Contents:

03 THE DEAN
A message from Acting Dean Claire McInerney

4 & 5 NEW FACULTY
A warm welcome to our new faculty members

6 & 7 FACULTY SPOTLIGHT
Putting the spotlight on faculty research

8 & 9 SC&I NARRATIVE
Newsmakers

10 SC&I ACCOLADES
Faculty making a name for themselves and their departments

11 SC&I STUDENTS
Current students and their achievements

12 SC&I ALUMNI
Where are they now and what are they doing?

13 SC&I EVENTS
Panels, presentations and special events

14 SC&I NEWS
News from inside SC&I

15 SC&I DONORS
Giving back to SC&I


SC&I by THE NUMBERS

FALL 2014
SC&I FACULTY & STAFF

59 FULL-TIME FACULTY

APPROXIMATELY 110 PART-TIME FACULTY

76 DOCTORAL STUDENTS WITH ACADEMIC APPOINTMENTS

APPROXIMATELY 33 FULL- & PART-TIME STAFF

FALL 2014
SC&I STUDENTS

2,141 UNDERGRADUATE MAJORS

APPROXIMATELY 457 GRADUATE STUDENTS

FALL 2014
SC&I by THE NUMBERS
Fall is a time of new beginnings in the academic life of Rutgers, The State University of New Jersey. This year, we welcome three new faculty members who come to us from graduate studies at the University of Washington, Princeton University and the University of California by way of the MIT Media Lab. Their new ideas and groundbreaking research will add to the energy and dynamism that our faculty demonstrate in their teaching, research and service.

We take pride in the outstanding faculty who form the heart of our intellectual life at the School of Communication and Information (SC&I). Each year, they produce books, scholarly articles, blogs, tweets and social media blurbs that reach thousands of readers. We make our mark not only with these authored writings by faculty and students, but also by films produced by our students and alumni and the accomplishments that continue to raise our reputation and bring us glory. You can read more about the smart people in our community as you browse the pages of our current issue.

One smart person happens to be alumnus Harry Cicma. How often is television’s pre-eminent award — the Emmy — dedicated to Rutgers? At least once since Cicma (SC&I 2004), an NBC broadcast journalist, offered Rutgers the dedication when he and his news team received the Emmy for their coverage of Hurricane Sandy. Cicma’s story and that of other alumni who are making a big impact in the media are told inside interaction.

You’ll also read about our plans for the future in the article about our strategic plan, a living, guiding document that contains not only a vision for the next three years, but also action items for which we will hold ourselves accountable through a review twice a year. Our commitment is to align ourselves with the university’s goals and to bring our own SC&I disciplines to the fore to further our own mission:

“We are committed to educating individuals who make lasting contributions to society and to the interdisciplinary study and professional practice of communication, journalism and media, and library and information science.”

To help us achieve our goals and learn more about how those outside the campus gates see us, we have organized a SC&I Council. These industry and other organizational leaders (from PR, publishing, media, libraries, startups and other industries related to SC&I’s disciplines) will help us understand what skills, knowledge and abilities are needed today in the organizations they represent. We are grateful for the generous contribution of time and ideas that our SC&I Council offers us.

We lost one of our own this year. Professor Emerita Dr. Kay Vandergrift, who was a member of the Library and Information Science faculty, passed away in Lancaster, Pa., where she had lived since retiring from SC&I. We mourn her loss, but carry on with a successful Information Technology and Informatics program for which she was the creative spirit.

We would like to hear from you if you have a story of an accomplishment or newsworthy item that we can post on our website or through social media. Check us out on Facebook, Twitter and across the online spectrum, and “like” us when you feel moved to do so. Please forward suggestions for interaction or Web stories to pr@comminfo.rutgers.edu.

With all good wishes,

Claire McInerney Acting Dean
Urban Ethnography Is Where It’s At for Jeff Lane

New Communication Professor Jeffrey Lane’s work focuses on the broad implications of being an inner-city teenager in today’s hyperconnected world.

“Teenagers have to work very hard both on the block and on social media to manage how they are seen by one another, by various adults and by police,” said Lane. “The extension of street life online — and my finding that mediated communication brokers relations on the block — is an important part of the urban experience and a key dimension of urban change.”

SC&I, Lane said, is the perfect place to develop a research agenda that marries urban ethnography and mediated communication. Lane is the author of the book “The Digital Street.” His research helps inform the New York State Division of Criminal Justice Services.

Vivek Singh Uses Mobile Phone Data to Understand Human Behavior

Vivek Singh, who recently joined the SC&I faculty as professor of library and information science, mines data from mobile phones and other sensors to understand and influence human behavior in order to benefit individuals and society.

His research shows that personal data collected about user behavior, intent, affect, social interactions, health, gaze and interest level have been used to predict the person’s health status, emotions, financial well-being, product preferences and more. Singh is dedicated to this field because it gives him “an opportunity to understand and impact human lives in meaningful ways.”

In teaching his first class at Rutgers, Data Analytics for Information Professionals, Singh hopes to provide his students with “a deeper understanding of how human beings can thrive in an information-rich society.”

“Teenagers have to work very hard both on the block and on social media to manage how they are seen by one another.”
Meara Faw Focuses on Interpersonal Communication and Health

Meara Faw, who joined the SC&I faculty this September as professor of communication, looks at biological markers to measure how social support impacts stress levels. Her research can help in a vast range of situations, from improving the stress levels of caregivers to weight-loss efforts.

“When it comes to exploring how individuals manage support, if we can identify what makes some people better at getting the support that they want, we can create a set of principles or ideas that can then be used to educate others about how they can improve their support management efforts,” Faw said.

This fall, Faw is teaching Interpersonal Communication. She hopes the course will help her students gain a better understanding of their own relationships.

“She hopes the course will help her students gain a better understanding of their own relationships.”
New Roles for Library and Information Science Faculty

Professor **Marie Radford** was appointed PhD program director for a three-year term, following Professor **Marija Dalbello**, who served as director 2011–2014.

“I’m deeply committed to doctoral-level education for the next generation of faculty and researchers,” said Radford.

Professor **Ross Todd** was elected chair of the Department of Library and Information Science.

“The deeply pervasive role of information in society provides exciting opportunities for us as scholars and educators to reimagine professional LIS education to meet the demands of contemporary interconnected and diverse groups,” said Ross.

Professor **Joyce Valenza** was appointed MLIS program director in September, succeeding Professor **Kay Cassell**.

“I look forward to my new role in growing and enhancing an already excellent program, and working with the RU faculty and staff to equip students to become agile leaders, able to make real differences in their communities, businesses and institutions,” said Valenza.

---

Faculty Spotlight

**Social Media and the ‘Spiral of Silence’**

Do you hesitate to discuss political issues once you realize that your followers on Facebook or Twitter don’t share your opinions? If so, you’re not alone, according to research by Professor of Communication **Keith Hampton** and PhD students **Weixu Lu, Maria Dwyer** and **Inyoung Shin**.

They reported their findings in a Pew Center Research Report, “Social Media and the ‘Spiral of Silence.’”

The study reveals that social media users are less willing to discuss news about Edward Snowden and the National Security Agency’s surveillance programs in social media than in person. Hampton and his students also found that Facebook and Twitter users were less likely than others to share their opinions in person, and they were even less willing to discuss this issue if they thought their social media friends disagreed with them.

This speaks to the question of whether or not social media platforms are outlets for people to more openly share their opinions on public issues. If so, social media might create new opportunities for public debates and increase how informed Americans are about public affairs.

The research shows that social media has not changed a phenomenon known as “the spiral of silence,” which is the tendency for people to keep views quiet unless they are in the company of like-minded others.

“Facebook and Twitter users are less likely than others to share their opinions in person.”
Distinguished Professor Paul Kantor Honored

Distinguished Library and Information Science Professor Paul Kantor was recognized for his outstanding research in the field of information science, and he received the Distinguished Lectureship Award by the New Jersey and Rutgers Associations for Information Science and Technology, presented by Acting Dean Claire McInerney.

Kantor will transition from his SC&I faculty position to the Command, Control and Interoperability Center for Advanced Data Analysis (CCICADA), where he has been research director.

So Be It: In Defense of the Word ‘So’

So, it all started when Facebook’s Mark Zuckerberg was accused of using the word “so” to start nearly every sentence in his interviews and presentations. When an April 2014 Fast Company article scolded those who overuse the word ‘so’ for undermining their credibility and insulting their audiences, Business Insider, the BBC, The Independent, USA Today College and others turned to Communication Professor Galina Bolden, a published expert on the word’s usage. Defending “so,” Bolden said, “The word can be used to make a connection to a prior interaction, and in this way, contribute to building personal relationships.”

Weber Hosts Inaugural WIRE Conference

Communication Professor Matthew Weber co-organized the inaugural Working with Internet Archives for Research (WIRE) Workshop with Northeastern University Professor David Lazer and Internet Archive Director of Research Kris Carpenter Negulescu. For two days in June, 35 leading international scholars met at the Institute for Quantitative Social Science at Harvard and addressed the theoretical and technical challenges associated with using archival Internet data for the purposes of research. A National Science Foundation grant supported the conference.

Sinnreich Sees Streaming Replacing Digital Music Downloads

When news broke of Apple’s rumored plans to buy Beats Electronics for $3.2 billion, Journalism and Media Studies Professor Aram Sinnreich stated, “The age of digital downloads is basically over.”

Sinnreich’s pronouncement, reported by Bloomberg News and picked up by The New York Times and others, has business and cultural implications. Noting that “all products have a natural life cycle,” Sinnreich believes that if Apple purchases Beats Electronics, it is buying into the future of paid streaming.
International Experiences Enrich SC&I Students’ Learning

Acting Dean Claire McInerney, in keeping with SC&I’s strategic plan to “encourage a greater number of students to choose international experiences,” invited professors to develop courses that include short study abroad components. The MLIS program kicked off this initiative with two recent trips.

In March, Professor Marc Aronson accompanied students to the Bologna Children’s Book Fair. In May, Professor Marie Radford and Professor Kay Cassell led students to England for a two-week graduate course, British Collections and Archives.

Grants from the SC&I dean’s fund will help support future course development and other international study experiences.
Women Tweet More About Loneliness, Get Less Sympathy Than Men

After studying posts from more than 10,000 Twitter users in America, SC&I doctoral candidate and lead researcher Funda Kivran-Swaine found that women were twice as likely as men to tweet about loneliness and more often expressed chronic (not fleeting) loneliness — yet men were one-third more likely to elicit responses to their loneliness tweets.

“It’s possible that men are just as lonely, but express it differently or not at all,” said Kivran-Swaine.

She and researchers from Cornell and the University of California, Irvine, presented “Understanding Loneliness in Social Awareness Streams: Expressions and Responses” at a June meeting of the Association for the Advancement of Artificial Intelligence.

Original article by Ken Branson appeared in Rutgers Today, June 2, 2014.

PR Certificate Grad Credits Program With Recent Successes

Sylvia Hove is a special projects assistant at Douglass Residential College and founder of Fishers Foundation: Domboshava Community Project, a nonprofit in Zimbabwe. She recently completed SC&I’s PR Certificate Program, which has prepared her to rebrand the nonprofit and move it forward.

Noting that the classes taught her how to design and deliver effective presentations and better communicate in a virtual world, Hove credits the program with her recent successes.

“I am applying what I learned to my job and to promoting my nonprofit,” said Hove. “I’m taking off in directions I could not have imagined before I took these classes. The courses enhanced my leadership skills, and by developing a ‘Networking Action Plan,’ I was able to develop more relationships by practicing a more confident, focused and direct approach to communication.”

Project SOCRATES Facilitates ‘Community of Scholars’

Funded by a $220,000 National Science Foundation grant, Project SOCRATES (Social & Crowdsourced Activities Extraction System), anchored at SC&I under principal investigator and Library and Information Science Professor Chirag Shah, aims to collect, filter and analyze the crowd sourced data streaming across social media platforms and through wearable devices to better understand or even shape human behavior.

“SOCRATES is a platform developed to bring people together around topics of interest; to build a community of scholars,” Shah said.

9/11 Project Now an iBook

Apple published the iBook, “9/11 Stories: The Children,” a compilation of articles, videos and photos created by 20 former journalism and media studies students for the 9/11 Student Journalism Project, a one-time course taught by lecturers Liz Fuerst and Ron Miskoff in spring 2011. The project leaves behind a rich legacy of narrative journalism telling the stories of children whose parents were killed on 9/11.
Rutgers Honors Vikki Katz and Jennifer Warren

Communication Department Professors Vikki Katz and Jennifer Warren received the 2013-2014 Leaders in Faculty Diversity Awards from the university for promoting diversity through their research, teaching and service. Katz’s and Warren’s academic careers focus on issues that affect health and daily life in marginalized communities.

“Both of these dedicated faculty members advance our knowledge about diverse communities in society through their research and service,” said Acting Dean Claire McInerney.

Philip Napoli Receives Grant to Analyze Local Media Ecosystems

With a $300,000 grant from the Democracy Fund and the Geraldine R. Dodge Foundation, Professor of Journalism and Media Studies Philip Napoli is leading the News Measures Research Project to develop analytic tools that will enable decision-makers and researchers to assess the health and quality of local journalism and media ecosystems. This is the Media + the Public Interest Initiative’s inaugural project.

“We’re working on measurement tools that assess content, infrastructure and audience needs and interests,” said Napoli.

Distinction & Honors

Susan Keith Will Serve AEJMC This Year

This past August, Professor Susan Keith was reappointed to the Publications Policy Committee of the Association for Education in Journalism and Mass Communication Law and Policy Division, which advises the editor of the journal Communication Law and Policy. She also was re-elected as one of three teaching chairs of the Newspaper and Online News Division.

Camille Reyes = Promising Professor

PhD student Camille Reyes won second place in the Promising Professor Award competition sponsored by the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication.

Wolfson Receives Dodge Foundation Grant

Professor Todd Wolfson received a $20,000 grant from the Geraldine R. Dodge Foundation for his project “Journalism for Democracy.” The project aims to harness technology for progressive social change.

Laurie Lewis Selected as an ALP Fellow

Communication department Chair Laurie Lewis is representing Rutgers as a Fellow of the Academic Leadership Program, a group within the Big Ten’s Committee on Institutional Cooperation, the athletic league’s academic counterpart.
Jean Paul Isaacs Takes on Hollywood

A video entry on his future movie plans earned journalism and media studies major Jean Paul Isaacs a spot on the 2014 “Team Oscar.” He delivered the final Oscar of the night to Steve McQueen, producer of “12 Years a Slave.” Isaacs’ 2013 movie, “The Youth,” placed in the Campus Movie Fest Overall Top 30 and earned him an invite to the 2014 Cannes Film Festival.

Corey Crawford Named Athlete of the Year

The athletic awards, accolades and accomplishments came so fast for journalism and media studies senior Corey Crawford last spring that even he had trouble keeping up with them. For the biggest competition of all — the 2016 Olympics Trials — the timing couldn’t be better, he said.

A nationally ranked track and field star in the long jump with two First Team All-America distinctions to his credit, Crawford is the first Scarlet Knight to be named a two-time Mid-Atlantic Field Athlete of the Year for the indoor and outdoor seasons by the U.S. Track & Field and Cross Country Coaches Association.

“Crawford is the first Scarlet Knight to be named a two-time Mid-Atlantic Field Athlete of the Year.”
JMS Alum Harry Cicma Dedicates Emmy Win to Rutgers

Alumnus Harry Cicma won an Emmy Award for “Outstanding Team Breaking News Story: WNBC News 4 New York, Hurricane Sandy Special Coverage.” Cicma said, “Covering Sandy in New Jersey was very emotional, as I knew many of my family and friends were struggling, but we all came together as a community. That’s what inspired me the most — so I want to dedicate this Emmy Award to friends, family and everyone at Rutgers University.”

Vivian Salama Named AP’s Baghdad Bureau Chief

The Associated Press recently named alumna Vivian Salama, SC&I’99, as the Baghdad bureau chief. Salama, who majored in journalism and media studies, has covered the Middle East for more than a decade. During this time of increasing tension in the region, she strives to give Iraqi citizens a chance to share their struggles. Salama believes the need for trained journalists who can report the news with objectivity has never been more important.

MLIS Alum Named an ALA Emerging Leader

MLIS alumnna Hanna Lee is on the fast track to professional association rock stardom. The youth services librarian at Princeton Public Library is one of 56 early career librarians selected as one of the American Library Association’s Emerging Leaders of 2014.

SC&I Alumni Honor Mike Taibbi

Mike Taibbi, SC&I’71, “NBC News” correspondent and winner of multiple Edward R. Murrow and Emmy Awards, received the SC&I 2014 Distinguished Alumni Award in May.

Jon Harris Joins Meredith Viera Show

Alumnus Jon Harris, former chief communications officer at The Hillshire Brands Company, joined “The Meredith Vieira Show,” now in national syndication, as the announcer.
New Students Begin Their PhD Journey

SC&I welcomed 10 new PhD students this fall at a reception prior to the fall semester. They were introduced to the Rutgers culture by continuing students, faculty and staff. Our international students hold degrees from universities in China, Denmark and Korea, while the majority of American students hail from outside New Jersey.

Hosted by SC&I

Communication Course Skills Displayed in Public Speaking Contest

Kaila Lim took first place and $500 in the Communication Department’s 2014 Public Speaking Contest, held at the Busch Campus Center in May. Lecturer and Public Speaking Course Coordinator Nick Linardopoulos said the competition gives students an opportunity to demonstrate the public speaking skills they acquired from the course in a real public forum. Lauren Kramer, Taylor Wright and Kyle Flyer were the second-, third- and fourth-place winners, respectively, winning $200, $100 and $50.

Open Mind Lecture Series Kicks Off With Dr. Ruth Westheimer

University Professor of Communications and Public Policy Richard Heffner’s passing in 2013 left a permanent impression. In Heffner’s honor, SC&I co-sponsored the first in a series of lectures in the tradition of the forum, “The Open Mind.” The series will feature prominent thought leaders engaging participants on various cultural topics. For the inaugural lecture held Oct. 22, Dr. Ruth Westheimer spoke on her role as a refugee, scholar, media icon and American sex therapist.

Kaila Lim, Lauren Kramer, Taylor Wright and Kyle Flyer
The SC&I Council: New Innovations in Communication, Information and Media

Today’s communication, information and media industries are constantly evolving. To address this and to ensure the success of our community of future leaders, SC&I initiated a council of well-established executives from a spectrum of disciplines to advise the dean and faculty. The initial meeting took place on Oct. 1, and featured a diverse and carefully crafted Q&A.

COUNCIL MEMBERS INCLUDE:

- Mark Beal, Taylor Public Relations
- Fred Benenson, Kickstarter
- Leslie Burger, Princeton Public Library
- Gordon Deal, Wall Street Journal Radio Network
- Justin Edelman, Barnabas Health
- Rachel Gary, Special Olympics
- T. Sean Herbert, CBS News
- Thomas Hogan, Information Today
- Patrick Keane, Sharethrough
- Bonnie Cohen Lafazan, Berkeley College — Woodbridge
- Hilary Mason, HackNY
- Michael Schneider, ADP
- Jim Sias, Diageo
- David Verdi, NBC News Worldwide Newsgathering

SC&I Mourns Kay Vandergrift

Professor and Dean Emerita Kay E. Vandergrift, who also was chair of the Library and Information Science Department, died July 1, 2014. Vandergrift also served as director of the MLIS program, director of distance education and associate dean. Known for her impassioned disposition, Vandergrift’s heartfelt dedication to research and the professional LIS field will be missed.

New Strategic Plan to Guide SC&I Forward

The SC&I Strategic Plan reflects the school’s commitments and ideals, as well as the foundational elements, strategic priorities and integrative themes that will guide and inspire us.

Far from being a “final” document that is put on the shelf, the plan is intended to be a living, working document written by SC&I for SC&I.

The action items in the school’s plan focus on three main areas:

- Building faculty excellence through strategic hiring and development of our scholars.
- Continuing major reviews of our academic programs, assessment of learning and enhancing the student experience.
- Making much needed improvements to physical, systems and other infrastructure to make SC&I (and Rutgers) more effective as an organization and workplace.

It also aligns with and integrates into the universitywide strategic plan. Acting Dean Claire McInerney said, “The point was to write a plan that would guide us in accomplishing our goals during the next three years.”

Read the strategic plan online: bit.ly/SCI-Strategic-Plan.
Friday the 13th a Lucky Day for Steve and Cynde Magidson  
— By Steve Magidson

When asked to think of a vivid memory of our undergraduate days, Cynde and I have exactly the same answer: Friday, Sept. 13, 1968. For on this date, during the year’s first mixer at the Douglass Student Center, I turned around as “Mustang Sally” started to play and asked Cynde to dance. She said “yes,” and we danced and talked the entire evening. The rest is a love story that has lasted almost 45 years (and counting). We were married at Voorhees Chapel in June 1971 and embarked on our amazing life together.

Upon graduation, I entered the world of high tech as a computer programmer, but it would be a few years before I would combine my technical background with my degree in journalism to form the foundation of an unusual, but very successful, career as a high-tech executive. Within a year of graduation, Cynde, whose undergraduate major was psychology, could not resist the allure of the computer, and she, too, became a programmer. We soon moved into marketing and would spend much of the next two decades working together. We are a “24/7” couple who love nothing more than being together and experiencing life.

And Rutgers has been an important part of that life for all these years.

We were active in the Rutgers Club of Southern California for many years before moving to Bend, Ore. Although there is no alumni club in central Oregon, we continue to maintain our relationship with the university, SC&I and our longtime friends at Rutgers. As fans, supporters and donors to the university through the years, we “bleed Scarlet Red.” You’ll recognize us in Bend easily as every one of our cars is emblazoned with “Scarlet R” decals. As loyal sons and daughters, our wish is always — Go RU!  ■

Steve and Cynde Magidson have been supporters of Rutgers and donors to SC&I, Douglass and the Computer Science Department for many years. They have consistently supported the Steven and Cynthia Magidson Scholarship Fund, providing financial assistance to outstanding SC&I Communication majors each year. The Magidsons remain strongly connected to Rutgers, and have visited the campus many times for alumni leadership conferences, reunions and more.