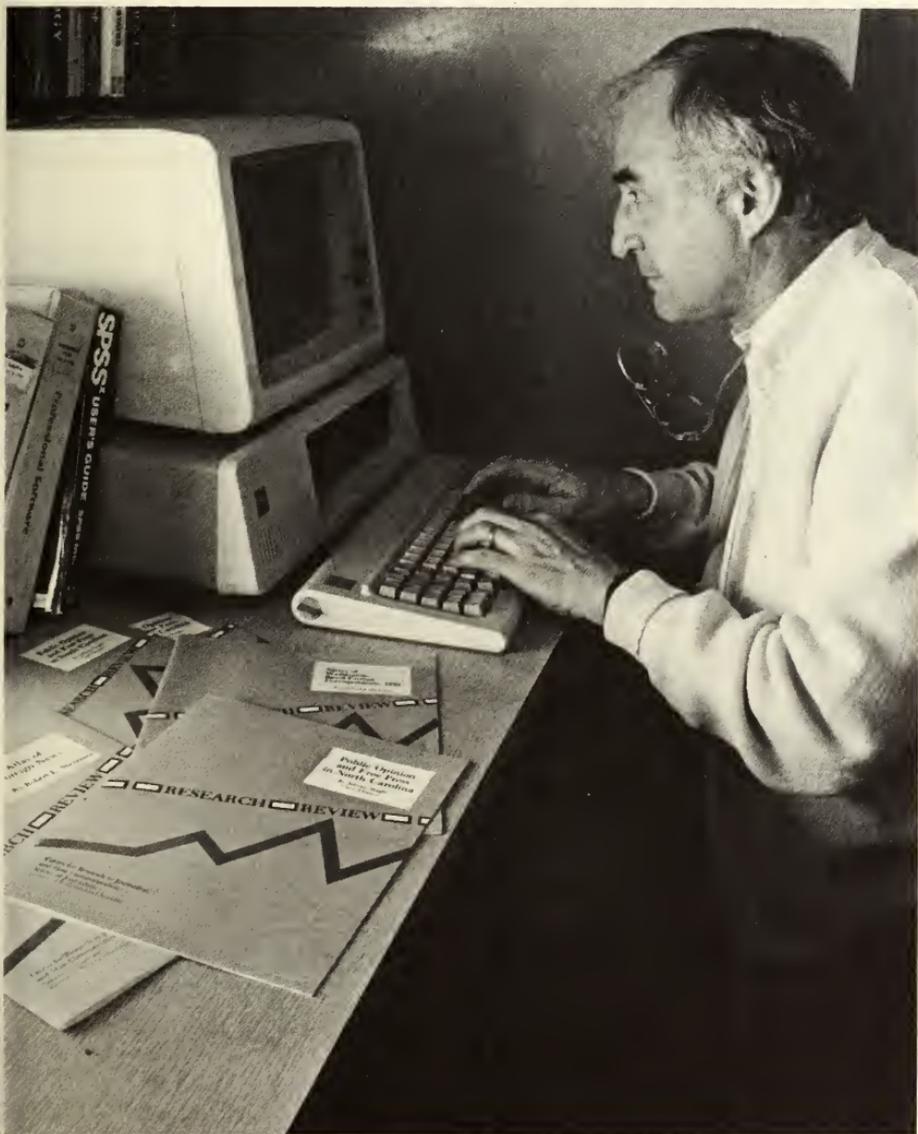
In addition, students must take:

RTVM 30

JOUR/RTVM 73 (counts as journalism)

(JOUR/RTVM 174 [counts as journalism] is highly desirable as an elective.)

Students in the broadcast journalism option must take the same supporting program and outside concentration requirements as in the news-editorial sequence as well as at least 3 credits from among these journalism courses: 101, 120, 146, 151, 165, 170, 191 (when it is a conceptual seminar).



Kenan Professor Phil Meyer uses a computer terminal to prepare research material. Photo by Jeff Van Dyke.

## Public Relations Option (Under the News-Editorial Sequence)

Students in the public relations option must take the following required courses:

- JOUR 54 (4), Newswriting
- JOUR 54 (3), Reporting
- JOUR 57 (3), News Editing
- JOUR 111 (3), The Press in Contemporary Society
- JOUR 130 (3), Business and Organizational Communication
- JOUR 164 (3), Mass Media Law and Ethics

The following courses are recommended:

- JOUR 151 (3), Research Methods
- JOUR 165 (3), Process and Effects of Mass Communication
- JOUR 170 (3), Principles of Advertising

Students in the public relations option must meet the same supporting program and outside concentration requirements as in the news-editorial sequence. In addition, they should select courses outside of journalism in consultation with their advisers, to fulfill the recommendations of the Commission of Public Relations Education of the Association for Education in Journalism and Mass Communication, the Public Relations Society of America, the International Association of Business Communicators, and the Foundation for Public Relations Research and Education.

## Advertising Sequence Requirements

Six journalism courses are required:

- JOUR 53 (4), Newswriting
- JOUR 111 (3), The Press in Contemporary Society
- JOUR 164 (3), Mass Media Law and Ethics
- JOUR 170 (3), Principles of Advertising
- JOUR 171 (3), Advertising Copy and Communication
- JOUR 172 (3), Advertising Media

In addition, students must also take at least 3 credits from among the following courses: 173, 176, 178, 179.

Students must also take Business Administration 160 ("Principles of Marketing").

Students must also fulfill certain requirements in courses outside journalism. They must take a supporting program of at least 3 credits in each of the following areas:

- Recent U.S. History
- Economics
- Psychology
- Sociology

Students must also take an outside concentration of at least 9 credits (in addition to the ones above) in a single subject area, including, but not limited to: economics, political science, history, sociology, psychology, English, RTVMP, any natural or social science or foreign language, any fine arts area, computer science, business administration, or other discipline.

## ► Student Activities

### Practical Experience

Students are urged to work on *The Daily Tar Heel*, the student newspaper of the University in Chapel Hill, or on the student newspaper of the institution they attend for their first two years of college. Experience on other media is encouraged throughout the student's years on campus. Publications include *Black Ink*, *She*, *The Phoenix*, and others. The *UNC Journalist*, a laboratory newspaper of the School, serves as an excellent print outlet for students.

### Society of Professional Journalists, Sigma Delta Chi

Students interested in journalism careers are encouraged to join the campus chapter of the national Society of Professional Journalists, Sigma Delta Chi. Student membership may be transferred to membership in professional chapters upon graduation. Monthly meetings offer a mixture of sessions with professionals from various backgrounds for explorations of career opportunities and other specialized programs. Each year the chapter sponsors a seminar on how to apply for a job. The student chapter is associated with professional chapters on regional and national levels, and students are encouraged to attend annual meetings at both levels. The professional group sponsors a Mark of Excellence competition annually.

### Women in Communication, Inc.

All students, male and female, are invited to join Women in Communications, Inc. Although there is no student chapter of WICI on campus, students may affiliate with the N.C. Triangle professional chapter and work with area professionals in a variety of programs and projects. A student member can transfer, upon graduation, to full membership in a professional chapter.

### Advertising Club

Students interested in advertising are encouraged to join this organization, an academic chapter affiliated with the American Advertising Federation (AAF). Regular meetings are held with national and local advertising professionals as guest speakers. An annual Career Day acquaints members with local advertising professionals and their jobs. The Ad Club participates in the AAF's national student advertising competition.

### National Press Photographers Association Student Chapter

This organization, which is a chartered affiliate of the National Press Photographers Association, provides students with a direct link to working press photographers. The group sponsors and attends critique sessions, workshops, and seminars relating to all aspects of photojournalism. Photography trips and social events are held also.

### International Association of Business Communicators Student Chapter

This student chapter, established in 1984, offers various opportunities for students interested in public relations and business communication.

## ► Awards and Prizes

### Dean's List

Students are eligible for the Dean's List (Honor Roll) if, in a given semester, they earn either a 3.2 quality-point average while taking 15 hours of letter-grade credit, or a 3.5 quality-point average while taking 12 to 14 hours of letter-grade credit.

### Kappa Tau Alpha

This is the national society dedicated to the recognition and promotion of scholarship in journalism. Each year approximately 10 percent of the journalism students become members. Eligibility is determined by academic standing in courses taken on the Chapel Hill campus. The society was founded at the University of Missouri in 1910. The UNC-CH chapter was chartered on May 17, 1955.

### Alpha Delta Sigma

Advertising Club members with superior academic records are eligible for selection to Alpha Delta Sigma, a national scholastic honorary society for advertising students.

### Phi Beta Kappa

Students are eligible for election to Phi Beta Kappa, the national scholarship fraternity founded at the College of William and Mary in 1776. The Alpha of North Carolina chapter was founded in 1904.

### Hearst Contest

Each year, the School participates in the William Randolph Hearst Foundation's journalism awards program, which consists of six monthly writing contests, a photojournalism contest and championship, and the writing championship. Over the years, the School has done exceedingly well, often finishing in second or third place in the overall national competition.

### SPJ, SDX Outstanding Senior Award

Each year, the Society of Professional Journalists, Sigma Delta Chi, recognizes the outstanding graduating senior in journalism. The award is given on the basis of character, scholarship, and competence to perform journalistic tasks.

### Outstanding Senior in Advertising

This annual award was given for the first time in spring 1984.

### Maxine Elam Memorial Award

The N.C. Triangle chapter of Women in Communication, Inc., annually recognizes an outstanding female student in mass communication. The award is based on academic performance, communications work, and potential. It honors the late Maxine Elam, a former national executive director of WICI and a charter member of the local chapter.

### Norval Neil Luxon Prizes for Scholarship

Each year, the School honors the graduating senior and the junior with the highest grade-point averages in their classes with the Norval Neil Luxon Prizes for Scholarship. The awards honor Norval Neil Luxon, 1953-64 Dean of the School.

## Joseph L. Morrison Award

This prestigious award goes to the outstanding student in the study of journalism history. It is named for the late Professor Morrison, a journalism history scholar in the School and the author of several books.

## ► Expenses and Financial Aid

### Tuition and Fees

Tuition and fees are assessed on a semester basis and are due at registration. Accounts not paid in full by the last day of registration are subject to a late-payment fee and the student's possible disenrollment.

	N.C.	
	Resident	Nonresident
Tuition	\$240.00	\$1,421.00
Fees	\$146.00	\$ 146.00

Textbook costs, breakage deposits on equipment used in some courses, laundry fees, and board are not included in payment to the University Cashier. The University reserves the right to make, with the approval of the proper authorities, changes in tuition and other fees at any time. A student whose bona fide residence has not been established in North Carolina for at least 12 months preceding his first registration in the University must pay a higher rate of tuition than that charged a legal resident of North Carolina. A current estimate of total annual expenses for a student who is a resident of North Carolina is \$4,307.00 and for a nonresident \$6,669.00.

### Residence Status for Tuition Purposes<sup>1</sup>

The following sections summarize important aspects of the residency law. A complete explanation of the Statute and the procedures under the Statute is contained in *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes*. This *Manual* and other information concerning the application of this law are available for inspection in the Admissions Offices of the University. Copies of the *Manual* are also on reserve at the Robert B. House Undergraduate Library.

All students are responsible for knowledge of the contents of the Statute and the *Manual*.

**General.** Every applicant for admission is required to make a statement as to his or her length of residence in North Carolina. The tuition charge for legal residents of North Carolina is less than for nonresidents. To qualify for in-state tuition, a legal resident must have maintained his or her domicile in North Carolina for at least twelve months immediately prior to the beginning of the term for which classification as a resident for tuition purposes is sought. The student must also establish that his or her presence in the State during such twelve-month period was for purposes of maintaining a bona fide domicile rather than for purposes of mere temporary residence incident to enrollment in an institution of higher education. A student seeking classification as a resident for tuition purposes must complete an application for resident status (obtainable at his or her admissions office) and return it to the proper admissions office before the end of the term for which resident status for tuition purposes is sought. The last day of the final examination period

<sup>1</sup> The information in this section comes from three sources: (i) North Carolina General Statutes, Sec. 116-143.1, (ii) *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes*, Revised September 1984, (iii) Chancellor's Rules and Procedures for Residence Classification of Students for Tuition Purposes.

is considered the last day of the term. Every student must be classified either resident or nonresident before enrolling. Unless the student supplies enough information to allow the admissions officer to classify the student as a resident for tuition purposes, the student will be classified a nonresident for tuition purposes.

When an enrolled student has applied to be classified a resident for tuition purposes and receives an institutional request for more information in connection with that application before the end of the term for which classification is sought, the student must respond to that request no later than three weeks after the end of the term. If the student does not receive the request for supplemental information until after the end of the term in question, he or she must supply the requested information within three weeks of receipt of the request. Failure to supply the requested information within the specified time limit will result in a continuation of the student's "nonresident" classification unless good cause is shown for such failure.

**Domicile.** Domicile means one's permanent dwelling place of indefinite duration, as distinguished from a temporary place of abode; synonymous with "legal residence."

**Burden of Proof and Statutory Prima Facie Evidence.** The student has the burden of establishing facts which justify his or her classification as a resident for tuition purposes. The balancing of all the evidence must produce a preponderance of evidence supporting the assertion of in-state residence. Under the statute proof of resident status is controlled initially by one of two evidentiary beginning points which are stated in terms of prima facie evidence.

a. Even if the student is an adult, if his or her parents (or court-appointed guardian in the case of some minors) are not legal residents of North Carolina, this is prima facie evidence that the student is not a legal resident of North Carolina unless the student has lived in this state the five consecutive years prior to enrolling or reregistering. To overcome this prima facie showing of nonresidence, the student must produce evidence that he or she is a North Carolina domiciliary despite the parents' nonresident status.

b. Conversely, if the parents of the student are domiciliaries of North Carolina under the Statute, this fact constitutes prima facie evidence that the student is a domiciliary of North Carolina. This prima facie evidence may also be overcome by other evidence of legal residence. If the student has neither living parents nor legal guardian, the prescribed prima facie evidence rule cannot and does not apply.

## Statutory Exceptions

a. *Grace Period.* If a student has been properly classified as a resident for tuition purposes and, thereafter, his or her state of legal residence changes, the student does not automatically lose the benefit of the in-state tuition rate immediately. Instead the statute provides for a grace period if the following conditions are satisfied:

1. The student must have been properly classified as a resident for tuition purposes, on the basis of a valid finding that the student in fact was a legal resident of North Carolina and had been such for the requisite twelve-month period prior to classification;

2. At the time of subsequent change of legal residence to a state other than North Carolina, the student must have been enrolled in a public institution of higher education in North Carolina.

The extent of this grace period (during which the in-state rate is applicable in spite of the fact that the student is not a legal resident of North Carolina) is twelve months from the date of change in legal residence plus any portion of a semester or academic term remaining, as of the expiration date of the twelve-month period, in which the student is enrolled.

b. *Qualifying Periods for Spouses.* By virtue of the provisions of G.S. 116-143.1, if a student otherwise can demonstrate compliance with the fundamental statutory requirement that he or she be a legal resident of North Carolina before the beginning of the term for which resident status is sought, the second statutory requirement relating to duration of residence may be satisfied derivatively, in less than twelve months, by reference to the length of the legal residence of the student's spouse, if the spouse has been a legal resident of the State for the requisite twelve-month period.

c. *Reacquisition of Resident Tuition Status.* The prescribed twelve-month period of legal residence may also be shortened if the person seeking to be classified as a resident for tuition purposes was formerly classified a North Carolina resident for tuition purposes, abandoned North Carolina domicile, and re-established North Carolina domicile within twelve months after abandoning it. Students should consult their admissions offices for a detailed explanation of the conditions which must be met to qualify under this section.

**Married Persons.** The domicile of a married person, irrespective of sex, is determined by reference to all relevant evidence of domiciliary intent. No person is precluded, solely by reason of marriage to a person domiciled outside of North Carolina, from establishing or maintaining legal residence in North Carolina. No person is deemed, solely by reason of marriage to a person domiciled in North Carolina, to have established or maintained a legal residence in North Carolina. The fact of marriage and the place of the domicile of his or her spouse are deemed relevant evidence to be considered in ascertaining domiciliary intent.

**Minors.** A minor is any person who has not reached the age of eighteen years. The domicile of a minor is presumed under the common law to be that of the father, subject to rebutting evidence. If the father is deceased, the domicile of the minor is that of the surviving mother. If the parents are divorced or legally separated, the domicile of the minor is that of the parent having custody by virtue of a court order; or, if no custody has been granted by virtue of court order, the domicile of the minor is that of the parent with whom he or she lives; or, if the minor lives with neither parent, in the absence of a custody award, the domicile of the minor is presumed to remain that of the father. If the minor lives for part of the year with each parent, in the absence of a custody award, the minor's domicile is presumed to remain that of the father.

In determining residence status for tuition purposes, there are two exceptions to the above provisions:

1. If a minor's parents are divorced, separated, or otherwise living apart and one parent is a legal resident of North Carolina, during the time period when that parent is entitled to claim, and does claim, the minor as a dependent on the North Carolina individual income tax return, the minor is deemed to be a legal resident of North Carolina for tuition purposes, notwithstanding any judicially determined custody award with respect to the minor.

If, immediately prior to his or her eighteenth birthday, a person would have been deemed to be a North Carolina legal resident under this provision but he or she achieves majority before enrolling in an institution of higher education, that person will not lose the benefit of this provision if the following conditions are met:

a. Upon achieving majority the person must act, as much as possible, in a manner consistent with bona fide legal residence in North Carolina; and

b. The person must begin enrollment at an institution of higher education not later than the fall academic term next following completion of education prerequisite to admission at the institution.

2. If, immediately prior to beginning an enrolled term, the minor has lived in North Carolina for five or more consecutive years in the home of an adult relative (other than

a parent) who is a legal resident of North Carolina, and if the adult relative, during those years, has functioned as a de facto guardian of the minor, then the minor is considered a legal resident of North Carolina for tuition purposes. If a minor qualified for resident status for tuition purposes under this provision immediately prior to his or her eighteenth birthday, then, upon becoming eighteen, he or she will be deemed to be a legal resident of North Carolina of at least twelve months' duration.

Even though a person is a minor, under certain circumstances the person may be treated by law as being sufficiently independent from his or her parents as to enjoy a species of adulthood for legal purposes. If the minor marries or obtains a judicial decree of emancipation under N.C. Gen. Stat. § 7A-717, *et seq.*, he or she is emancipated. The consequence, for present purposes, of such emancipation is that the affected person is presumed to be capable of establishing a domicile independent of that of the parents; it remains for that person to demonstrate that a separate domicile in fact has been established.

**Aliens.** Aliens who are permanent residents of the U.S., or who hold a visa which will permit eventual permanent residence in the U.S., are subject to the same considerations with respect to determination of legal residence as citizens. An alien abiding in the United States under a visa conditioned at least in part upon intent not to abandon a foreign domicile (B, F, H, and J visas) cannot be classified a resident. An alien abiding in the United States under a visa issued for a purpose which is so restricted as to be fundamentally incompatible with an assertion by the alien of a bona fide intent to establish a legal residence (C, D, and M visas) cannot be classified a resident.

Possession of certain other immigration documents may also allow an alien to be considered for in-state tuition status. For more details aliens should consult their admissions offices and the *Manual*. Aliens must file a Residence Status Supplemental Form in addition to the forms normally required of applicants for resident status for tuition purposes.

**Military Personnel.** The domicile of a person employed by the Federal Government is not necessarily affected by assignment in or reassignment out of North Carolina. Such a person may establish domicile by the usual requirements of residential act plus intent. No person loses his or her in-state residence status solely by serving in the armed forces outside of the State of North Carolina.

**Prisoners.** There are special provisions concerning domicile of prisoners. For more information, persons to whom these provisions may apply should consult the *Manual*.

**Property and Taxes.** Ownership of property in or payment of taxes to the State of North Carolina apart from legal residence will not qualify one for the in-state tuition rate.

**Change of Status.** A student admitted to initial enrollment in an institution (or permitted to re-enroll following an absence from the institutional program which involved a formal withdrawal from enrollment) is classified by the admitting institution either as a resident or as a nonresident for tuition purposes prior to actual matriculation. In the absence of a current and final determination of the student's residence prior to matriculation, the student is classified a nonresident for tuition purposes. The institution will thereafter reach a final determination of the student's residence status. A residence classification once assigned (and confirmed pursuant to any appellate process invoked) may be changed thereafter (with corresponding change in billing rates) only at intervals corresponding with the established primary divisions of the academic calendar.

**Transfer Students.** When a student transfers from one North Carolina public institution of higher education to another, he or she is required to be treated as a new student by the institution to which he or she is transferring and must be assigned an initial residential classification for tuition purposes. The residence classification of a student by one institution is not binding on another institution. The North Carolina institutions of higher

education will assist each other by supplying residency information and classification records concerning a student to another classifying institution upon request.

The transfer into or admission to a different component of the same institution (e.g., from an undergraduate to a graduate or professional program) is not construed as a transfer from one institution to another and thus does not by itself require a reclassification inquiry unless (1) the affected student requests a reclassification inquiry or (2) the transfer or enrollment occurs following the lapse of more than one quarter, semester, or term during which the individual was not enrolled as a student.

**Responsibility of Students.** Any student or prospective student in doubt concerning his or her residence status bears the responsibility for securing a ruling by completing an application for resident status and filing it with the admissions officer. The student who, due to subsequent events, becomes eligible for a change in classification, whether from out-of-state to in-state or the reverse, has the responsibility of immediately informing the Office of Admissions of these circumstances in writing. Failure to give complete and correct information regarding residence constitutes grounds for disciplinary action.

It is the responsibility of the student to pay tuition at the rate charged and billed while an appeal is pending. In effect, the student who is classified as a nonresident at the time of tuition billing pays the nonresident rate. Conversely, if a student is classified as a resident at the time of billing, he or she pays the resident rate. Any necessary adjustments in the rate paid will be made at the conclusion of the appeal.

If a student, who has been found to be a nonresident for tuition purposes, receives an erroneous notice from an institutional officer identifying the student as a resident for tuition purposes, the student is not responsible for paying the out-of-state tuition differential for any enrolled term beginning before the classifying institution notifies the student that the prior notice was erroneous.

If a student is classified a resident for tuition purposes after submitting falsified residentiary information or after knowingly withholding residentiary information, the student's application for in-state tuition status is fraudulent. The institution may re-examine any application suspected of being fraudulent, and, if warranted, will change the student's residence status retroactively to the beginning of the term with respect to which the student originally made the fraudulent application. If this occurs the student must pay the out-of-state tuition differential for all the enrolled terms intervening between the fraudulent application and its discovery. Further, knowing falsification of responses on a resident status application may subject the applicant to disciplinary consequences, including dismissal from the institution.

**Appeals of Rulings of Admissions Officers.** A student appeal of a classification decision made by any admissions officer must be in writing and signed by the student and must be filed by the student with that officer within fifteen working days after the student receives notice of the classification decision. The appeal is transmitted to the Residence Status Committee by that officer, who does not vote in that Committee on the disposition of such appeal. The student is notified of the date set for consideration of the appeal, and, on request of the student, he or she is afforded the opportunity to appear and be heard by the Committee. Any student desiring to appeal a decision of the Residence Status Committee must give notice in writing of that fact, within ten days of receipt by the student of the Committee's decision, to the Chairman of the Residence Status Committee, and the Chairman promptly processes the appeal for transmittal to the State Residence Committee.

**Students or prospective students who believe that they are entitled to be classified residents for tuition purposes should be aware that the processing of requests and appeals can take a considerable amount of time and that applications for classification should not be delayed until registration, when the number of applications makes accelerated handling impossible.**

## Military Tuition Benefit<sup>1</sup>

Certain members of the Armed Services, and their dependent relatives, who are not residents for tuition purposes may become eligible to be charged the in-state tuition rate under N.C. Gen. Stat. § 116-143.3, the military tuition benefit provision. Any person seeking the military tuition benefit must qualify for admission to UNC-CH and must file an application for the benefit with his or her admissions office before initial enrollment or re-enrollment for which he or she seeks the benefit. To remain eligible to receive the military tuition benefit, he or she must file another application for the benefit before the first day of classes of each succeeding fall term while he or she continues to be enrolled. The burden of proving eligibility for the military tuition benefit lies with the applicant for the benefit.

**Eligibility of Members of the Armed Services.** To be eligible for this military tuition benefit, the individual must:

- 1) be a member of the United States Air Force, Army, Coast Guard, Marine Corps, Navy, North Carolina National Guard, or a reserve component of one of these services; and
- 2) be abiding in North Carolina incident to active military duty which is performed at or from a duty station in North Carolina.

**Eligibility of Dependent Relatives of Service Members.** If the service member meets the conditions set forth above, his or her dependent relatives may be eligible for the military tuition benefit if they share the service member's North Carolina abode.

If the service member voluntarily ceases to live in North Carolina or is involuntarily absent from the state on military orders (other than absences on routine maneuvers and temporary assignments), he or she is deemed to have moved his or her abode from North Carolina. If a dependent relative of a service member has become eligible for the military tuition benefit and, after the beginning of the term of eligibility, the service member moves his abode from North Carolina, the dependent relative will continue to be eligible for the military tuition benefit only for the remainder of that academic year. An academic year runs from the first day of classes of the fall semester through the last day of exams of the following summer session, second term.

For a detailed explanation of the military tuition benefit provision and a complete list of categories of persons who are considered "dependent relatives" for purposes of establishing eligibility for the military tuition benefit, applicants should consult *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes* (as amended September 1984). This *Manual* is available for inspection in the Admissions Offices of the University. Copies of the *Manual* are also on reserve at the Robert B. House Undergraduate Library.

**Appeals of Eligibility Determinations of Admissions Officers.** A student appeal of an eligibility determination made by any admissions officer must be in writing and signed by the student and must be filed by the student with that officer within fifteen working days after the student receives notice of the eligibility determination. The appeal is transmitted to the Residence Status Committee by that officer, who does not vote in that Committee on the disposition of such appeal. The student is notified of the date set for consideration of the appeal, and, on request of the student, he or she is afforded an opportunity to appear and be heard by the Committee.

<sup>1</sup> The information in this section comes from three sources: (i) North Carolina General Statutes, Sec. 116-143.3; (ii) *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes*, Revised September 1984; (iii) Chancellor's Rules and Procedures for Residence Classification of Students for Tuition Purposes and Determination of Eligibility for the Special Military Tuition Benefit.

Any student desiring to appeal a determination of the Residence Status Committee must give notice in writing of that fact to the Chairman of the Residence Status Committee within ten days of receipt by the student of the Committee's decision. The Chairman will promptly process the appeal for transmittal to the State Residence Committee.

## Housing

The primary objective of the Department of University Housing is to provide a physical and psychological atmosphere conducive to each student's having opportunity to develop to the utmost his or her personality, ability, and sensitivity. The University provides residence hall accommodations for approximately 6,800 registered students – undergraduate, graduate, and professional men and women. Three hundred and six apartments are available for student family housing.

Information regarding residence hall accommodations is available by writing to: Department of University Housing, Contracts Office, Carr Building, The University of North Carolina at Chapel Hill, Chapel Hill, NC 27514. Information regarding married-student housing is available by writing to: Manager, UNC Student Family Housing, Odum Village, Branson Street, Chapel Hill, NC 27514.



Fannie Zollicoffer makes a change on an issue of the *UNC Journalist*. Photo by Zap Brueckner.

## Financial Aid

Several scholarships are available for journalism students who show academic, attainment and financial need. Loan funds, University scholarships, and jobs are described in the Undergraduate Bulletin. Students in the School may apply for these general scholarships as well as for those limited to journalism students. Information about scholarships, loans, and part-time jobs may be obtained by writing the Director of Student Financial Aid or the Dean of the School. Applications are available in the Dean's office; the deadline is Feb. 1 for the next academic year.

## Scholarships Awarded by the School of Journalism

The School of Journalism awards several scholarships each year to students who will be journalism majors the following year. Applications may be picked up in the School office after Dec. 1 and must be completed and turned in no later than the following Feb. 1. Winners are announced in April at the School's annual awards convocation. A single application makes a student eligible for all scholarships, provided that the student meets the minimum grade-point average required for scholarships (2.2). Applicants are also advised to submit a Financial Aid Form to the College Scholarship Service of the Educational Testing Service.

Students who plan to transfer from another campus or institution to the School of Journalism may apply for scholarships. But the School will not award scholarships to such students until it has official notification of the students' acceptance as transfer students.

Scholarships are awarded on the basis of academic performance, financial need, and potential for journalism and communication careers. Winners of the distinguished scholarships are selected from among the top applicants who are interviewed by faculty members and representatives of the School of Journalism Foundation.

Some scholarships are for certain amounts each year; amounts may vary from year to year for other scholarships. Winners receive half of their scholarship funds at the beginning of the fall semester and the other half at the beginning of the spring semester. Scholarship checks are distributed by the University's Student Aid Office.

Certain scholarships are designated for minority students.

**L. C. Gifford Distinguished Journalism Scholarship.** Established in 1967. \$2,000 annually, \$1,000 each semester. This is the most prestigious scholarship awarded by the School of Journalism. It is given in honor of the late L. C. Gifford, publisher of the *Hickory Daily Record*, and Mrs. Gifford, who is still active in publishing the newspaper. Over the years, the Gifford family has provided scholarships for many UNC-CH students and has enthusiastically supported the journalism program at Hickory High School. The Gifford family also provided funds for the Sara Lee Gifford Courtyard (between Howell Hall and Davie Hall) in memory of one of their daughters.

**Journalism Foundation Distinguished Journalism Scholarships.** Established in 1967. \$1,000 annually, \$500 each semester. Four of these are awarded each year by the School of Journalism with special support from the Knight Foundation and Knight-Ridder newspapers, publishers of *The Charlotte Observer*, *The Charlotte News*, and many other newspapers.

**Quincy Sharpe Mills Scholarship.** Established in 1956 by the late Mrs. Nancy Sharpe Mills in memory of her son, who was killed in France in World War I.

**O. J. Coffin Scholarship.** Established in 1957. Honors the memory of O. J. "Skipper" Coffin, who served as professor and head of the journalism program from 1926 to 1953.

**Gerald W. Johnson Scholarship.** Established in 1961. Honors the memory of Gerald W. Johnson, who was named professor of journalism when the Department of Journalism was formed in 1924.

**Louis Graves Scholarship.** Established in 1962. Honors the memory of Louis Graves, who became professor of journalism in the Department of English and director of the UNC News Bureau in 1921. He was also the publisher of *The Chapel Hill Weekly*.

**Beatrice Cobb Scholarship.** Established in 1963. Given in memory of the former publisher of the *Morganton News Herald*.

**Carl C. Council Scholarship.** Established in 1968 by Mrs. Carl C. Council and her daughter, Mrs. Mary Frances White, to honor the memory of the former publisher of the *Durham Morning Herald* and *The Durham Sun*.

**Holt McPherson Scholarship.** Established in 1971. Honors the memory of the first president of the School of Journalism Foundation and the former editor of the *High Point Enterprise*.

**Scripps-Howard Foundation Scholarships.** Established in 1971. Now for minority students. Made possible through grants from the Scripps-Howard Foundation.

**Pete Ivey Scholarship.** Established in 1976. Honors the memory of the director of the UNC News Bureau from 1955 to 1975.

**Walter Spearman Scholarship.** Established in 1977. Honors a former faculty member who taught in the School of Journalism for more than 40 years before retiring.

**Triangle Advertising Federation Scholarship.** Established in 1977. Made possible by the Triangle Advertising Federation.

**Sarah Howell Jackson Scholarship.** Established in 1980. Made possible by the Carolinas Association of Business Communicators to honor one of the founders of that organization.

**Harvey Laffoon Memorial Scholarship.** Established in 1981. Honors the memory of the former publisher of the *Elkin Tribune*.

**R. C. Rivers Memorial Scholarship.** Established in 1981. Honors the memory of the former publisher of the *Watauga Democrat* in Boone, N.C.

**Henry Dennis Memorial Scholarship.** Established in 1981. Honors the memory of the former editor of the *Henderson Daily Dispatch*.

**A. W. Huckle Memorial Scholarship.** Established in 1981. Honors the memory of the former publisher of the *Concord Tribune*.

**Roy Wilkins Scholarship.** Established in 1981. For minority students. Honors the memory of the former journalist who was executive secretary of the National Association for the Advancement of Colored People (NAACP).

**Jonathan Daniels Scholarship.** Established in 1982. Honors the memory of the former editor of the *Raleigh News and Observer*.

**Elkin Tribune-Thomas J. Fleming Scholarship.** Established in 1982. Honors the memory of the former editor of the *Elkin Tribune*.

**Julius C. Hubbard Scholarship.** Established in 1982. Honors the memory of the former publisher of *The Journal-Patriot* in North Wilkesboro.

**C. A. "Pete" McKnight Scholarship.** Established in 1982. Honors a former editor of *The Charlotte Observer* and *The Charlotte News* and an inaugural honoree in the North Carolina Journalism Hall of Fame.

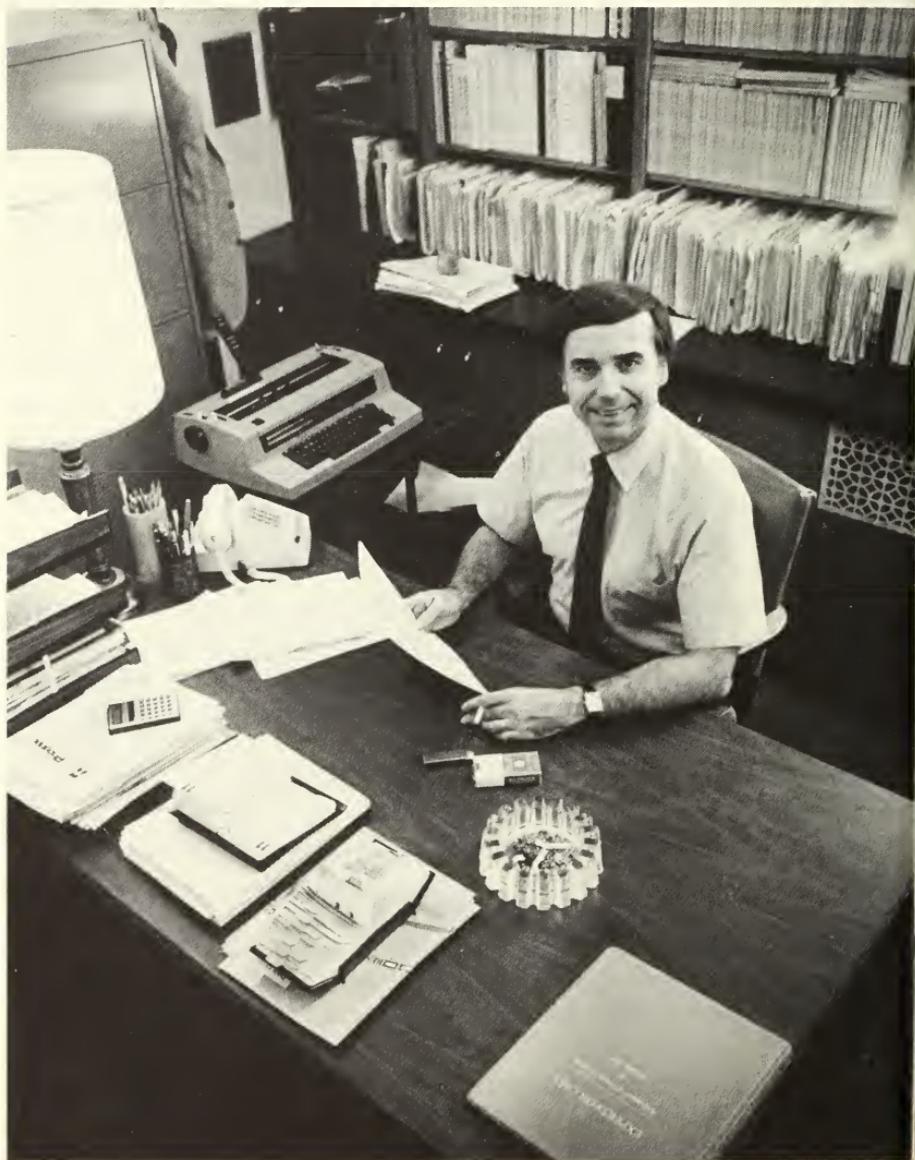
**Henry Lockwood Phillips Scholarship.** Established in 1982. Honors the memory of the former publisher of the *Carteret County News-Times* in Morehead City.

**Reader's Digest Magazine Writing Scholarship.** Established in 1982. Given annually to a student with a strong interest in a career in magazine journalism.

**David Julian Whichard Scholarships.** Established in 1982. Two awards given annually. Designated for news-editorial students from North Carolina. Made possible with an endowment from the Whichard family, which owns *The Daily Reflector* in Greenville, N.C.

**Freedom Newspapers Scholarship.** Established in 1983 by Freedom Newspapers, Inc., which owns newspapers in Gastonia, Burlington, Jacksonville, and Kinston.

**Bob Quincy Scholarship.** Established in 1984 and funded by an endowment of more than \$50,000. Honors the memory of Quincy, who died in 1984 after a 37-year career in sports journalism, most of it at *The Charlotte Observer* and *The Charlotte News*. He was a 1947 graduate of the School.



Dean Richard R. Cole in his office. Photo by Larry Childress.

## ► Graduate Program

The School of Journalism, through the Graduate School, offers a program leading to the Master of Arts degree. It is also the administrative center for an interdepartmental program leading to the Ph.D. in Mass Communication Research. Its graduate courses may also be used as minor or supplementary courses for the M.A. and Ph.D. in other fields.

### ► Admissions

All applications to the graduate program are administered through the Graduate School, The University of North Carolina at Chapel Hill, Bynum Hall 008A, Chapel Hill, NC 27514. Applicants must write there for application materials.

Generally, admission to the graduate program is limited to students who have:

1. Been graduated by approved colleges or universities.
2. Undergraduate grade-point averages of at least 3.0 (A = 4.0) in the major and at least 3.0 in the last two years overall.
3. Acceptable scores on the Graduate Record Examination.
4. Three recommendations from appropriate persons.
5. Submitted typewritten statements of career intent, showing how they plan to make effective use of graduate training in journalism and mass communication.

Applicants should be aware that applications far exceed the number of admissions and that each year many qualified applicants are rejected because of limited space in the program.

### Fellowships and Assistantships

In 1980 Dow Jones & Co., Inc., gave the School of Journalism a \$150,000 grant in honor of Vermont Connecticut Royster, William Rand Kenan, Jr., Professor of Journalism and Public Affairs and former editor of *The Wall Street Journal*. The School raised \$50,000 from other sources, and income from this \$200,000 endowment finances Royster-Dow Jones fellowships and assistantships for graduate students. Each stipend is at least \$4,800 for the academic year.

The School also awards a number of research assistantships for at least \$2,400 a semester. Funds for these assistantships come from research grants to the School and from the School of Journalism Foundation. Students appointed to the assistantships work a set number of hours a week on research projects supervised by faculty members, and their course load is limited to a maximum of 12 credit hours a semester. Other assistantships with smaller stipends are occasionally available with reduced hours of service.

University fellowships, each with a stipend of \$4,800 or more for the academic year, are available on a competitive basis to a limited number of graduate students. Appointments to fellowships are handled by the Graduate School after the student has been nominated by the graduate faculty of the School.

The Minority Presence Grant Program for Doctoral Study provides stipends of up to \$5,500 for the academic year, with an option of \$600 in additional support for study in the summer session, for black residents of North Carolina who are selected to participate. Recipients must be full-time students pursuing doctoral degrees at The University of North Carolina at Chapel Hill.

### ► Master of Arts Program

The major purposes of the M.A. are to provide students with 1) an opportunity to acquire skills and knowledge necessary to work in the mass media, especially the print media,

2) an understanding of the mass media, including a critical appreciation of major issues and problems (this education includes knowledge about the industry provided by social science), 3) an understanding of the role of mass communication in society and the value placed on – and the struggles associated with – free expression, and 4) training and education to allow adaptation to a rapidly changing industry (including attention to developments in industry and an introduction to all basic research methodologies).

The M.A. is designed to meet the needs of: 1) holders of the bachelor's degree in fields other than journalism who wish to enter the communications field, 2) journalists who want more education in a specialized field, 3) experienced journalists who wish to prepare themselves for journalism teaching, 4) individuals primarily interested in training in media research, and 5) journalism graduates who wish to continue their education and preparation for a professional career.

Each student is required to demonstrate above-average competency and knowledge associated with four journalism courses:

- Journalism 53 Newswriting
- Journalism 54 Reporting
- Journalism 57 Editing
- Any professional course at the 100-level or above, approved by the master's program coordinator or the student's adviser (this includes 154, 156, 157, 180, 191, or 262) or, for students planning to write a traditional thesis, an approved methods course.

Such competence can be demonstrated:

1. By taking these courses at Chapel Hill and receiving a grade of at least B or P. Students without journalistic experience or without journalism courses at another school are required to take the courses at Chapel Hill. As such, the courses do not count toward M.A. degree requirements. Students who receive grades below B or P are ineligible to continue graduate studies.
2. By passing exemption examinations. Students with journalistic experience or with journalism courses from another school must pass the examinations in order to be exempted. The examinations are given before the beginning of each semester.

The M.A. program, because it must serve the needs of students with a wide variety of interests, has exceptional flexibility. The curriculum can be adapted for students interested in news-editorial journalism, public relations, mass communication research, communications history, communications law, international communication, or other fields related to journalism.

The program consists of six or seven journalism courses plus three or four supporting courses outside the School to make a total of at least ten (30 credit hours). All must be at the 100-level or above. At least two journalism courses must be at the 200-level or above.

Students choosing to write a traditional thesis must take Journalism 151 and 164 plus a substantive journalism seminar (either 301, 311, 318, 345, 360, or 364) and a journalism seminar related to the thesis topic.

Students in the professional path who write a series of publishable articles as a thesis option, instead of a traditional thesis, must take Journalism 151 and 164 plus a substantive journalism seminar (selected from 311, 318, 360, or 364), either Journalism 154 or 262, and Journalism 281.

Each student's supporting program is planned with the help of the M.A. program coordinator or individual student adviser. Normally, this group of courses is in one discipline, but exceptions may be made when the student provides adequate justification.

It is expected that at least four of the student's courses in the M.A. program be at the 200-level or above.

In addition, each M.A. student must:

1. Pass the School's spelling-grammar examination in the first semester of residence.
2. Take two special examinations: a written comprehensive examination and an oral examination.
3. Select a committee to supervise in the M.A. work. The committee consists of the student's adviser, another member of the journalism faculty, and a representative from the supplementary field or a third journalism member.

There is no foreign-language requirement for the M.A. in journalism.

Students with an appropriate undergraduate degree should expect to take at least three semesters to get the M.A. Those who have to take additional courses need longer.

## ► Ph.D. Program

The Ph.D. with a major in Mass Communication Research is designed to meet the needs of outstanding graduate students who wish to prepare for teaching and research positions in colleges and universities, or to prepare for research jobs in the mass communications industry, in market or opinion research firms, in business, or in government.

The Ph.D. program is interdisciplinary and is tailored to the needs of each student. In journalism, the student is expected to attain a high degree of competence in research methodology. The student also is expected to master a broad range of knowledge concerning mass communication in society. In addition to the methods courses in journalism (Journalism 151 and 251), the student must take at least one approved statistics course outside the School. The balance of the program includes courses in two substantive areas of specialization. At least two 200- or 300-level courses from within the School must be taken in each substantive area. At least three graduate-level courses from outside the School in each substantive area must be taken. In the past, students have concentrated on such substantive areas as journalism history, mass communication law, theory and methodology, mass media and society, and international communication.

A Ph.D. student also is required to demonstrate competency in one foreign language or in an approved research-tool area. (Exception: all candidates with an emphasis in international communication must fulfill the foreign-language requirement.)

Programs will be developed with the consultation of students' advisers and the coordinator of the Ph.D. program. Proposed programs should be submitted for approval to advisers and the coordinator by the end of the first year of classes. Specific courses may be used to fulfill more than one requirement as long as the minimum credit-hour requirements are obtained: research methods (9 hours), substantive areas (39 hours combined). Students may petition the Graduate Faculty of the School to ask that certain requirements be waived because of special interests, prior knowledge or experience.

Admission to the program leading to the Ph.D. follows the same rules as those which apply to applicants to the M.A. program, except that the required degree is an M.A. or M.S. from the approved university.

The Graduate School requirements for the Ph.D. degree apply to the Mass Communication Research program. Briefly, they include:

- At least four semesters of residence with a minimum of two of these in continuous study at The University of North Carolina at Chapel Hill. A semester of residence credit is earned by the successful completion of a registration for nine semester hours or more of course work or research; for lighter registrations, less credit will be received.
- A written comprehensive examination.

- A preliminary oral examination covering all the work completed up to the time of the examination.
- A dissertation on a topic related to the field of mass communication.
- A final oral examination in defense of the dissertation.

## ► Description of Courses

The School makes every effort to offer courses in the semesters indicated, but circumstances sometimes make this impossible.

Permission of the School is required for Journalism 53, 57, and 170. Permission of the instructor is required for all other courses (except Journalism 101, 111, 146, 164, and 165).

### ► Courses for Undergraduates

- Newswriting** JOUR 53 **4 credits, fall and spring**  
Prerequisites: sophomore standing, completion of English 30 with grade of C or better or passage of School's Diagnostic Writing Examination, ability to type. Study of elements of news stories, writing of leads, organization and writing of various types of news stories. Staff
- Reporting** JOUR 54 **3 credits, fall and spring**  
Prerequisite: Journalism 53. Exercise in news gathering, interviews and writing news for print media. Staff.
- Journalism Practicum** JOUR 55 **3 credits, fall and spring**  
Prerequisites: Journalism 53, Journalism 54 or 154. Students work with area media and meet weekly for consultation and evaluation by faculty adviser. Shumaker.
- Feature Writing** JOUR 56 **3 credits, fall and spring**  
Instruction and practice in writing feature articles for newspapers and magazines. Staff
- News Editing** JOUR 57 **3 credits, fall and spring**  
Prerequisite: Journalism 53. Study and practice in copyreading, headline writing, proofreading, etc., with attention given to printing terminology, page makeup, type structure, computer use in editing, and analysis of newspapers. Blanchard, Cloud, Mann Sentman.
- Editorial Writing** JOUR 58 **3 credits, fall and spring**  
Practice in writing editorials for daily and nondaily newspapers. Shumaker.
- Book Reviewing and Dramatic Criticism** JOUR 60 **3 credits, on demand**  
Historic background of criticism; examination of contemporary reviewing techniques and writing of reviews of books, plays, motion pictures, concerts and art exhibits. Mann
- The Black Press** JOUR 68 (AFAM 68) **3 credits, spring**  
History of black press in the United States since 1827. Special focus on key figures who have helped to institutionalize the black press and on key issues addressed during critical eras in the black experience. Staff.
- Broadcast Journalism** JOUR 73 (RTVM 73) **3 credits, fall and spring**  
Prerequisite: Journalism 53. Analysis of broadcast journalism; theory and practice in communicating news in oral and visual modes. Staff.
- Beginning Photojournalism** JOUR 80 **3 credits, fall and spring**  
Prerequisite: Journalism 53. Students photograph general news events, sports, features and other standard newspaper subjects while learning the basic visual and technical aspects of photojournalism. Beckman, Staff.

- Individual Study** JOUR 97 **3 credits, fall and spring**  
An individual readings and problems course to be directed by the faculty member in whose field of interest the subject matter lies.
- Introductory Honors Course** JOUR 98 **3 credits, fall**  
Required of all students reading for honors in journalism. Staff.
- Honors Essay Course** JOUR 99 **3 credits, spring**  
Required of all students reading for honors in journalism. Staff.

## ► Courses for Graduates and Advanced Undergraduates

- The Mass Media and U.S. History** JOUR 101 **3 credits, fall**  
An examination of the development of the mass media in the context of U.S. history. Emphasis is on major developments and trends within a chronological framework. Shaw, Blanchard.
- The Press in Contemporary Society** JOUR 111 **3 credits, fall and spring**  
The structure and performance of the press, in historical perspective, as it interacts with other contemporary social institutions. Emphasis is on effects on society and media personnel. Sherard.
- Community Journalism** JOUR 120 **3 credits, spring**  
Detailed study of the community press in North Carolina, including policies, procedures, and problems of the entire operation of community newspapers. Shumaker.
- Business and Organizational Communication** JOUR 130 **3 credits, fall**  
Internal and external public relations concepts and practices for businesses and other organizations; execution and assessment of appropriate communication as strategies. Reuss, staff.
- International Communication and Comparative Journalism**  
JOUR 146 (Political Science 146) (RTVM 146) **3 credits, spring**  
Development of international communication; the flow of news and international propaganda; the role of communication in international relations; communication in developing nations; comparison of press systems. Stevenson.
- Introduction to Media Research Methods**  
JOUR 151 (RTVM 151) (Speech 151) **3 credits, fall and spring**  
Fundamentals of communication research techniques (content analysis, historiography, survey research, experimental design), including an overview of computer applications, statistics, theory development, and trends in the published literature. Stevenson, Brown.
- Advanced Reporting** JOUR 154 **3 credits, fall and spring**  
Prerequisites: Journalism 53 and 54. Rigorous, in-depth instruction and critiques of students' news and feature assignments done with different reporting methodologies: interviewing, official records, direct and participant observation, and survey research (the Carolina Poll). Meyer.
- Magazine Writing and Editing** JOUR 156 **3 credits, fall**  
Prerequisites: Journalism 53 and 57. Instruction and practice in planning, writing, and editing copy for magazines. Reuss.
- Advanced Editing** JOUR 157 **3 credits, spring**  
Prerequisite: Journalism 57. Concentration on the editing and display of complex news and feature stories and other print media content with a significant emphasis on newspaper design and graphics. Cloud, staff.

- Mass Media Law and Ethics** JOUR 164 **3 credits, fall and spring**  
 Legal and extralegal limitations on press freedom, focusing on significant legal constraints affecting the news processes, including libel, privacy, free press-fair trial, contempt of court, copyright, access. Adams, Chamberlin, staff.
- Process and Effects of Mass Communication** JOUR 165 **3 credits, fall**  
 Mass communication as a social process, incorporating literature from journalism, social psychology, sociology, political science, and history. To acquaint students with factors in message construction, dissemination, and reception by audiences. Shaw, Brown.
- Principles of Advertising** JOUR 170 **3 credits, fall and spring**  
 A survey of the economics, psychology, philosophy, and history of advertising, with particular reference to research bases, copy, layout, media planning, production, and testing of advertisements. Mullen, Bowers, Sentman, Sweeney.
- Advertising Copy and Communication** JOUR 171 **3 credits, fall and spring**  
 Prerequisite: Journalism 170 or equivalent. Application of findings from social science research; social responsibility of the copywriter and advertiser; preparation of advertisements for mass media; research in copy testing. Mullen, Sweeney.
- Advertising Media** JOUR 172 **3 credits, fall and spring**  
 Prerequisite: Journalism 170 or equivalent. The media-planning function in advertising for both buyers and sellers of media; the relationships among media, messages, and audiences; research studies in media analysis. Bowers, Sentman.
- Advertising Campaigns** JOUR 173 **3 credits, fall and spring**  
 Prerequisite: Journalism 171 or 172. Planning and executing advertising campaigns; types and methods of advertising research; the economic function of advertising in society. Mullen.
- Advanced Broadcast News Reporting** JOUR 174 **3 credits, spring**  
 (RTVM 174)  
 Prerequisite: RTVM 73. Examination and application of in-depth broadcast news reporting techniques, especially investigative reporting, special events coverage, and the documentary. Students film and produce radio and television programs of actual news events. Staff.
- Advanced Advertising Copywriting** JOUR 176 **3 credits, spring**  
 Prerequisites: Journalism 170 or equivalent and 171. Rigorous, in-depth instruction and critiques of student advertising writing. Sweeney.
- Retail Advertising** JOUR 178 **3 credits, spring**  
 Prerequisite: Journalism 170 or equivalent. Principles and practices of retail advertising in all media, with emphasis on selling, writing, and layout of retail advertising for the print media. Bowers, Sentman.
- Advertising Research** JOUR 179 **3 credits, fall**  
 Prerequisite: Journalism 170 or equivalent. Detailed study and application of advertising research methods, including focus groups, copy-testing, audience research, and evaluation. Bowers, Sherard.
- Advanced Photojournalism** JOUR 180 **3 credits, fall**  
 Prerequisite: Journalism 80. Advanced course in black and white photojournalism concentrating on the newspaper and magazine picture story, advanced camera and darkroom techniques, and picture editing. Beckman.
- Color Photojournalism** JOUR 181 **3 credits, spring**  
 Prerequisite: Journalism 80. Color techniques are learned while students produce slide shows. Content includes slide processing, color printing, and soundtrack production. Beckman.

**Proseminar in Contemporary Journalism** JOUR 191 1-3 credits, fall and spring  
Journalism seniors and graduate students only. Small classes on various aspects of journalism and mass communication with subjects and instructors varying each semester. Staff.

## ► Courses for Graduates

**Media Research Methods** JOUR 251 3 credits, spring  
(RTVM 251)

Prerequisites: graduate standing and Journalism 151 or equivalent. Advanced work in experimental design in communication research, audience surveys, and content analysis. Stevenson, Brown.

**Specialized Reporting** JOUR 262 3 credits, spring

Prerequisite: graduate standing. Reporting of complicated topics, using in-depth backgrounding, investigative reporting techniques, story conferences and documents and other research data. Adams, staff.

**Executive Management of News Operations** JOUR 281 3 credits, fall

Prerequisite: graduate standing. Planning and policy functions of senior management in the news-editorial department, including problems of budgeting, personnel management, and labor relations. The course also covers management coordination among advertising, circulation, and production functions. Meyer, staff.

**Seminar in Mass Communication History** JOUR 301 3 credits, spring

Readings, discussion, and projects in mass communication history. Shaw, Blanchard.

**Seminar in Mass Communication and Society Perspectives** JOUR 311 3 credits, spring

Prerequisites: graduate standing and permission of instructor. Readings, discussion, and papers on the roles and responsibilities of mass communication in society. Reuss, staff.

**Seminar in Theories of Communication** JOUR 318 3 credits, fall or spring

Prerequisites: Journalism 165 or a course in Social Psychology, graduate standing, permission of instructor. Students read intensively and write analytical papers on theories of communication stemming primarily from the behavioral sciences. Stevenson, Brown, Shaw, staff.

**Seminar in Media Analysis** JOUR 340 3 credits, spring  
(PSYC 340, SOCI 340)

Prerequisite: graduate standing in journalism, psychology, sociology, or anthropology. Students participate in the design and execution of a media research project. Staff.

**Reading and Research** JOUR 345 3 credits, fall and spring

Prerequisite: graduate standing. Advanced reading or research in a selected field. Staff.

**Seminar in International Communication** JOUR 346 3 credits, on demand  
(Political Science 346)

Prerequisite: Journalism 146, or permission of the instructor. Cole, Stevenson.

**Seminar in Development of First Amendment Freedoms** JOUR 360 3 credits, on demand

Prerequisites: graduate standing and permission of instructor. Readings and discussion about development of and interrelationships among the First Amendment freedoms of speech, press, assembly, petition, association, and religion. Blanchard.

**Seminar in Mass Communication Law and Ethics** JOUR 364 3 credits, fall

Prerequisites: Journalism 164 or permission of instructor. Readings, discussion, and projects in major issues of mass communication law, including libel, privacy, access, court-press relations, the First Amendment, and regulation of telecommunications. Adams, Chamberlin.

Master's Thesis Staff.	JOUR 393	3 credits, fall and spring
Doctoral Dissertation Staff.	JOUR 394	3 credits, fall and spring
General Registration	JOUR 400	0 credits

# UNIVERSITY CALENDAR, 1985-1986

## SUMMER SESSION, 1985

### First Term

May 20, Monday	Registration.
May 21, Tuesday	First day of classes.
May 22, Wednesday	Last day for late registration.
May 27, Monday	Holiday, Memorial Day.
May 28, Tuesday	Last day to drop a course for credit on student's financial account.
June 7, Friday	Last day to drop courses (undergraduates).
June 10, Monday	Last day to withdraw for credit on student's financial account.
June 14, Friday	Last day to drop courses (graduates).
June 21, Friday	Last day of classes.
June 22, Saturday	Reading day.
June 24-25 Monday-Tuesday	Final examinations.

### Second Term

July 1, Monday	Registration.
July 2, Tuesday	First day of classes.
July 3, Wednesday	Last day for late registration.
July 4, Thursday	Holiday, Independence Day
July 9, Tuesday	Last day to drop a course for credit on student's financial account.
July 19, Friday	Last day to drop courses (undergraduates)
July 22, Monday	Last day to withdraw for credit on student's financial account.
July 26, Friday	Last day to drop courses (graduates)
August 2, Friday	Last day of classes.
August 3, Saturday	Reading day.
August 5-6, Monday-Tuesday	Final examinations.

### FALL SEMESTER, 1985

August 14, Wednesday	Fall Semester opens.
August 16, Friday	Residence halls open for freshman and undergraduate transfer students.
August 19, Monday	Orientation of all new freshman and undergraduate transfer students according to schedule to be announced.
August 19, Monday	Residence halls open for returning students.

August 19-21, Monday-Wednesday	Registration according to schedule to be announced.
August 22, Thursday	Classes begin for all students. Late registration begins. Fee of \$5.00 charged for late registration.
August 28, Wednesday	End of late registration and change in schedules. No registration accepted after this date.
September 2, Monday	Holiday, Labor Day.
September 5, Thursday	Last day to drop a course for credit on student's financial account.
September 20, Friday	Last day for graduate students to file applications with Dean for degree to be awarded in December.
October 2, Wednesday	Last day for dropping courses (undergraduates) and last day for Pass/Fail declarations.
October 4, Friday	Last day for filing applications with Dean for degree to be awarded in December (undergraduates).
October 12, Saturday	University Day.
October 16, Wednesday	Progress Reports for freshmen due.
October 18, Friday	Fall Recess – Instruction ends 5 P.M.
October 23, Wednesday	Instruction resumes 8 A.M.
October 23, Wednesday	Last day to withdraw for credit on student's financial account. Last day to withdraw without the semester being counted as a term in residence (undergraduates only).
October 28-November 1, Monday-Friday	Pre-registration for Spring Semester.
November 9, Saturday	Written examinations for master's candidates for December graduation may not be taken after this date.
November 15, Friday	Last day for graduate students to drop a course.
November 27, Wednesday	Thanksgiving Recess – Instruction ends 1 P.M.
December 2, Monday	Instruction resumes 8 A.M.
December 4, Wednesday	Fall Semester classes end.
December 5, Thursday	Reading day.
December 6, Friday	Final signed copies of doctoral dissertations and master's theses for candidates for the December graduation must be filed in the Graduate School by this date.
December 6, Friday	Fall Semester examinations begin.
December 17, Tuesday	Fall Semester examinations end.

### **SPRING SEMESTER, 1986**

January 5, Sunday	Spring Semester opens.
January 5 (noon), Sunday	Residence halls open for new students.
January 6, Monday	Residence halls open for returning students.
January 6-7, Monday-Tuesday	Registration/schedule changes.
January 8, Wednesday	Classes begin for all students. Late registration begins. Fee of \$5.00 charged for late registration.

January 14, Tuesday	End of late registration and change in schedules. No registration accepted after this date.
January 21, Tuesday	Last day to drop a course for credit on student's financial account.
January 24, Friday	Last day for graduate students to file applications with Dean for degree to be awarded in May.
January 31, Friday	Last day for filing applications with Dean for degree to be awarded in May (undergraduates).
February 18, Tuesday	Last day for dropping courses (undergraduates) and last day for Pass/Fail declarations.
March 7, Friday	Spring Recess – Instruction ends 5 P.M.
March 17, Monday	Instruction resumes 8 A.M.
March 11, Tuesday	Last day to withdraw for credit on student's financial account. Last day to withdraw without the semester being counted as a term in residence (undergraduates only).
March 22, Saturday	Written examinations for master's candidates for May graduation may not be taken after this date.
March 31, Monday	Holiday, Easter Monday
April 1-7, Tuesday-Monday	Pre-registration for summer and fall.
April 10, Thursday	Last day for graduate students to drop a course.
April 11, Friday	Final signed copies of doctoral dissertations and master's theses for candidates for the May graduation must be filed in the Graduate School by this date.
April 24, Thursday	Spring Semester classes end.
April 25, Friday	Reading day.
April 28, Monday	Spring Semester examinations begin.
May 7, Wednesday	Spring Semester examinations end.
May 11, Sunday	Commencement.



Sarah Jackson relaxes between classes. Photo by Laura Drey.









