

School of Journalism

PROMOTION AND TENURE STANDARDS FOR SCHOLARLY RESEARCH, PROFESSIONAL ACTIVITY AND PUBLICATION

When considering candidates for tenure in journalism, the scholarly research, professional activity and publication component of the tenure standard may be met through excellence and creativity in scholarly research, professional achievement, or preferably a blend that includes impressive achievements in one area as well as credible work in the other. As is the case in all units at USC, Annenberg will in each instance be looking for outstanding candidates. Specifically, Annenberg will be looking for persuasive evidence that candidates:

- (1) are recognized and respected by eminent academic and professional peers either as leading scholars or professionals who have made an impact on their field;
- (2) meet the standard for tenure (assuming teaching and service standards are met) as applied at the handful of top professional journalism schools located in major research universities that are members of the Association of American Universities;
- (3) would continue to improve the School's standing among professional and academic peers;
- (4) have participated fully in the daily intellectual life and activities of the School, as is expected of all tenured and tenure track faculty;
- (5) have contributed through their work to thoughtful discussion of topics of major concern at the Annenberg School and in the wider community served by schools of journalism;
- (6) show evidence of systematic productivity and the likelihood of continued productivity, and preferably show a steady progression of achievement and influence.

In evaluating the research and professional achievement of all candidates – whether their scholarly work is primarily professional or academic – the School will consider the creativity, excellence and quality of the work, the perception of the work by others in the candidate's field, and the continuity and focus of the work. While some of the external letters of evaluation may be from the profession, the tenure dossier will include a minimum of six letters from leading academic referees to explain whether the candidate meets the standards for tenure as applied at their own university.

Other than in exceptional cases, unpublished work (such as proprietary study, a speech, a presentation, or work in progress) will not be considered unless it has been subject to wide

dissemination – and has been the subject of wide discussion – within the academy or the profession.

(A) Those seeking tenure primarily on the basis of academic research should present a body of work that is coherent, making a theoretical or empirical contribution that breaks new ground and distinguishes the candidate as a national or international leader in the chosen field.

Except in unusual cases, they will have produced at least one important book by an academic press that makes a significant contribution to scholarly understanding, discussion, and debate. Evidence of Academic research should include an appropriate number of articles about journalism or public relations in leading publications in the candidate's field, including peer-reviewed scholarly journals. It is acceptable that the portfolio of evidence of scholarship also include articles in respected outlets that are widely read and discussed in the academic and professional community (ranging, for example, from the Columbia Journalism Review to the Atlantic Monthly.) The portfolio may also include books by trade book publishers that make significant contributions to scholarly or public understanding, discussion and debate.

(B) Those seeking tenure primarily on the basis of professional achievement should present a coherent body of work that, when considered as a whole, represents an excellent, significant and sustained contribution to the candidate's field by breaking new ground or leading the profession. A candidate's professional work will not be judged simply on the basis of individual pieces.

The form of the work is not as important as that it be published or aired – whether in newspapers, magazines, books, trade journals, broadcast media or new media – so that it has reached a significant audience and may be evaluated by professionals and scholars in the field. While there is a wide range of acceptable professional outlets, the School will expect that they be of high quality and national stature, widely known for their professionalism and excellence.

Examples of professional work that would be viewed as distinguished would include superlative journalism that breaks new ground because of its content or presentation, such as outstanding investigative pieces or reportage, innovative new media publications, important documentaries, thoughtful and sustained editorials or commentaries, and major works of non-fiction writing or historical narrative. In evaluating the merit assigned to a body or work by a candidate's peers, special weight will be given to professional achievements that have been recognized as excellent by industry, professional or academic organizations. Examples of such recognition would include the Pulitzer Prize, the National Book Award, the Peabody Prize, the Columbia-Dupont Award, the Emmy Award, or more specialized awards such as the Robert Kennedy Award, the George Polk Award, the Selden Ring Award, the American Bar Associations Silver Gavel Award, as well as national awards from such prestigious organizations as the Public Relations Society of America and the Arthur Page Society. Secondary evidence of peer approval could include such materials as book reviews or television reviews in leading publications; favorable discussion of the work in other books, articles or studies; or the assignment in courses at major universities of a candidate's articles, books or other forms of published or broadcast materials.

Those candidates whose work is primarily professional will nevertheless be expected to have found ways to draw on their professional research or experience to make a contribution to thoughtful discussion of the role of journalism in a democracy; of public relations in America and the world; or similar reflective work. Such contributions can be made, for example, through articles, conferences, or major presentations at professional or academic gatherings.

In addition to those on the tenure track, the school will have teaching faculty according to the terms, procedures and conditions set forth in the Faculty Handbook who have the title Lecturer, Senior Lecturer (Special Skills) or, in appropriate cases, Clinical Professor of Journalism. These faculty members teach special skills without an obligation for research, and have only the service responsibilities mentioned in the Faculty Handbook.

This description of the standards for tenure at the School of Journalism should be forwarded to academic reviewers along with the candidate's dossier.

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