



Department of Communication Studies

THE POWER

The mission of the Department of Communication Studies is to study and teach about the mass media, new media and our expanding digital environment. As some of the most powerful institutions in American society and the world, the mass media affect every aspect of our lives. Research and teaching focus on the mass media and new media in four particular areas: their centrality to everyday life, their enormous influence on culture, their role in shaping our identities, and their impact on democracy. We seek to advance public understanding of the impact of the media by highlighting the research and writing of our faculty and graduate students. Our national reputation has increased dramatically over the past ten years as we hired top faculty, recruited gifted graduate students, and made our undergraduate program rigorous and highly sought-after. Our goal is to build on this momentum to move our department into the top five in the U.S.

Our largest-ever fundraising campaign is ambitious, visionary, purposeful — worthy of the name “Victors.” The \$400 million goal is built upon the cornerstone of the liberal arts: the idea that a powerful, pragmatic education can transform hearts and minds, can solve problems in a changing world, can yield ideas and innovation across every discipline. That’s why we are focused on raising money so that the best and brightest minds can have access to the College through robust scholarship support, no matter their financial circumstances. So too are we committed to helping every student acquire not just knowledge in the classroom, but experiences outside the academy including innovative entrepreneurial efforts and internships. We strive to support our faculty on the frontlines of research, and steward our planet, our community, our campus. To do all this, and so much more, the College needs you — because the world needs Victors.

THE OPPORTUNITIES

Students in our undergraduate program develop strong media literacy while gaining a broad-based liberal arts education. They learn about the evolution of the mass media, the structure of media industries, the rise and impact of new media and mobile communications, and the ever-changing relationship of politics and the media. They also have the opportunity to explore how people gain knowledge from and are persuaded by the media, and how the media influence attitudes toward gender roles, race relations, aggressive behavior, and health behavior. Our courses emphasize critical thinking to enable students to develop a portfolio of analytical skills that will benefit them throughout their lives.

Our undergraduates are well prepared for careers in journalism, publishing, market research, public relations, television production, advertising, and the applications of new and social media. In addition, they successfully pursue graduate work in a number of fields, including law, business, and public policy. The Department stands out from communications programs at many other institutions because it focuses on a theoretical and historical understanding of the media as part of a broad-based liberal arts education, rather than on a more narrowly defined training program.

THE IMPACT

The Department has launched a new curriculum that better matches not only the vast changes in the media environment, but also the new richness of our faculty's research and teaching profiles. Gifts to support research and teaching will provide resources to explore and address important developments in communications, including the explosive rise of new and emerging media, and the accelerated global flow of media content. Gifts will also allow Michigan to pioneer in crucial new areas of study.

GRADUATE FELLOWSHIP IN COMMUNICATION STUDIES

\$1M endowed/\$50,000 annually

Graduate funding is an extremely pressing need in the department, especially because we compete with private universities with more resources to recruit the best and the brightest students. Solid fellowship funding enables our students to complete their work more expeditiously and gain more visibility for their research. Because of the prestige of the Department and the University, our recent PhDs have received job offers from other top schools in the country.

VISITING FACULTY PROGRAM

\$1M endowed/\$50,000 annually

A visiting faculty program would bring domestic and international scholars to Michigan for a semester to teach our undergraduate and graduate students in the professor's area of expertise. These visitors would also have the opportunity to collaborate with our faculty on research.

RESEARCH PROGRAM SUPPORT

\$1M endowed/\$50,000 annually

In order to support the ongoing research of faculty and graduate students in the areas of media and identity, and of communications and the public interest, the Department seeks to establish named, designated research funds. These funds would support research on a variety of media, including television, video games, magazines, advertising, new media such as the Internet and wireless communications, social media, software studies, and data mining. Supported research could include work on gender and the media; race and the media; sexuality and the media; media violence and aggression; health and the media; children and the media; media policy and regulation; new, emerging and social media; media and the environment; the history, evolution and impact of communications technologies; and media and community building. Alumni and friends may support research in any of these specific areas or may designate a gift to be directed at the Chair's discretion.

RESEARCH CENTER IN MOBILE COMMUNICATIONS

\$150,000 to \$200,000 expendable

Mobile communication is the fastest spreading and most pervasive communication technology that the world has seen. As of 2013, there are 6.8 billion mobile phone subscriptions, of which 5.2 billion are in the developing world. Mobile communication has been used to reduce the ravages of disease, improve psychological and physical well-being, support entrepreneurship in Africa and south Asia, give marginalized citizens a voice in the democratic process, and help people coordinate the comings and goings of daily life. The Michigan Mobile Communication Research Center (MMCRC) will address the urgent need for better insight into the socio-economic, regulatory, educational, commercial, public health, entrepreneurial, and policy related consequences of mobile communication. This would be the first such center in the nation and would establish Michigan as the first university to showcase such research.

■ **Center Planning Workshop: \$40,000 expendable**

As an initial step to map out the aims, scope, activities, and funding sources of the center, we will invite global leaders from academia, public policy institutes, and private enterprises to campus for this two-day workshop. Funding will cover travel, lodging, food, facilities, and honoraria for participants.

■ **Summer Teaching Institute: \$30,000 expendable**

To establish U-M as a leader in the field of mobile communication studies, we seek to create an annual or biennial summer teaching institute beginning summer of 2014. Courses will be offered that illuminate the impacts and possibilities of mobile communication. Funding will establish the first of these annual summer teaching institutes by covering expenses, teaching stipends and need-based grants for travel and tuition.

■ **Research/National Survey: \$80,000 expendable**

Funding is needed to conduct survey research in newly emerged democracies to examine the role new media play in civic and political engagement. Funding would support data collection in one or two newly emerged democracies.

■ **Graduate Research Assistant: \$15,000 expendable**

■ **Undergraduate Internship: \$5,000 expendable**

SUMMER INTERNSHIP STIPEND AWARDS

\$100,000 endowed/\$5,000 annually

Students gain practical training in journalism, advertising, public relations, marketing, social media, broadcasting and television production through participation in internships in the private sector or at one of many campus media organizations. The Department administers an active internship program and assists majors with internship opportunities and summer internship funding. Stipends of \$1,000 to \$3,000 are awarded to students who would be unable to participate in unpaid summer internships in places such as New York, L.A., or Chicago without financial support. An endowed gift of \$100,000 will provide funds for two to five students each year.

RESEARCH CENTER IN GLOBAL MEDIA

\$50,000 to \$100,000 annually

In our increasingly interconnected world, the global flows of news, entertainment and information have become a foundational part of everyday life. Our students need to understand their impact on culture, politics and the economy. This center will be devoted to expanding our students' global horizons and to increasing, through the research it sponsors, public understanding of media and globalization. Given the breadth of expertise of our faculty and graduate students, Michigan has the opportunity to establish a highly prestigious research center that will shape scholarly agendas and teaching on these and other topics. There is no such center anywhere in the U.S., and its creation would make Michigan a pioneer, nationally and internationally, in this area.

■ **Center Planning Workshop: \$40,000 expendable**

To map out the aims, scope, activities, and funding sources of the center, we will invite global leaders from academia, public policy institutes, and private enterprises to campus for this two-day workshop. Funding will cover travel, lodging, food, facilities, and honoraria for participants.

■ **Visiting Scholar Program: \$25,000 annually**

This program will bring distinguished international scholars to campus for lectures, classroom visits and seminars.

■ **Biennial Conference on Global Media: \$40,000 biennially**

■ **Graduate Research Assistant: \$15,000 annually**

■ **Undergraduate Internship: \$5,000 annually**



PULITZER CENTER FOR CRISIS REPORTING CONSORTIUM

\$15,000 annually

Support is needed to fund the Department's participation in the Campus Consortium of the Pulitzer Center on Crisis Reporting, a Washington, D.C.-based non-profit that supports the cause of international reporting. Funding will bring top foreign correspondents and scholars to campus, through the Pulitzer Center, and also provide awards for undergraduates for their reporting and to enable them to pursue stories abroad under the mentorship of Pulitzer Center sponsored reporters.

STUDENT CIVIC ENGAGEMENT

\$50,000 expendable

We envision partnering with one or more news organizations to develop a speakers series or conference to enhance our students' civic knowledge and engage them in domestic and international current affairs. The goal is to pioneer new ways of enhancing our students' news consumption in an age of declining newspaper circulation and influence.

RESEARCH INITIATIVE ON SPORTS MEDIA

\$10,000 to \$50,000 expendable

We need faculty working on sports and the media, a hugely profitable aspect of broadcast and cable television. Sports web sites have also become popular, and people are watching sporting events on all sorts of devices. Given U-M's national profile in sports, we would like to set up a conference, workshop, or speaker series in this area.

FUND FOR ACADEMIC EXCELLENCE

\$10,000 to \$50,000 annually

Gifts provide support for our graduate students in their research and progress through the program. Graduate Student Instructors play a crucial role in our curriculum, and many of them have become beloved teachers and mentors to our undergraduates. They also work very hard on their own research, which produces the next generation of knowledge about the media and society, and their work is honored by this fund. The fund was established by the very generous bequest from the Charles M. Conlon Estate. Mr. Conlon graduated from the journalism program.

ALUMNI CONNECTION WORKSHOP/ ENTERTAINMENT MEDIA CONSORTIUM

\$10,000 annually each

The Department invites U-M and Communication Studies alumni back to campus for two one-day events. Our undergraduates benefit from these networking opportunities and enjoy hearing from our alumni about their work, how they got their jobs, and how they transitioned from college to career. Returning alumni have worked at Comedy Central, Lifetime, Nickelodeon, ESPN, USA Today, Edelman PR, The Martin Agency, and elsewhere. These events have a transformative effect on students and lead to internships and jobs. We are seeking gifts to make either or both annual named events.

COMMUNICATION STUDIES SURVEY PROJECT

\$10,000 to \$35,000 expendable

This fund would support the design and implementation of a survey on media use to be administered by our graduate students and faculty. The results would be used in our research and published articles/books.

WAYS TO FUND YOUR GIFT

Your gifts of cash, pledges, or appreciated securities change lives. Wills, estate, and planned gifts allow you to create a lasting legacy that will enable the best and brightest minds to experience a liberal arts education, solve problems in a changing world, and yield ideas and innovations that will make a difference in Michigan and around the globe.

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