



MEMORANDUM

To: Donna E. Shalala, President

From: Stephen Sapp
Chair, Faculty Senate

A handwritten signature in black ink that reads "Stephen Sapp". The signature is written in a cursive style and is positioned to the right of the printed name and title.

Date: December 08, 2006

Subject: Faculty Senate Legislation #2006-11(B) – Renaming of the Center for Advancement of Modern Media in the School of Communication

On November 29, 2006, the Faculty Senate voted unanimously to approve a proposal from the School of Communication to change the name of the Center for the Advancement of Modern Media to the Knight Center for International Media. The proposal is enclosed for your reference.

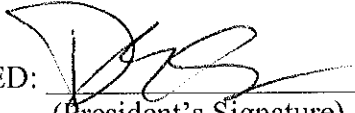
This legislation is now forwarded to you for your action.

SS/kl

cc: Thomas LeBlanc, Executive Vice President and Provost
Sam Grogg, Dean, School of Communication
Sanjeev Chatterjee, Director

Faculty Senate Legislation #2006-11(B) – Renaming of the Center for Advancement of Modern Media in the School of Communication

PRESIDENT’S RESPONSE

APPROVED:  DATE: 1-17-07
(President’s Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean, School of Comm.

EFFECTIVE DATE OF LEGISLATION: _____
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: _____

REMARKS (IF NOT APPROVED): _____

**Proposal to Rename and Expand
The School of Communication
Center for the Advancement of Modern Media
And to
Establish the**

**School of Communication
Knight Center for International Media
At the University of Miami**

October 29, 2006

Brief History

Founded under the leadership of Dean Edward Pfister in 1994, the School of Communication Center for the Advancement of Modern Media (CAMM) was imagined as an entity to support the School's research and creative endeavors through modest allocation of resources. The Center organized events relating to the fields of communication and disseminated the results of its research and creative endeavors.

In over a decade of its existence, CAMM conducted several survey research projects, oversaw the development of the Marta Weeks experimental multimedia laboratory, conducted new media experiments, organized events and hosted prominent speakers, provided service to different parts of the University community, offered new media workshops and engaged in progressively ambitious collaborative multimedia projects. Some of the more recent work done at the Center can be browsed at com.miami.edu/camm

The founding Director of CAMM was Professor Joseph Angotti. Professor Sanjeev Chatterjee took over the position in 1998.

In 2005, the newly appointed Dean of the School of Communication, Sam L Grogg, articulated an ambitious agenda of positioning the School of Communication globally enhancing its integrated communication curriculum utilizing new and emerging media technology. The expansion of the vision and infrastructure of CAMM to incorporate this mission is central to the way in which the School of Communication's future is planned.

In the fall of 2006, the School of Communication completed a major grant proposal to the John S. and James L. Knight Foundation to make this vision reality. The proposal calls for new Knight funding in the amount of \$3.5 million when combined with a newly allocated Knight

Chair, an existing School of Communication Knight Chair, and \$1,000,000 of additional new University funding will provide the Center with total aggregate funding of \$9.5 million. With the completion of this funding the Center for the Advancement of Modern Media will transform into the Knight Center for International Media.

Mission of the Current Center for the Advancement of Modern Media

The Center for the Advancement of Modern Media utilizes new communication technologies to nurture scholarship, creativity, innovation and collaboration.

Mission of the Knight Center for International Media

The mission of the proposed Center for International Media is to engage research and production tools of contemporary media in learning about and articulating the global human condition. The Center strives to foster collaborations between researchers, content experts, media producers and communication professionals in endeavors of international scope and significance. The “heart” of the School of Communication, the Center will serve as an incubator for curriculum and teaching as well as a support resource for communication media research and creativity within an international, multicultural context.

Rationale

The impetus to transform the existing Center for the Advancement of Modern Media to the Center for International Media is generated by the following needs at the School of Communication:

- Need for a globally connected Center for research and practice in South Florida with particular focus on Latin America and the Caribbean. Such a Center does not yet exist in South Florida.
- Need to design an integrated and interdisciplinary communication curriculum for current and future professional communicators and to support the general educational and teaching needs of students and faculty.
- Need to incubate efforts that utilize contemporary communication tools to foster collaborations across disciplines and geographical regions.
- Need to allocate resources for faculty led research and creativity endeavors across disciplines at the School of Communication.

- Need to address the impact of new media technology on learning and teaching behavior in general and the preparation and work of journalists and communication professionals in particular.

Vision

The Center for International Media is intended to become the “heart” of the School of Communication. The Knight Center will pursue projects of global significance utilizing new media technologies of visual journalism and communication in order to address the challenge of informing and educating future professional communicators to grasp the major issues, ideas and concerns affecting the future of humankind.

The proposed Center will carry out its work by addressing sometimes under-informed, under-represented major issues that are publicly ignored and yet resonate throughout the world and affect our collective global future. The Center will develop communication and journalistic tools and methods to tackle these seemingly difficult issues through an emphasis on cross-cultural journalism and the evolving interactive digital media.

Goals

The goals of the Knight Center for International Media will be to:

- Engage in and disseminate the results of high-quality research relating to communication in a global society.
- Incubate new ideas of multimedia authorship and build models for adoption in the classroom and in the professional fields of journalism and communication.
- Inform the public about global issues illustrated by the Center identified Topics of Interest through the production of compelling media, publication of research and the organizing of events open to the public.
- Promote highest standards of ethical practice and global citizenship through the work of the Center.

Topics of Interest

Through the work of the existing Center for the Advancement of Modern Media, the School of Communication leadership has identified the following Topics of Interest for its immediate agenda:

- Apply communication tools towards the supporting the United Nation's Millennium Development Goals pertaining to better global health, poverty eradication, environmental sustainability, gender equality and building global partnerships.
- Free Speech and Democracy
- Ethics and the Contemporary Media
- Communication and Human Communication
- News media in Latin America
- Technological barriers across cultures and societies
- Health communication
- Race and communication

Ultimately, the International Advisory Board along with the University Advisory Committee will decide on the Center's Topics of Interest and strive to keep it current (see below).

Sources of Funding

The School of Communication expects to receive a naming grant from the John S. and James L. Knight Foundation and the resultant reallocation of some internal monies that would enable the founding of a \$9,500,000 Center in early 2007. The Center would be named the Knight Center for International Media upon receipt of the grant. The Center would be considered a School of Communication academic unit component.

Beyond this initial funding the Center will generate funds for its sustainability through:

- Endowment
- External funding for particular research and media production activities
- Designing and offering classes, seminars and workshops that fulfill particular collaborative needs at the University of Miami and beyond.

- Income from media projects

Center Activities

Support research and creativity at the School of Communication: The Center will issue a call for proposals annually to support research, creativity and collaboration to advance the goals of the Center.

Multimedia production: The Center will continue producing multimedia projects that will address the Center's Topics of Interest and seek the widest distribution of materials developed. Such projects will benefit from interdisciplinary collaborations. A current example of such engagement is the *One Water* project aimed at public education about the state of fresh water resources in our world. Information about the project can be found at www.onewater.org

Curriculum Development: The Center will incubate courses at the School of Communication and in partnership with other departments and Schools at the University of Miami to promote multimedia authorship. Courses developed at the Center will be available for adoption into curricula at the School of Communication and elsewhere.

Public Surveys and Studies: The Center will continue its work related to public opinion surveys through its faculty. Ongoing accumulation of public opinion data in the United States, Latin America and elsewhere will create a valuable database for mass communication research and publication by faculty members as well as afford hands-on research opportunities for students.

Professional Workshops, Exhibitions, Seminars and Lectures: The Center will sponsor regular events to promote public understanding of its Topics of Interest.

Facilities

Part of the Knight Foundation funding is budgeted to remodel and equip a newly allocated 1,200-square-foot space at the School of Communication that will house a new media convergence lab, Knight Center offices, multimedia post-production facilities, as well as dedicated facility space and technology resources to conduct focus group studies of Knight Center-developed products and methods.

The proposed central facility will be interconnected with existing and to be upgraded SoC digital production and post production facilities including its state-of-the-art newsroom and University News Service, an all-digital television and radio broadcasting facility, and a newly acquired motion picture and television archival collection of national and international significance.

These integrated resources will be utilized to support the development of new curricula, professional studies and creative projects that will examine and disseminate information regarding the Center's Topics of Interest that will be defined by its advisory board and will address global issues that have been underreported, misunderstood, or ignored -- yet have serious and lasting implication for the future of the planet and its people.

Personnel

Executive Director: School of Communication faculty member and CAMM Executive Director Sanjeev Chatterjee will continue as Executive Director of the Knight Center for International Media. Professor Chatterjee will take the leadership role in continuing the media production work on the Center's Topics of Interest while coordinating the research efforts, curricular transformation and ongoing Center events with appropriate faculty and staff at the School of Communication.

Knight Chairs: The establishment of the new Knight Center will allow a reorganization of two existing Knight Chairs at the University of Miami. The SoC Knight Chair will be reassigned to an individual with substantial professional experience in documentary, new media, visual journalism and convergence. A second University Knight Chair focusing on Cross Cultural Communication will be moved to the proposed Knight Center. Both Chairs will provide leadership to the new Knight Center and will have tenured appointments on the University faculty. These two chairs will contribute approximately \$5,000,000 in endowed funds to the Knight Center's mission.

It is intended that the Chairs will be appointed for terms of 5 to 7 years, after which time the individual appointees will return to their faculty positions with the University and maintain an emeritus relationship with the Center. This process will allow the Knight Chairs to be reviewed and renewed as the future agenda and focus of the Center is also reviewed and developed.

Center Resident Professionals: A portion of support requested from the Knight Foundation will also establish a new program to attract visiting professionals to lecture at the proposed Knight Center. Recruited from

international schools, organizations, corporations and other professional entities, these Resident Professionals will lend their expertise and participate in collaborative exercises with Knight Center faculty and students. Specifically, they will be involved in journalistic investigations and multiplatform media projects with diverse and global perspectives on professional journalism practice and instruction.

The Center will not have any faculty lines and it will not participate in tenure recommendations.

Reporting Relationships

The Center will function under the direct leadership of the Center's Executive Director who will report directly to the Dean of the School of Communication who in turn will report on the Center's activities annually to the University Provost or a designee of the University President.

The two Knight chairs will be recruited by the SoC Dean and Executive Director of the Center through a normal faculty involved process and approved by the University Provost and President. Chairs will serve 5 to 7 year rotating terms with the possibility of a maximum one to two-term extension and will report to the Center's Executive Director and Dean of the School. The staff of the Center will report to the Executive Director.

The Center Resident Professionals will be appointed by the SoC Dean and executive Director of the Center in consultation with the SoC faculty.

Decision-making

The Center will recruit an international advisory board to guide its programs in terms of defining key Topics of Interest around which to apply its tools and techniques of converged and integrated new media and visual journalism. This board of advisors will be recruited in the fall of 2006 with an eye to bringing the group together for an initial forum in the winter of 2007. This group will also be involved in the ongoing evaluation of the Center and its programs. The board will be split in a balanced fashion among industry, non-profit, and academic members. It will also have a balanced number of local, U.S., and international members, as well as draw from numerous ethnic groups. The international advisory board will meet annually and make recommendations about the Center's Topics of Interest, activities, projects, programs and research pursuits.