

**BYLAWS OF THE DONALD W. REYNOLDS SCHOOL OF JOURNALISM AND
CENTER FOR ADVANCED MEDIA STUDIES
UNIVERSITY OF NEVADA, RENO**

Approved by the President on October 28, 1986

Table of Contents:

I.	Bylaws	2
II.	School Objectives	3
III.	Career Option Objectives	3-4
IV.	Priorities	4
V.	Committees	4
VI.	Personnel	4-8
VII.	The Faculty	8-9
VIII.	The Dean's Evaluation	9
IX.	Dismissal or Termination	9
X.	Personnel	9

I. Bylaws

1. Authorization

These bylaws are authorized in accordance, with Part 2, Chapter I, Section 5 of the bylaws of the University of Nevada, Reno. They shall not be amended so as to conflict with the bylaws of the University of Nevada, Reno. In the event they are interpreted as being in conflict, the bylaws of the University of Nevada, Reno shall prevail.

2. Scope of bylaws

These bylaws provide for the organizational and administrative structure and the personnel policies and procedures of the school.

3. Adoption of the bylaws

These bylaws shall be in force upon (1) approval] by at least two-thirds of the voting faculty by secret ballot, (2) approval by the dean of the school and (3) approval by the university president.

4. Amendment of the bylaws

Any member of the faculty of the school may propose amendments to the bylaws. Proposed amendments must be presented in writing to the dean and to the voting faculty (as defined herein). They shall be voted upon not fewer than ten days and not more than thirty days after they have been submitted simultaneously to the dean and the voting faculty. The proposed amendments shall be in force upon (1) approval by at least two-thirds of the voting faculty by written secret ballot, (2) approval by the dean and (3) approval by the university president.

5. Interpretation of the bylaws

Questions of interpretation shall be directed to the dean. If the dean's interpretation is in conflict with the interpretation of the majority of the faculty as expressed by vote in an official meeting, the faculty may appeal to the university president for a final ruling.

II. School Objectives

1. To prepare men and women for careers in print and broadcast journalism, advertising and public relations and related fields by teaching professional skills and media research techniques and by encouraging broad education in arts, sciences and business.
2. To contribute to the existing body of knowledge in journalism and mass communications, especially knowledge that will help practitioners and educators perform their jobs with increased effectiveness.

3. To prepare men and women for teaching journalism at college and secondary levels after appropriate experience in news media and related fields.
4. To promote high standards of professionalism among students, faculty and members of the media.
5. To educate consumers about the functions and importance of the media.
6. To encourage continuing education for media professionals and- journalism educators.

III. Career option objectives

1. Print Journalism. To help students learn newswriting, interviewing, editing, publishing, photojournalism, graphics and other skills required for newspaper and magazine careers.

2. Broadcast Journalism. To help students learn writing, editing, and interviewing as well, as the, organization and on-air presentation of news and public affairs for radio and television.

3. Advertising. To help students learn the basic principles of advertising, advertising copy and, graphics, the planning and purchase of advertising media and the development of advertising campaigns.

4. Public Relations. To help students learn the principles of obtaining and evaluating the attitudes of a company or organization's various publics and the planning, writing and implementation of those actions compatible with the needs and views of the publics.

IV. Priorities

1. Instruction is the first priority of the school. Excellence of teaching and attention to student needs are the most important aspects of the school's endeavor.
2. The second priority of the school is continuing professional involvement, research and creative and scholarly work.
3. The third priority of the school is service to the media and related professions, the university and the community.

V. Committees

1. In addition to the committees created by these bylaws, the dean shall appoint such committees for such terms as may be appropriate for specific purposes.

VI. Personnel

1. In all personnel matters the recommendations and decisions of the dean shall be announced to affected faculty and forwarded to the university president.

2. When it becomes necessary to fill a faculty position, the dean will appoint a search committee consisting of regular faculty and outside professionals who will publicize the job description by means of a position announcement through the usual national or regional channels. Affirmative Action and Equal Opportunity procedures will be adhered to in all such activities. The recommendation of the committee will be given to the dean. This recommendation shall normally identify at least two primary candidates for the position. The dean, in consultation with the faculty, may then recommend one of the candidates to the president of the university or reject the recommendation and instruct the committee to continue searching.

2a. Minimum standards for employment as a member of the regular faculty shall normally be the holding of a master's degree in journalism or a related field and at least five years of significant professional experience in the media field to be taught. In filling positions relating primarily to media research and graduate instruction, the minimum standards shall normally be the holding of a Ph.D. in an appropriate field and at least five years of significant professional experience in an appropriate field. Exceptions to these requirements may be made only when a candidate has achieved national distinction in relevant professional performance in the opinion of the search committee, the dean and the president.

3. Once a year, each faculty member shall be evaluated in the following three areas of performance:

(a) Classroom preparation and instruction, evaluation of students' performance, direction of independent studies and student advisement. Availability to communicate with students, particularly relating to academic and career advisement, is considered a key element of instruction.

(b) As a professional school, the Reynolds School of Journalism regards continuing professional involvement as equivalent to scholarly research. Such professional involvement includes news and editorial achievement and creative

and artistic accomplishments in design, graphics and photojournalism. It also includes achievement in related professional fields. Evidence of professional involvement and achievement will include:

(1) Analyses and critical reviews of subjects which are published in relevant professional publications.

(2) Publication of meritorious articles, reviews and commentaries on other subjects in newspapers, magazines or other popular media.

(3) The conduct of seminars and workshops for professional journalists if that work entails teaching professional skills and practice and is deemed meritorious.

(4) Meritorious work, of a demanding nature in professional positions with the media during summers or leave time or in a part-time capacity at other times.

(5) Publication of textbooks or other books in journalism or mass communication if the books break new ground and successfully advance concepts, ideas and approaches that transcend ordinary instructional material.

(6) In the case of professional achievement in design in graphics and photojournalism and In related professional fields work of an original nature that advances the state of the art and breaks new ground.

(c) Service to the university and to the community shall include involvement in university governance, service on school and university committees, involvement in organizations and activities of general benefit to the community, and consultation or other assistance in the improvement of media performance and media education In the immediate community, the region and the nation.

4. Annual Evaluation

(a) At the time of evaluation, the dean will meet with individual faculty to discuss the evaluation. Each person shall submit documentation of his or her performance in each of the three areas described above: instruction, professional performance and service. Criteria and procedures will follow UNS code and UNR bylaws, as well as the criteria and procedures contained in these Bylaws.

(b) Recognizing that precise and objective measurement of teaching quality is not definable, the dean will seek student evaluations in attempting to assess performance in the classroom. The dean may also consider written evaluations

from peers of the faculty member and the dean's own assessment of the faculty member's classroom performance and preparation.

(c) Evaluation forms will recognize the school's priorities and require the dean to describe, in writing, the individual's strengths and weaknesses, goals for improvement and the dean's recommendations.

(d) When evaluating recent performance, the dean shall refer to previous evaluations; noting whether or not past weaknesses have been overcome and goals have been achieved, and noting whether previous written commitments to the faculty member have been fulfilled.

(e) All evaluations will follow the UNS code requirement that performance be assessed as unsatisfactory, satisfactory, commendable or excellent. The school considers these rankings to mean:

Unsatisfactory: fails to meet minimum school standards. Unless improvement is significant, the individual shall be subject to dismissal.

Satisfactory: meets minimum school standards. Significant improvement is required if the individual is to expect a long-term relationship with the school.

Commendable: Shows significant growth and progress, an ability to overcome weaknesses and a continuing contribution to the strength of the school.

Excellent: Meets high standards, provides leadership important to the future of the school, is creative, innovative and enterprising.

(f) The dean shall inform the faculty member of the strengths and weaknesses found, of the evaluation determined in each area and of the overall evaluation.

(g) If the faculty member should object to the evaluation made by the dean and should be unsuccessful in resolving the matter in direct communication with the dean, the faculty member may bring the matter before the faculty for consideration within 15 days after notification of the dean's evaluation. In this event:

(1) The regular faculty shall act as a committee of the whole to consider the appeal of the evaluation. The most senior member of the regular faculty who is not the appellant shall serve as chairman.

(2) The committee of the whole shall meet not more than five working days after the appeal is made known in writing to the dean and to the faculty.

(3) The committee of the whole shall hear the argument of the appealing faculty member and the response of the dean and then make a written recommendation to the dean, within two working days of the meeting at which the appeal is heard.

(4) If the recommendation of the committee of the whole is not accepted by the dean, the faculty member shall be free to pursue the reconsideration and grievance procedures specified in the UNS Code and the UNR Bylaws. The faculty member's receipt of the dean's decision on the recommendation of the committee of the whole shall start the time requirements of the reconsideration and grievance procedures as specified in the UNR Bylaws.

(5) A faculty member may waive the appeals procedure provided by this section and may proceed directly to utilize the reconsideration or grievance procedures specified in the UNS Code and the UNR Bylaws for the purposes of appealing an unfavorable evaluation. Failure to initiate an appeal under this section within the time limit provided shall be considered waiver.

5. Promotion and Tenure

(a) Faculty members may apply for promotion and tenure in accordance with the UNS Code and the UNR Bylaws.

(b) In the case of an application for promotion, the dean shall form a committee consisting of all members of the faculty holding the rank to which promotion is sought, or a higher rank, for the purpose of considering the application for promotion. This committee shall be advisory to the dean.

(c) In the case of an application for tenure, the dean shall form a committee consisting of all tenured members of the faculty for the purpose of considering the application for tenure. This committee shall be advisory to the dean.

(d) The formation of the appropriate committee and the scheduling of its meetings shall be carried out in timely fashion in order that the application may be given proper consideration and forwarded or rejected by the dean by the date specified in the university calendar.

(e) In the event the dean rejects the recommendation of the appropriate committee regarding promotion or tenure, the faculty member is entitled to pursue the reconsideration or grievance procedures specified in the UNS Code and the UNR Bylaws.

(f) The standards for promotion and tenure shall be those described above as standards for annual evaluation, as well as such standards as may be required by UNS Code and the UNR Bylaws.

(g) Because the school views excellence in instruction, including keeping current in the field and maintaining enthusiasm for classroom work, as essential to the mission of the school, a rating of "excellent" in instruction and student advisement shall be required for recommendation of promotion or tenure. In addition, the applicant is expected to have a rating of "excellent" in at least one of the other two areas of evaluation.

(h) In considering applications for promotion and tenure, the dean and the appropriate advisory committees shall consider performance over the entire period of the faculty member's employment in the school. A key consideration shall be whether the faculty member's record indicates continuing growth and improvement.

VII. The faculty

The definitions below are for the purposes of these bylaws only and shall not be interpreted as being in conflict with the faculty definitions in Part 2, Chapter III of the UNR bylaws.

1. Regular faculty shall consist of those persons filling permanently funded teaching positions under A or B contracts at .50 FTE or more in Ranks 0 through IV.
2. Voting faculty shall consist of all faculty employed in the School of Journalism, with the exception of faculty employed under letters of appointment.
3. Faculty members shall be entitled to all faculty rights and fringe benefits allowable by state law, the University of Nevada, System Code, Board of Regents' policy, the UNR Bylaws and these Bylaws.

VIII. The dean's evaluation

1. The regular faculty shall individually evaluate the dean annually, in writing, with respect to the performance of his or her duties and responsibilities. A faculty member, to be elected by the voting faculty shall then combine these statements into a single report without individual attribution. This summary shall be forwarded to the university president and a copy shall be provided to the dean.

2. Regular faculty members may petition the university president at any time to consider discontinuance of the dean's appointment. Such recommendations must be made in writing and signed by at least two-thirds of the regular faculty.

3. When a vacancy occurs in the dean's position and a new dean is to be selected, members of the regular faculty shall act as a committee of the whole to assist the president in selecting a new dean. The chairman of this committee shall be selected by the president. This committee shall screen the application of candidates and make a recommendation to the president.

4. The appointment of an associate dean or the creation of departments within the Reynolds School of Journalism shall require amendment of these Bylaws.

IX. Dismissal or termination

I. Dismissal or termination of faculty for cause, financial exigency or curricular reasons shall be made in accordance with the UNS Code and the UNR Bylaws. Procedures for appeals of such actions are also specified in the UNS Code and the UNR Bylaws.

X. School budget

1. The biennial school budget and budget request shall be developed by the dean and presented to the faculty ten days before it is due to be forwarded to the university president.