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April 4, 2014

Bobbi Owen, Senior Associate Dean
Undergraduate Education
UNC College of Arts and Sciences
Campus Box 3504
3018 Steele Building
Chapel Hill, NC 27599

Dear Dean Owen,

I am writing to you to endorse the proposal for the dual degree BA/MA program with the School of Journalism and Mass Communication (JOMC). The program, which represents a partnership between JOMC and the College's Curriculum for Environment and Ecology, with support from Honors Carolina, will allow BA students in Environmental Studies to progress directly into an MA in Journalism.

As Senior Associate Dean for the Natural Sciences I am pleased to support this program, which would be the first to involve degrees from two distinct disciplines. The inherent interdisciplinary nature of environmental fields makes this program beneficial to our undergraduate students, allowing them to emphasize communication alongside science in recognition of the widening information gap between scientists and policy makers. At the same time, the program not only responds to student demand but also makes our graduates more marketable by training them to share their knowledge and information with a variety of constituencies in a clear and understandable way.

Please do not hesitate to contact me should you have any questions or require further information.

Sincerely,

A handwritten signature in black ink that reads "Kevin M. Guskiewicz". The signature is written in a cursive, flowing style.

Kevin M. Guskiewicz, PhD, ATC
Kenan Distinguished Professor and Chair

cc: College of Arts and Sciences Administrative Board



January 23, 2014

SUSAN KING
*Dean and John Thomas Kerr
Distinguished Professor*

Bobbi Owen
Senior Associate Dean for Undergraduate Education
University of North Carolina
Chapel Hill, North Carolina 27599

Dear Bobbi:

For ten years, while I was a Vice President at Carnegie Corporation of New York, I headed up the most-watched journalism education initiative in three decades – a partnership with the John S. and James L. Knight Foundation. The initiative focused on substance and on innovation in journalism. It considered higher education the pipeline for change where the University could develop a new generation of leaders in journalism and communication for a new century.

The emphasis at Carnegie Corporation was on substance. We challenged journalism schools to tackle how to educate students in deep learning as well as in skills acquisition. American journalism is a fundamental building block of American democracy, and journalism schools are graduating leaders in modern communications. We wanted them to be good writers, photographers, communicators, as well as deeply knowledgeable in certain “content” areas. We urged that journalism students learn history, science, sociology, culture, arts, politics and policy. Our strategy was to help create innovative curricula that would offer a new generation of graduates context for their reporting.

That is why I write this letter—with great enthusiasm—in support of a new Dual BA-MA degree in Environmental Studies and Journalism. Both of the proposing institutions—the School of Journalism and Mass Communication and Environmental Studies—see this new degree as an important initiative that will deepen both the scientists’ and the communicators’ knowledge. And both of us see this degree as an opportunity to better serve the public with information that is important, engaging and accurate.

JOMC has a number of innovative student laboratories experimenting with digital storytelling that have won national attention and national awards. Most of these laboratories have focused on science-based issues like energy. Powering a Nation, a summer reporting incubator project that grew out of the Carnegie Knight Initiative and focuses on environmental issues, was nominated for an Emmy this year. That is


just the latest in a string of prestigious awards that recognized Powering a Nation's reporting both in terms of substance and innovation as a digital communication.

We believe that if the two academic units partner more closely we will offer students a dual BA-MA degree that is a multiplier. It will allow the faculty leadership in both units to expand the learning of a generation of students beyond what each of us could do separately. Environmental studies is a dynamic field; so too is journalism. Learning deeply the issues and problems facing the environment will mean that students in this program can better understand and effectively report on the controversies and challenges facing the public. Environmental studies majors will be able to disseminate their learning and shape the critical issues they are focused on if they understand better how to communicate them.

I believe our faculties have organized a comprehensive program of study that is cutting edge, comprehensive, that will leverage strengths in both schools and that will be an important forward move in innovative, interdisciplinary collaboration at UNC.

The faculty at the School of Journalism and Mass Communication is eager to partner with Environmental Studies to help shape and lead this new dual BA-MA degree program. I wholeheartedly put the support and resources of the dean's office toward this new partnership.

Sincerely,



Susan King



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

CURRICULUM IN ENVIRONMENT AND ECOLOGY

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02 April 2014

Bobbi Owen, Senior Associate Dean
Undergraduate Education
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3018 Steele Building
Chapel Hill, NC 27599-3100

Dear Dean Owen:

The Curriculum for Environment and Ecology (ENEC) is pleased to support this proposal for a dual degree BA/MA with the School of Journalism and Mass Communication (JOMC). The proposed dual degree would facilitate the progression of our BA students in environmental studies into an MA in Journalism. We have negotiated a path with the School of Journalism faculty that will allow flexibility for our students as undergraduates while also fulfilling their prerequisites for entering graduate school in JOMC. ENEC students pursuing a BA degree would have the option to work closely with advisors in JOMC and ENEC to take the necessary courses through an informal selection of critical courses or a more prescribed minor in JOMC. ENEC students would be asked to apply for this program before their junior year so that time remains to take the courses needed for entry to graduate school in JOMC. This step would place them with an advisor in JOMC so that course schedules could be guided.

The benefits of this proposed dual degree program are threefold: (1) environmental fields are inherently interdisciplinary and we see this program as an important mechanism to enhance our undergraduate experience; (2) the emphasis on science communication is increasing at UNC and nationally as the divide between scientists and politicians widens; (3) student demand is increasing for courses and programs that enhance their job marketability while still providing a quality liberal arts education. It is critical that we train environmental students knowledgeable about importance of climate change, sea level rise, droughts, fracking, food scarcity, genetically modified food, and other critical issues facing the US and world who can also communicate these concepts in an understandable way to the general public. This proposed dual degree offers our BA-seeking environmental studies students the opportunity to begin their studies in the professional setting of the School of Journalism and Mass Communication while still undergraduates.

Sincerely,

A handwritten signature in cursive script that reads "Jay E. Cable".

Jaye E. Cable
Chair, Curriculum for Environment and Ecology
University of North Carolina-Chapel Hill

The Dual BA-MA in Environmental Studies and Journalism

The proposed dual-degree program represents a unique partnership between the School of Journalism and Mass Communication and the Curriculum for Environment and Ecology, with support from Honors Carolina. Unlike existing dual bachelor/master degree programs at UNC-CH, where both degrees are conferred from the same entity, the proposed program would be the first to involve degrees from two distinct disciplines, a BA in Environmental Studies and an MA in Journalism and Mass Communication.

The dual BA-MA in Environmental Studies and Journalism offers students the opportunity to gain a thorough knowledge of environmental science and the training and skills needed to share that knowledge and information in compelling and easily understandable ways with various constituencies.

The program is designed to prepare students for careers in a variety of institutions, including news organizations, the government, nonprofit and advocacy groups, businesses, and research organizations. The MA will provide UNC graduates a unique advantage when entering the job market or applying for doctoral work in Environmental Studies, Journalism or another field. Further, the dual degree program can be marketed as a unique differentiator to attract exceptional applicants to the undergraduate program at UNC-CH.

Faculty members in the journalism school and in environmental studies have observed a growing interest among students in the field of environmental communication and continue to develop innovative classroom experiences to meet this demand:

- Since 2009, fifty-six student journalists have contributed to “Powering A Nation,” the journalism school’s Emmy-nominated project about environmental issues.
- A journalism course created in 2011, “Environmental Storytelling,” has drawn students from both Journalism and Environmental Studies to report stories about environmental issues that matter to North Carolinians. Enrollment has increased each time the course has been offered over the past three years, from seven students in 2011 to 12 students in 2013.
- In summer 2013, journalism faculty member, Sara Peach, participated in a Burch Field Research Seminar led by Greg Gangi, senior lecturer in Environment and Ecology. During the seminar, students and instructors traveled to Europe where they studied and documented environmental issues in Sweden, Germany, and Denmark. Thanks to a curriculum development grant awarded by the UNC Center for Global Initiatives, Peach and Gangi developed a proposal for future, similar Burch seminars. Under this proposal, Carolina students would learn about environmental issues overseas, with an enriched focus on reporting on those

issues for various target audiences. This proposed field seminar, which is under review by Honors Carolina, would be one of the cross-disciplinary opportunities available to students in the dual-degree program.

- For more than 10 years students from various units at UNC have enrolled in Professor Tom Linden's Science Documentary Television course (JOMC 562) that has attempted to bridge the gap between environmental science and journalism. During that time students in the course have produced, in collaboration with North Carolina Public Television (UNC-TV), 24 reports on environmental issues ranging from environmental justice to air pollution to water quality. The most recent series of reports in the past two years have examined environmental issues affecting North Carolina State Parks. This latest series was produced with the support of the N.C. Division of Parks and Recreation. In addition, Professor Linden and his students have produced two one-half hour documentaries on "environmental heroes" in the state and collaborated with UNC-TV to produce a half-hour documentary on environmental issues affecting the Haw River. The course is open to upper-division undergraduates and graduate students who have come from a variety of units, including the School of Journalism and Mass Communication, Gillings School of Global Public Health, Environmental Studies and various departments in the College of Arts and Sciences. If the dual BA-MA in Environmental Studies and Journalism is approved, JOMC 562 will become a core course in the dual BA-MA track, along with JOMC 560, 561 and 565. Please see below in the proposal for more detail about the other core courses.
- As part of their studies, students are encouraged to examine global environmental issues through programs abroad. The UNC Study Abroad Office operates a network of field sites in places such as the Galapagos and Thailand as well as a number of North Carolina-based field sites, using UNC courses offered through the Curriculum for Environment and Ecology. Students participating in these field sites are required to complete a research project or internship; students planning to complete the BA-MA program will be encouraged to create a communication-oriented project, such as a short documentary about palm oil production in Thailand.

In advising meetings associated with the Burch 2013 summer program, Environment and Ecology faculty members have already identified at least seven students who are interested in pursuing the BA-MA program. These students are currently majoring in Environmental Studies, and are looking to the future and how they might use their science and policy backgrounds to communicate science to the public. Some of the students have shown their own initiative in pursuing JOMC courses, particularly the Environmental Storytelling course, and they and others are ready to choose the BA-MA option as soon as it is available.

Should the program be approved, we plan to market the program clearly to students by synchronizing efforts among JOMC and ENEC. First steps would include the creation of a web page dedicated to the program. The program would be prominently featured on both the JOMC and Environmental Studies websites with a link to the dedicated dual degree program website. JOMC has internal resources ready to create the dedicated site upon approval. We anticipate that this unique venture will attract the attention of a variety of media outlets and plan to designate one spokesperson from each academic unit to field media inquiries. Further, the Honors College intends to promote the dual degree program, if approved, to top-tier undergraduate applicants as a reason to select UNC-CH as their preferred choice.

Procedure

Ensuring successful completion of this dual degree program in five years may require a few minor deviations from the procedures for several existing UNC-CH dual degree programs. Because the degrees in this program will be conferred from two different entities, there is more limited overlap of coursework between the two degrees. However, our proposed program transcends campus disciplinary silos and offers students an uncommon opportunity to take courses with long-term benefits in job training and professional development.

Inquiry and advising: Because strong advising will be central to successful completion of both programs, we will name specific dual degree program advisors in both Environment and Ecology and Journalism and Mass Communication. Undergraduate students at UNC interested in the dual BA-MA program should speak to undergraduate faculty advisors in Environmental Studies and in Journalism no later than the beginning of their third year in order to plan their program of study and be sure that they will be able to meet the requirements. It is strongly recommended that students intending to complete the dual BA-MA program meet with their advisors once per semester until their admission to the graduate level. Program advisors have already been identified and are highly committed to supporting applicants throughout this process. Ideally we would identify and recruit students in the second semester of the sophomore year or first semester of the junior year.

Application: The School of Journalism and Mass Communication would work in concert with Environmental Studies to develop a conditional pre-admission process that allows students to begin taking MA courses in their 4th year. At present, the Graduate School does not have a mechanism for conditional admission in the Apply Yourself process. Our pre-admission process would be an internal mechanism for our programs to evaluate students wishing to pursue this dual degree option and set up a formal advising program for these students. We recommend that students apply for pre-admission no later than their 5th semester of undergraduate school. Pre-admission does not guarantee admission to Graduate School, but it does allow us to maintain an enrollment count for the program each year and manage the program size. Students in their senior year

would follow the traditional application procedures of the UNC Graduate School to be considered for admission to the JOMC MA program.

The GRE is not required for pre-admission. At the formal graduate application stage, students must meet all admissions requirements of the UNC Graduate School and the UNC School of Journalism and Mass Communication MA program.

Course requirements

The diverse offerings of the dual BA-MA program include courses at the baccalaureate level and the post-baccalaureate level. Concentrations in Environmental Studies at the baccalaureate level are "Environmental Behavior and Decision-making," "Energy and Sustainability," "Population, Environment, and Development," and "Ecology and Society."

Applicants for the dual-degree program should major in Environmental Studies. Students may consider three options for obtaining the necessary JOMC prerequisites for formal admission to the graduate program, listed in order from least demanding to most demanding: (1) taking at least three related JOMC courses as approved by their dual degree program adviser, (2) minoring in Journalism, or (3) obtaining a second major in JOMC. In any case, it is our goal to prepare the students for the MA program as well as position them to take some (3 to 9) credits at the graduate level while still in the BA degree. Since no more than 9 credit hours of graduate work can be transferred into the MA program, we will encourage students to try to maximize this opportunity. In doing so, students may take upper level JOMC courses as soon as they begin the MA degree without having to take additional introductory skills courses, which may extend the program beyond five years. This is a point of departure from the practices of other dual BA-MA or BA-MS programs, but a recommended one given that the degrees are conferred by two different disciplines, rather than building upon the expertise achieved in an undergraduate program from the same discipline. None of the minor courses may count toward the MA degree. Any courses used to fulfill the BA degree may not be transferred into the Graduate Program.

Relevant courses in JOMC at the undergraduate level include, but are not limited to:

- JOMC 121, "Writing for the Electronic Media."
- JOMC 141, "Professional Problems and Ethics,"
- JOMC 137, "Principles of Advertising and Public Relations."
- JOMC 153, "Newsriting."
- JOMC 157, "News Editing."
- JOMC 180, "Beginning Photojournalism."
- JOMC 181, "Intermediate Photojournalism."
- JOMC 182, "Introduction to Graphic Design."
- JOMC 187, "Introduction to Multimedia."

JOMC 221, "Audio-Video Information Gathering."
JOMC 253, "Reporting."
JOMC 421, "Electronic Journalism."

Students in this dual BA-MA program will acquire theoretical grounding in science and journalism as well as specific journalism skills by completing the following requirements:

- ✓ 120 semester credit hours at the baccalaureate level, which will conform to the requirements for a B.A. from the College of Arts and Sciences and the major in Environmental Studies, and recommended coursework in journalism.
- ✓ 36 credit hours at the post-baccalaureate level. This will consist of 33 hours of additional coursework in Journalism and 3 hours of non-traditional thesis credits. In their last semester, students will produce an MA thesis project (see description below). Courses will be chosen in consultation with advisors in Environmental Studies and in Journalism.
- ✓ Typically students will begin taking courses at the MA level in their fourth year in college. While they are still officially in the baccalaureate program, they may take up to three post-baccalaureate-level courses (9 credit hours) that will subsequently be transferred to the MA program, as long as they take enough courses in addition to these graduate level courses to meet the 120-credit BA graduation requirement. Hence, by the end of their fourth year, students will have taken 126-129 credit hours, six or nine of which will be at the graduate level and do not count toward the BA degree requirements. The MA courses students take as undergraduates should be comprised of up to three of the following:
 - JOMC 560 Medical and Science Journalism
 - JOMC 561 Medical and Science Video Storytelling
 - JOMC 562 Science Documentary Television
 - JOMC 565 Environmental Storytelling
 - (or other MA core course as appropriate)

Sample program

For a student with 60 hours of undergraduate credit who has attained a cumulative GPA of 3.0 in his or her first four semesters at the university (using B & EJ as the JOMC minor example).

Fifth semester

JOMC 121, JOMC 221, GEOG 370, ENST concentration, Upper-level perspective – 15 hours BA

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Sixth semester	JOMC 421, ENST 698, Upper-level perspective, ENST concentration, JOMC conceptual – 15 hours BA
Seventh semester	JOMC 141, JOMC 560, Upper-level perspective, ENST concentration, ENST 307 - 12 hours BA, 3 hours MA
Eighth semester	<i>JOMC 561</i> , Upper-level perspective, 2 courses in ENST concentration – 9 hours BA, 3 hours MA
Ninth semester	JOMC 740, JOMC 701, JOMC 753, JOMC 782, JMC 562 – 15 hours MA
Tenth semester	JOMC 565, JOMC 782, one advanced JOMC course, one course outside JOMC – 12 hours MA

(Note: students may elect to lighten the course load during the 9th semester by taking an additional MA level course during the 8th semester)

PROJECT

Once all coursework is completed for both the BA and the MA, (i.e., in the summer following the 10th semester) students will complete path exams and register for three hours of JOMC 992 Non-traditional Thesis in order to complete a final project appropriate to their area of specialization and outlined course of study. For example, a student might produce a short documentary or a series of in-depth articles covering an issue related to the environment.

CONCLUSION

The opportunity of a joint BA-MA in Environmental Studies and Journalism comes at an important time in the life of the university. The *Scientists with Stories Project* recently won a national award from the National Science Foundation (NSF), and is a model of incorporating narrative-based science communication training into graduate education. In their application for the NSF award, the UNC Ph.D. students noted that, the project “... started as an idea, formulated by students frustrated by the chasm between scientists and the public.” The team further observed that most young scientists have no opportunity to develop the skills needed to communicate via newly dominant communications media and that the process of scientific inquiry is, essentially, a story.

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The primary goal of the project is to transform the next generation of young scientists into storytellers. This aligns with the university's focus on equipping faculty to better translate and communicate their research and engaged scholarship to a variety of constituencies. The joint BA-MA in Environmental Studies and Journalism could become an important part of that university-wide initiative as well as contribute to the recruitment of top undergraduate students to the University.