



Excellence in Truth and Service

Cathy Hughes School of Communications
Department of Media Journalism and Film

August 17, 2018

Prof. Yanick Rice Lamb Associate Professor and Chair
Department of Media, Journalism and Film
Cathy Hughes School of Communications
Howard University 525 Bryant Street
Washington, DC 20059

Dear Professor Lamb:

I am pleased to submit this application for promotion to Associate Professor with tenure in the Department of Media, Journalism and Film at Howard University. On the accompanying external drive, you will find my required application and dossier which includes all of the documents and media in support of my application. You may also find the same documents in an e-Portfolio format which is very user-friendly, found at the following URL:

<https://jenniferthomas2.wixsite.com/apt18>

I am both honored and humbled to be a member of the faculty in the Cathy Hughes School of Communications and Department of Media, Journalism and Film. I am convinced that Howard University is the institution where I can most contribute and where I can be most fulfilled. I am committed to ensuring that my research, teaching and service personify all that the University represents. This letter will summarily introduce the contents of my dossier and outline my contributions to the department, school and university. It will demonstrate how I have met and oftentimes exceeded the requirements for promotion to Associate Professor with tenure.

Degree Requirements

According to Howard University Faculty Handbook § 2.4.2.5 Terms and Conditions of Faculty Employment Academic Appointments, Associate, Assistant Professor guidelines [p. 37] state:

2.4.2.5 Associate Professor An appointment to this rank is made only to a person who has demonstrated the personal and intellectual qualities that with increased maturity are expected to lead to appointment to the rank of professor. An appointment as associate professor usually results from the promotion of an assistant professor with the award of tenure...

2.4.2.6 Assistant Professor Appointment as assistant professor is accorded to a person who has completed the final earned degree or other professional certification relevant to the discipline and who has given evidence of superior potential for developing academic stature...

Additionally, Howard University Faculty Handbook § 2.7.4.4 Procedures for Appointments, Reappointments, Promotion and Tenure, Criteria for Tenure [p. 48-49]states:

2.7.4.4 Criteria for Tenure

The basic criteria are clear: excellence in carrying out the responsibilities of the position and unusual promise for continued achievement. The responsibilities of a faculty member include teaching; research and other scholarly achievement; professional development; public service; student advising; and contributions to the department, the college, and the university...

The emphasis given to each responsibility, as determined by existing circumstances, varies among the colleges and departments of the university and may change within a department. The faculty, in cooperation with the department chair and the dean, will initiate, formulate, and establish the criteria for appointment, promotion, and tenure that are specific to and appropriate for the varied and diverse academic units of the university.

Insomuch, according to Recommendation 305-2015 Revised Minimum Criteria Governing Consideration for Appointment, Reappointment, Promotion and Tenure in the Academic Ranks of the Howard University School of Communications, § X (A.1.) [p. 18; referring back to § VII (C)], states the degree requirements for subsequent reappointment in rank are the same as established for initial appointments:

“The candidate must possess a doctorate or a terminal professional degree; or at a minimum hold a master’s degree and professional prominence at the national level or international.”

I earned a Master of Arts degree in Journalism from Columbia University, and I have 20 years’ experience as an award-winning network news producer and executive with CNN and NBC, as well as network-owned affiliates. I have been honored with notable industry recognition in the forms of a George Foster Peabody Award, National Academy of Television Arts & Sciences

recognition, Alfred I. duPont recognition and national award recognition from the National Association of Black Journalists.

Teaching

According to Recommendation 305-2015, § X (A.2.) [p. 18; referring back to § VII (C)], criteria that govern consideration for subsequent reappointment in rank are also the same as those established for initial appointments:

“The candidate must have three (3) years of prior teaching experience at an excellent level of proficiency as determined on the basis of teaching evaluations (student and peer) provided with the application.”

I have served as Assistant Professor in the (Broadcast) Journalism Concentration of the Department of Media, Journalism and film for five (5) years. My teaching is aligned with the core values of the department of Media, Journalism, and Film, where teaching and mentoring students are top priority, and where students will be transformed into accomplished globally aware leaders. My teaching philosophy is grounded by my motto, that "journalists are freedom fighters for the First Amendment, defenders of democracy and savvy & sophisticated storytellers." I am an affable and rigorous instructor who believes that cognitive outcomes are enhanced by cultivating the pedagogy of experience. This includes, in part, sharing my personal and professional accounts of historical news events, arranging field trips to the Newseum and NPR, and welcoming numerous industry professionals as guests. I have also made significant contributions to the capstone course which transitioned from three (3) to six (6) credits and introducing industry-standard technology along with an exciting multifaceted methodology to learning.

These approaches have led to successful results. Graduates are prepared to move “from classroom to newsroom, control room” or higher education. Several graduates under my tutelage have received notable honors, including a nomination for an Emmy Award, and top national competitive award recognition by the Hearst Journalism Awards (synonymous to the Pulitzer Prize for undergraduates), and the National Association of Black Journalists. Several graduates are working journalists on the network and local level. Others are advancing their educational pursuits at Columbia University, Northwestern University, and the University of Southern California. I am honored to receive outstanding evaluations from peers and students. My student evaluations average 4.4 - 4.5 (on a scale of 1- Ineffective to 5- Very Effective) and at times have received higher than 4.8. Evaluation comments include:

Professor Thomas has proven over and over that she is an exceptional professor. She is tough when needed and understanding. She has certain[ly] taught by her motto and the motto of the school “excellence without excuses.”

Professor Thomas is by far the best teacher in the School of C!

These accounts, as well as information on my guests, student achievement and teaching philosophy may be found among my application materials on my flash drive and/or e-Portfolio under the “Teaching” tab. <https://jenniferthomas2.wixsite.com/apt18/teaching>

Research and Creative Productions

Regarding Research and Creative Productions, Recommendation 305-2015, § X (A.3.) [p. 18], states:

“Since the appointment at this rank, the candidate shall have published or had accepted for publication:

- *One (1) peer reviewed book OR*
- *Media Productions (see Appendix A) OR*
- *One (1) Major Production (as described in Appendix B and/or Appendix C) OR*
- *Published or accepted for publication some combination of the following, which must total five (5) quality publications:*
 - *Book chapter(s)*
 - *Refereed articles in legitimate journals”*

During my tenure at Howard, I believe I have exceeded these minimum requirements through my published research and exemplary creative productions, which include:

- Two (2) Refereed Journal articles
- One (1) Book Chapter contribution
- Three (3) Exemplary Creative/Professional Activities
- Two (2) High Creative Professional Activities

Furthermore, I currently have the following works in progress

- One (1) Book Chapter (accepted for edited collection; under review by publisher Palgrave MacMillan)
- One (1) Refereed Journal article (under review)
- One (1) Major Media Production (documentary series in production)

I have also presented papers at national and international academic conferences and have been an invited presenter for noted professional organizations. I was awarded an Advanced Summer Faculty Research Fellowship Grant in 2016 and was on the research team which was awarded a \$35,000.00 grant from the Online News Association (ONA). I also helped secure sponsorship from NBCUniversal for broadcast of a live-recorded newscast of the capstone “NewsVision” course which aired on PBS Affiliate WHUT TV in the nation’s #8 media market. Finally, I

continue to serve as a freelance Producer/Writer with Cable News Network (CNN), recognized as the world leader in news, reaching more than 373 million viewers.

Service

Once more, according to Recommendation 305-2015, § IX (A.4.) [p. 18], the service requirements for subsequent reappointment in rank are:

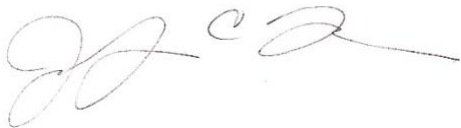
“The candidate must have provided significant University and/or related community service as determined by the department forwarding the recommendation.”

As a faculty member in the School of Communications, I have tried to balance a full course load with making contributions to the constituencies of the department. I currently serve as advisor with the Howard Association of Black Journalists (HUABJ), a major organization for aspiring journalists of color. I have successfully revised media tours of New York City, mentored students and invited noted industry colleagues for events. I also served as the Broadcast Lead for the National Association of Black Journalists and National Association of Hispanic Journalists. Additionally, I am the former President of the School of Communications Alumni Association, where I spearheaded an email campaign for alumni to give voice to the recent potential WHUT FCC spectrum auction. I have also served as keynote speaker for schools, organizations and special events including Alpha Kappa Alpha Sorority, Inc., a public service sorority with more than 300,000 members.

I serve committed to my calling to Howard University through my research, teaching, professional development and community service. I am a proud alumna of the School of Communications. It is here where I was cultivated into a successful broadcast journalist and it is here where I wish to continue to enlighten, educate and empower our students to become global leaders and journalists.

The enclosed documentation supports these goals.

Sincerely,



Jennifer C. Thomas
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