

Final Report

**Bureau of Educational and Cultural Affairs
FY 2004 Educational Partnership Program**

**Partnership between:
THE UNIVERSITY OF GEORGIA
and
UNIVERSITY OF BELGRADE
BELGRADE, SERBIA
with the participation of
CLARK ATLANTA UNIVERSITY**

**Lee B. Becker and Tudor Vlad
James M. Cox Jr. Center for International Mass Communication Training and Research
Grady College of Journalism and Mass Communication
University of Georgia**

Academic Field(s) of Project: Journalism & Mass Communications

Funding:

Amount from DOS:	\$ 194,781.24
UGA Cost Share:	\$ 111,290.70
BU Cost Share	\$ 1,800.00
Total Project Cost:	\$ 307,871.94

Project Start Date and End Date: 11/01/04 – 12/31/07

Submitted January, 31, 2008

Program's Goals and Planned Activities

The program was designed to establish a higher education partnership between the Department of Journalism at the University of Belgrade, the Grady College of Journalism and Mass Communication at the University of Georgia, and the Department of Mass Media Arts at Clark Atlanta University.

The program focused on expanding and modernizing the curriculum of the Department of Journalism at the University of Belgrade and on engaging Serbian faculty in international research projects in collaboration with the Grady College and the Department of Mass Media Arts at Clark Atlanta. The goals of these activities have been to provide students in Serbia with effective educational opportunities in journalism and mass communication and thereby lead to improvements in the quality of media in the Balkans. Through the cooperation between the Grady College and major media outlets in Atlanta, such as CNN and the Atlanta Journal-Constitution, the faculty of the Department of Journalism at the University of Belgrade also have had the opportunity to visit and learn about modern media operations in the U.S.

The program had three sets of goals. The goals were developed based on the stated priorities of the leadership of the Department of Journalism and Communication Studies at the University of Belgrade.

Short-term goals: To establish a higher educational partnership between the Grady College of Journalism and Mass Communication of the University of Georgia in Athens, the Department of Mass Media Arts of Clark Atlanta University, and the Department of Journalism of the University of Belgrade. The participation of the Clark Atlanta University, a historically

black univeristy, was designed to add value to the partnership by emphasizing the importance of cultural, racial and ethnic diversity.

Intermediate goals: To develop new courses that expanded and enriched the curricula of all three of these journalism and mass communication programs; to eliminate obsolete and overly theoretical courses; to initiate and develop collaborative research that involved Serbian and American faculty and graduate students, and to create outreach structures that impact the performance of mass communication professionals in Serbia and the United States. In addition, the intermedia goals included helping in the launch of Serbian student publications and creating a web site that enables Serbian students to publish and broadcast their work via the Internet. Finally, the project sought to articulate a coherent program for journalism education and training in collaboration with other media educational programs that operate in Serbia and Montenegro, such as the European Centre for Broadcast Journalism, Media Focus, and the Centre for Professionalization of the Media.

Long-term goals: To assist the University of Belgrade in developing a journalism and mass communication program that meets high international standards and that serves as a model for other programs in the region; to create the premises for quality university education in journalism in Serbia and Montenegro, with emphasis on professionalism, responsibility (ethics) and freedom of speech; to promote the values of tolerance and diversity in Serbia and Montenegro and the U.S.; to expand the curricula at the University of Georgia and Clark Atlanta University; to continue the internationalization of the University of Georgia by providing faculty members with the opportunity to work with Serbian counterparts in Belgrade and outside the Serbian capital, at home, and via technologies; to expose the Clark Atlanta faculty and students

to new perspectives on international media; and to encourage professional collaboration between U.S. and Serbian and Montenegro academic and media organizations.

To reach these goals, the following activities were proposed:

1. *Curricula development at the University of Belgrade.*
2. *Curricula development at Grady College and Clark Atlanta University.*
3. *Joint research.*
4. *Exchanges.*
5. *Production of educational materials.*
6. *Improvement of technology.*

Activities during the Three Year Program

1. *Curricula development at University of Belgrade.*

At the beginning of the partnership, the curriculum of the Department of Journalism at the University of Belgrade had four courses that focused on journalism. By the end of the partnership program, in 2007, the curriculum had 17 courses focusing on journalism and mass communication. The syllabi of many new courses have been created as the result of the collaboration between Serbian and U.S. professors developed during the exchange activities. (The old and the current curricula are in the Appendix.)

2. *Curricula development at Grady College and Clark Atlanta University.*

All the Serbian professors who were the guests of the University of Georgia and of Clark Atlanta University participated in the International Media courses and in other journalism and mass communication courses. As a result, students in the two U.S. journalism programs were exposed to global media issues in the last three years of the project. During the classes that the

Serbian professors visited, special attention was given to topics such as tolerance and religious, ethnic and racial diversity.

3. Joint research.

During their visits to the University of Georgia, to Clark Atlanta University and to media outlets in the state of Georgia, the Serbian professors had meetings with more than 50 faculty and media experts. The guests had the opportunity to learn about a variety of research and other media projects conducted by American scholars, such as:

- The Cox Center's Annual Surveys of Journalism & Mass Communication
- The Peabody Awards Program
- Research on the media job market in the United States
- New trends in the U.S. law of mass communication
- The Center for International Trade and Security program on weapons control and regional security
- Media management research
- Research on the role of gender in the newsroom
- Research on media coverage of conflict
- The New Media Institute's new media projects

As a result, the Department of Journalism of the University of Belgrade has created a Center for Media Studies and is planning to conduct a survey of journalism graduates similar to the Cox Center's Annual Survey of Journalism and Mass Communication Graduates.

4. *Exchanges.*

Ten Serbian professors and 10 American faculty and journalists participated in the exchange program. The length of each of the visits was between one week and one month.

The Serbian participants are listed below in order of their visit to the U.S.

Dr. Snjezana Milivojevic, co-director of the partnership program

Dr. Miroљjub Radojkovic, former journalism department head

Professor Rade Veljanovski

Professor Lila Radonjic

Dr. Milan Podunavac, dean of the College of Political Sciences and Journalism

Dr. Branimir Stojkovic, current journalism department head

Professor Marijan Zivanovic

Dr. Vukasin Pavlovic, associate dean for International Relations

Instructor Ana Milojevic

Instructor Danka Niksic

The U.S. visitors to Belgrade are listed below, also in order of the visit.

Dr. Lee B. Becker, director of the partnership program, UGA (four visits)

Dr. Tudor Vlad, associate director of the Cox Center, UGA (five visits)

Dr. Ann Hollifield, UGA (two visits)

Dr. Kent Middleton, head of the journalism program, UGA

Professor James McJunkins, former journalism department head, CAU (two visits)

Dr. Brenda Wright, journalism department head, CAU

Dr. Carolina Acosta-Alzuru, UGA

Dr. E. Culpepper Clark, dean of the Grady College, UGA

Owen Ullmann, News deputy managing editor, USA Today

Andrea Stone, senior reporter, USA Today

Three workshops were organized in Belgrade during the program: one on journalism education (May, 2005), one on teaching media management (May 2006), and one on media and diversity (May 2007). More than 130 Serbian faculty, journalists and students participated in the workshops over the three years.

5. Educational materials.

The Serbian professors who participated in the exchange selected 80 U.S. journalism books for the library of the journalism department in Belgrade. The books dealt with print and broadcast journalism, media law, media and society, advertising, public relations, media and democracy, political communication, and photojournalism.

Each of the workshops was tape-recorded and distributed to the Serbian faculty and graduate students.

The U.S. participants in the exchange brought to Belgrade educational materials such as books, journalism and mass communication journals, Power Point presentations, posters, audio tapes and video tapes.

6. Technology.

The program funded the acquisition of three computers, software and a printer for the new Media Research Center, a unit of the Department of Journalism at the University of Belgrade. The computers will be used for research and for online education.

Additional impact of the partnership

As a result of the visit of professors Lila Radonjc and Rade Veljanovski, broadcast journalists from Serbia submitted materials to the Peabody Awards Program for the first time.

Following his participation in the workshop on media management, Vojislav Raonic, director of the Montenegro Media Institute, participated in a two week program organized by the Cox Center at the University of Georgia and visited selected media organizations in Georgia.

Evaluation

Originally, the evaluator of the program was Dr. Robert L. Stevenson of School of Journalism at the University of North Carolina in Chapel Hill. At the end of Year I of the project, Dr. Stevenson traveled to Belgrade and to Athens, interviewed participants in the program, examined the materials used in the program activities, and submitted a preliminary evaluation to the Bureau of Educational and Cultural Affairs.

Dr. Stevenson passed away in 2006 and was replaced by Dr. Ardyth Sohn, professor and director of the Hank Greenspun School of Journalism and Media Studies, University of Nevada. She traveled to Belgrade and Athens in 2006 and submitted a second preliminary evaluation report. She also traveled to Belgrade in December of 2007 and will submit a final evaluation report by the end of January, 2008.

Conclusion

The project has met all the short-term, mid-term and long-term goals listed above. The external evaluators have filed very positive reports supporting this conclusion. The major goal of the project was to help the Department of Journalism at the University of Belgrade to develop a modern curriculum responsive to the needs of the media in the emerging Serbian market. During

the three years of the project, the Department revised its curriculum and added a total of 13 new journalism and mass communication courses. The ideas and syllabi for these courses have resulted from the collaboration at the core of this project.

As a result of the project, several promising young Serbian graduate students gained their first experiences with U.S. educational models. They currently are working toward degrees that will allow them to join the faculty of the University of Belgrade.

The project had some unexpected consequences as well. A Serbian broadcast team, consisting of one of the faculty visitors and her colleagues, submitted an entry to the prestigious Peabody Awards. A Montenegrin broadcast journalist who participated in the first workshop in Belgrade secured funding to spend time at the Cox Center to improve his professional skills.

The project allowed the faculty of the Department of Media Arts at Clark Atlanta and the Grady College of Journalism and Mass Communication to learn more about each other and the offerings of their respective programs. This is a linkage full of promise for the future.

This project was launched in a period when Serbia was emerging from the period of isolation, and at least some of the faculty in Belgrade were suspicious of western educational and cultural models and some of the U.S. faculty were cautious about Serbia's openness to the west. The more the program progressed, the more confidence the three partners developed that each could learn from the other. At the end of the project, strong professional and personal relationships had developed.

All parties are now seeking funding to continue the collaboration.

Appendix I

Curricula of the Department of Journalism at the University of Belgrade
2004 and 2008

2004

FACULTY OF POLITICAL SCIENCES
Department for Journalism and Communication Studies

CURRICULUM

Courses	Semester (lectures + practice)	
	No. of classes per week	
	I	II
I year of studies		
1. Basics of Political Sciences	3+1	3+1
2. General Sociology	3+1	3+1
3. History of Political Theories	4+1	4+1
4. Contemporary Political History	3+1	3+1
5. Political Economy	3+1	3+1
6. Basics of Law	3+1	3+1
7. Foreign Language (optional: English, French, German, Russian)	1+2	1+2
	20+8	20+8
II year of studies		
	III	IV
1. Theory of Political System	3+1	3+1
2. Modern Political Systems	3+1	3+1
3. Political System of Yugoslavia	3+0	3+0
4. Philosophy	3+1	3+1
5. Computing Science	2+1	2+1
6. Theory and Technique of Journalism	2+2	2+2
7. Stylistic and Rhetoric	2+2	2+2
8. Foreign Language (optional: English, French, German, Russian)	1+2	1+2
	19+10	19+10

III year of studies

	V	VI
1. Theory of Culture	3+1	3+1
2. Political Sociology	3+1	3+1
3. Social Psychology and Psychology of Politics	2+1	2+1
4. Methodology of Political Sciences	2+2	2+2
5. Modern Informative Systems	2+1	2+1
6. Journalism in Press	0+2	0+2
7. Radio Journalism	0+2	0+2
8. Optional Course: Social and Political Ecology or Yugoslav Economics	3+1	3+1
9. Foreign Language (optional: English, French, German, Russian)	1+2	1+2

	(15+13)	(15+13)
	(16+13)	(16+13)

IV year of studies

	VII	VIII
1. Communication Studies	3+1	3+1
2. Public Opinion	2+1	2+1
3. Political Sociology of Modern Society	3+1	3+1
4. Political Anthropology	2+1	2+1
5. TV Journalism	0+2	0+2
6. International Relations	3+0	-
7. Yugoslav Foreign Policy	-	3+0
8. Modern Economic Systems	3+0	3+0
9. Political Marketing and Public Relations	2+1	2+1
10. Optional Course:		
a) Cultural Policy	-	2+0
b) Gender Studies	-	2+0
c) Agency Journalism	-	0+2
11. Foreign Language (optional: English, French, German, Russian)	1+2	1+2

	19+9	23+11
	(21+9)	(19+11)

2008

Semester	<i>Compulsory Faculty Core Courses</i>	ECTS	<i>General Courses</i>	ECTS	<i>Departmental Courses</i>	ECTS
<i>1st year</i>						
<i>1st semester</i>	Introduction to Political Theory	8	Sociology	8	Media System of Serbia	5
	History of Political Theories I	7				
	<i>Foreign language</i>	2				
<i>2nd semester</i>	History of Political Theories II	8			Media Ethics	6
	Elective: A) Political Economy B) Contemporary Political Economy	8			Stylistics	6
	<i>Foreign language</i>	2				
<i>2nd year</i>						
<i>3rd semester</i>	Elective: A) Comparative Politics B) Political System of Serbia	8	Elective: A) Social Psychology B) Psychology of Political Behaviour	5	Introduction to Journalism	5
	Methodology with Statistics	8			Elective: A) Informatics B) Agency Journalism	2
	<i>Foreign language</i>	2				
<i>4th semester</i>	Political Sociology	8	Elective: a) Introduction into Philosophy b) Contemporary Philosophy	5	Theory and Technique of Journalism	4
	Contemporary Political Theory	8			Radio Journalism	3
	<i>Foreign language</i>	2				

<i>3rd year</i>						
<i>5th semester</i>	Political Sociology of Contemporary Society	8	Political Anthropology	5	Informative Communication Systems	5
	International Relations	8			Press Journalism	4
<i>6th semester</i>	Public Administration	8	Theory of Culture	5	Political Communication	5
	EU Political System	8			TV Journalism	4

<i>ELECTIVE MODULE: JOURNALISM</i>						
<i>4th year</i>						
<i>7th semester</i>			<i>Compulsory courses</i>	ECTS		ESPB
			Communicology	8		
			a) Documentary Journalism b) On line Journalism (to choose 1 of 2)	3		
			Media Management	6		
			Media Analysis	7		
			Rhetorics	6		
<i>8th semester</i>	a) Gender Studies b) Social and Political Ecology (to choose 1 of 2)	5	Public Opinion	8		
			Public Relations	5		
			Political Marketing	5		
			Media Law	4		

			a) Media and Diversity b) Media and Globalization (to choose 1 of 2)	3		
--	--	--	--	---	--	--

ELECTIVE MODULE: COMMUNICOLOGY						
4th year						
			<i>Compulsory courses</i>	ECTS	<i>Compulsory courses</i>	ECTS
<i>7th years</i>			Communicology	8		
			Media Analysis	7		
			Rhetoric	6		
			Communication Strategies	3		
			Media Management	6		
<i>8th semester</i>	a) Gender Studies b) Social and Political Ecology (to choose 1 of 2)	5	Public Opinion	8		
			Public Relations	5		
			Political Marketing	5		
			a) Media and Globalization b) Media and Diversity (to choose 1 of 2)	4		
			Media Law	3		

APPENDIX II

Workshops in Belgrade

**2005 EXAMINING JOURNALISM INSTRUCTION IN
THE ACADEMIC ENVIRONMENT**

Workshop Program
University of Belgrade
Belgrade, Serbia and Montenegro
May 11-13, 2005

Wednesday, May 11

Evolving Models of Journalism Education

09.00

Meeting with the FPS dean Milan Podunavac

09.30

Workshop opening

Dean's Welcome

Introductory Comments from
Miroljub Radojkovic, University of Belgrade
Lee B. Becker, University of Georgia

10.00-11.30

Session One

11.30-12.00

Coffee Break

12.00-13.00

Session Two

13.00-14.00

Lunch

14.00-16.00

Evolving Models of Journalism Education:
A Roundtable Discussion

Speakers:

Tudor Vlad:

History and Structure of Journalism Education in Romania

Lee Becker:

History and Structure of Journalism Education in the United States

James McJunkins:

History and Structure of Journalism Education at Clark Atlanta University

Kent Middleton:

History and Structure of Journalism Education at the University of Georgia

Miroljub Radojkovic:

History and Structure of Journalism Education at the University of Belgrade

Nedat Todorovic:

Innovating Journalism Education at FPS

Veselin Kljajic:

Journalism and/or PR

Vladimir Stambuk:

Journalism and Internet literacy

Also colleagues from other invited universities in Novi Sad, Nis and Podgorica

Moderators:

Ann Hollifield

Snjezana Milivojevic

Thursday, May 12

Non-academic media training programs: competition and complementarity

09.30-11.00

Session One

11.00-11.30

Coffee Break

11.30-13:00

Session Two

13.00-14.00

Lunch

14.00-16.00

Roundtable Discussion

16.30–18.30

Visit to Belgrade media
(Television B-92)

17.00

Reception/ US Embassy

Speakers:

Ljiljana Neskovic, ANEM

Dubravka Valic- Nedeljkovic, Novi Sad School of Journalism

Stefan Niksic- Centar for Professionalization of the Media

Jovana Mehandzic, ECBJ

Moderators:

Lila Radonjic, University of Beograd/ production group "Mreza"

Ann Hollifield, University of Georgia

Friday, May 13

Viewpoints of the Industry

09.30-11.00

Session One

11.00-11.30

Coffee Break

11.30-13:00

Session Two

13.00-14.00

Lunch

14.00-15.00

Cooperation between Academic Education and Media Industry

Concluding session

15.30

Book promotion: Stephan Russ-Mohl

Speakers:

Miroljub Radojkovic

Dobrivoje Stanojevic

Speakers:

Slavica Trifunovic, director of Radio Television Kragujevac

Vukasin Obradovic, editor-in-chief Vranjske Novine

Moderators:

Rade Veljanovski, University of Beograd

Ann Hollfield, University of Georgia

2006 UNDERSTANDING AND MANAGING MEDIA IN CHANGING MARKETS
Faculty of Political Sciences, Belgrade, May 17th – 19th

WORKSHOP PROGRAM

Wednesday, May 17

Understanding Forces Shaping the Media

- Economics of information products
- Relationship between strategic management, media performance and media content
- Approaches to the strategic management of media in highly competitive markets
- Management implications of new technologies

09:30	Session 1
11:00	Coffee break
11:30	Session 2
13:30	Lunch
14:30	Visit to the RTV Studio B

Thursday, May 18

Strategic Management of the Revenue Side of Media Businesses

- Theory and practice of sales and marketing
- Integrated markets and promotion
- Branding and marketing

09:30	Session 1
11:00	Coffee break
11:30	Session 2
13:00	Lunch
14:00	Visit to Politika daily newspaper

Friday, May 19

Managing the Production Side of Media Businesses

- Leadership and personnel management
- Performance and media content
- Audience Research

09:30	Session 1
11:00	Coffee break
11:30	Session 2
13:00	Lunch
14:00	Visit to the Independent Association of Journalists of Serbia

2007 MEDIA AND DIVERSITY

Faculty of Political Science, University of Belgrade
Department of Media Arts, Clark Atlanta University
Grady College of Journalism and Mass Communication, University of Georgia
Belgrade 15-17 May 2007

Monday, 14 May

14:45 - Luncheon meeting of participants

16:00 - Meeting at U.S. Embassy with Jonathan M. Berger and Draginja Stojanovic, Cultural Affairs

Tuesday, May 15

9:30-10:00 - Workshop Opening

Dean Milan Podunavac, University of Belgrade
Dean E. Culpepper Clark, University of Georgia
Prof. Lee B. Becker, University of Georgia
Prof. Snjezana Milivojevic, University of Belgrade

Media and Diversity

10:00 - Session 1

1. Conceptual clarifications: pluralism and diversity
2. Why is diversity important?

Dr. Tudor Vlad, University of Georgia, moderator

Dean E. Culpepper Clark, University of Georgia, presenter
Prof. Branimir Stojkovic, University of Belgrade, presenter

11:00 - Coffee Break

11:30 - Session 2

3. Concentration (of ownership, audiences, revenue) as a threat to pluralism
4. Media diversity—European and American standards and regulation

Prof. Miroljub Radojkovic, University of Belgrade, moderator

Prof. James McJunkins, Clark Atlanta University, presenter
Prof. Snjezana Milivojevic, University of Belgrade, presenter

13:00 - Lunch

15:00 - Belgrade sightseeing

Wednesday, 16 May

Challenges in Representing Diversity

10:00 - Session 1

1. Ethnic, racial minorities and the media
2. Stereotyping gender differences

Prof. Lee B. Becker, moderator

Danka Ninkovic, NGO Pescanik, presenter

Nada Bubimovic, NGO Pescanik, presenter

Prof. Carolina Acosta-Alzuro, University of Georgia, presenter

11:30 - Break

11:45 - Session 2

Prof. Snjezana Milivojevic, University of Belgrade, moderator

3. Religious issues and the media
4. Media and cultural and political diversity

Andrea Stone, USAToday, presenter

Natasa Simeunovic, University of Belgrade, presenter

Ksenija Forca, Dragana Vukovic, Labris NGA, presenter

13:15 - Lunch

15:00 - Visit to Independent Association of Journalists

Presentation of the Association awards program and meeting with award-winning journalists

Veljko Samolov, Secretary General

18:00 - Dinner at Restaurant Daca

Hosted by Dean Milan Podunavac, University of Belgrade

Thursday, 17 May

Diversity and Best Journalistic Practices

10:00 - Session 1

Prof. James McJunkins, Clark Atlanta Univerisity, moderator

1. Content diversity - - sources, topics
2. Professional standards in treating diversity

Dr. Tudor Vlad, Univerisity of Georgia, presenter

Tamara Skrozza, Independent Association of Journalists, presenter

Stevan Niksic, NIN weekly, presenter

Prof. Branimir Stojkovic, University of Belgrade, moderator

11:30 - Break

11:45 - Session 2

3. Regulatory framework- legal obligations/restrictions in treating diversity
4. Self-regulation and culture of tolerance (hate speech, political correctness)

Prof. Lee B. Becker, University of Georgia, presenter

13:00 - Closing Comments

Prof. Lee B. Becker, University of Georgia
Prof. Snjezana Milivojevic, University of Belgrade

13:15 - Lunch

15:00 - Visit to Serbian Broadcasting Corporation

Nikola Mirkov, Television Belgrade Director
Milena Vucetic, Assistant to the Technical Manager

Friday, 18 May

9:30 - Visit to Kovacica in Vojvodina section of Serbia, a community settled by immigrants from Slovakia.

APPENDIX III

Schedule for the Serbian Participants in the Exchange Program

Schedule for Visiting Professors

Dr. Miroljub Radojkovic

Dr. Snjezana Milivojevic

DATE

ACTIVITY

Sunday, Feb. 6

Arrive in Athens

Monday, Feb. 7

10:00am Meet Genia Mussuri at the Cox Center
(She will take you to Barrow Hall for orientation.)

**10:30am Orientation at Office of International Education,
209 Barrow Hall**

Student Genia Mussuri will escort you.

11:30am Get campus identification (I.D.) cards at Tate Center
*(This will enable you to use the UGA library and campus bus
system free of charge.)*

Genia will escort you.

Tuesday, Feb. 8

**1:00pm Meet with Drs. Lee Becker and Tudor Vlad, Director and
Assistant Director of the Cox Center**

2:00pm Meet with Dr. Kent Middleton
Chair, Department of Journalism

3:15pm Campus Tour (Visitors Center, East Campus)

Escort needed (or take UGA Bus, the *Orbit* route, which stops at Visitors Center).

8:00pm Banquet for the Pat Mitchell Award

Wednesday, Feb. 9

3:00pm Meet with Dean John Soloski

4:15pm Grady College Career Day, Tate Center

Thursday, Feb. 10

3:30pm Tour of the UFA student newspaper *The Red & Black*. Meet with Mr. Harry Montevideo, publisher.

Friday, Feb. 11

9:30am Meet with Dr. Karen King, Chair, Department of Advertising and Public Relations

10:00am Meet with Ms. Shanna Bramlett, Grant Program Coordinator

11:15am (Dr. Radojkovic) Meet with Professor Conrad Fink, observe Media and Ethics class Room 128. Lunch with Professor Fink.

11:15am (Dr. Milivojevic) Meet with Dr. Dwight Brooks, Department of Telecommunications

Monday, Feb. 14

11:15am (Dr. Milivojevic) Dr. Middleton class, Media Law

1:30pm (Dr. Milivojevic) Meet with Dr. Janice Hume, Department of Journalism

Tuesday, Feb. 15

10:30am Dr. Leara Rhodes class, International Media: The Role of Media in Revolutions Room 118

Wednesday, Feb. 16

12:00 (Dr. Milivojevic) Meet with Dr. Carolina Acosta-Alzuru

2:00pm Meet with Mr. Cecil Bentley, former editor of *Athens Banner-Herald*

6:00pm Dinner with Dean Soloski, Athens Country Club

Thursday, Feb. 17

10:00am (Dr. Milivojevic) Meet with Dr. Bill Griswold, Department of Journalism, in the Cox Center

Wednesday, Feb. 23

Program in Atlanta

Clarke Atlanta University

10:00am-10:30am Meet with students in Photojournalism class

10:30am-11:00am Tour of CAU radio station WCLK. Meet with Wendy Williams, the general manager of WCLK.

11:00am-12:00pm Meet with students in Professor Bill Clark Radio Programming class. Discussion on radio in Serbia.

12:00pm-1:00pm Meet with Professor James McJunkins. Discussion on CAU mass communication curriculum and on topics for the workshop in Belgrade.

CNN

1:30pm-2:30pm Tour of CNN

Thursday, Feb. 24

12:00pm-1:00pm (Dr. Milivojevic) Meet with Dr. Spencer Tinkham, Advertising Department

11:00am-12:00pm (Dr. Radojkovic) Meet with Dr. Tom Reichert, Advertising Department

Friday, Feb. 25

9:15am-11:00am Discussion with graduate students in Dr. Ann Hollifield class

Friday, Feb. 25 Monday, Feb. 28 (Dr. Radojkovic)

Professional trip to Duke University, North Carolina.

Monday, Feb. 28

12:00pm-1:00pm Meet with Dr. Leara Rhodes, Journalism Department

1:30pm-2:30pm Meet with Dr. Ruth Ann Lariscy, PR Department

Tuesday, March 1

12:30pm-1:30pm Meeting with Grady College faculty and students. Discussion on media in the Balkans

2:30pm-4:00pm Meet with Dr. Horace Newcomb, director of the Peabody Awards Program

ACTIVITIES AND OPTIONS:

Tour of Grady College of Journalism and Mass Communication

UGA library tour/tour of key points near Journalism Building

Peabody Center tour

Observe Newsource 15 student newscast

Tour WUGA-FM public radio station

Tour the *Athens Banner-Herald* newspaper
Attend classes within Grady College
Meet with Grady College professors

SOCIAL/ATHENS ACTIVITIES

Sandy Creek Park
Downtown Athens
Georgia Botanical Gardens
Art Museum

OTHER INFORMATION

BUS TRANSPORTATION

Suburban Lodge to UGA Campus

City Bus Route 14

(Bus stop on both sides of Milledge Ave., in front of Suburban Lodge)

UGA Campus Bus, Family Housing route

(Use same bus stops)

GROCERY STORE

Bi Lo (closest)

In shopping center behind the Suburban Lodge

CONTACTS AND PHONE NUMBERS

**Cox Center
(Kornelia or Jennifer)**

Office ph. 542-5798

Dr. Lee Becker

Office ph. 542-5023

Home ph. 548-1525

Dr. Tudor Vlad

Office ph. 542-5037

Home ph. 316-3729

Ick Lee (graduate student)

Home ph. 353-8814

**Schedule for University of Belgrade
Visiting Professor Snjezana Milivojevic,
Co-director of the Partnership Program**

September 2005

Saturday, Sept. 17

Arrive in Athens, Suburban Lounge

Sunday, September 18

10:00am Meet with Dr. Lee Becker at the hotel. Tour of the city with Lila Radonjic and Rade Veljanovski.

Monday, Sept. 19

9:30am Meet with Drs. Becker and Vlad and with Lila Radonjic and Rade Veljanovski.
Discussion of the one-week program.

11:00am Orientation at the UGA International Office

2:00pm Visit bookstore to look for books for the University of Belgrade Journalism library.

Tuesday, Sept. 20

10:00am Meet with Drs. Becker and Vlad and with Lila Radonjic and Rade Veljanovski.
Review discussion of journalism education in the U.S., Introduction to journalism education at Grady College .

3:30pm Meeting with Dr. Kent Middleton, head of the Department of Journalism

Wednesday, Sept. 21

11:30am Meeting with Dr. Jeffrey Springston, Associate Dean for Graduate Education and Research

12:30pm Luncheon meeting with Dr. C. Ann Hollifield, Department of Telecommunication

2:30pm Visit JRMC 8010 Mass Communication Research Methods (Dr. Lee B. Becker, Instructor)

Thursday, Sept. 22

11:00am Telephone conversation with Dr. James McJunkins, Department of Media Arts, Clark Atlanta University. Discussion of Rade's and Lila's program at CAU.

12:00pm Lunch with Dr. Kent Middleton.

2:00pm Gave lecture in Dr. Ann Hollifield's graduate class.

6:00pm Meeting with Vice Dean Vukasin Pavlovic at hotel.

Friday, Sept. 23

9:00am Gave lecture in Dr. Kent Middleton's graduate law class.

11:00am Met with Vice Dean Pavlovic and Drs. Becker and Vlad to discuss the collaboration project: faculty exchanges, workshop in Belgrade next May and joint research projects.

11:45am Meeting with Dr. Len Reid, Dean of the Grady College

12:15pm Lunch with Drs Middleton, Becker, Vlad, Vice Dean Pavlovic, Lila Radonji c and Rade Veljanovski.

2:00pm Meeting with Associate Dean Dean Krugman.

Schedule for Dr. Vukasin Pavlovic
Vice Dean of the College of Political Sciences
University of Belgrade

September 23rd, 2005

9:00am Meeting with Dr. Tudor Vlad at the hotel

9:30am Meeting with Drs. Lee Becker and Tudor Vlad, director and assistant director of the Cox Center. Discussion of media education in the United States

10:15am Tour of the Grady College of Journalism and Mass Communication

11:00am Planning meeting with Drs. Snjezana Milivojevic, Lee Becker and Tudor Vlad

12:15pm Lunch

2:00pm Meeting with Dr. Dean Krugman, associate dean of the Grady College

2:45pm Meeting with Dr. Gary Bertsch and Dr. Michael Beck, director and executive director of the Center for International Trade and Security

7:00pm Meeting with Drs. Hollifield, Becker and Vlad at the hotel.

September – October 2005

Prof. Lila Radonjić
Dr. Rade Veljanovski

Saturday, Sept. 17

Arrive in Athens, Suburban Lounge

Sunday, Sept. 18

Monday, Sept. 19

10:00am Meet with Audrey Greeson, Administrative Specialist, at the Cox Center

10:30am Orientation at Office of International Education, 209 Barrow Hall

11:30am Get campus identification (I.D.) cards at Tate Center

Tuesday, Sept. 20

10:00pm Meet with Drs. Lee Becker and Tudor Vlad, Director and Assistant Director of the Cox Center

1:30pm Meet with Dr. Leonard Reid, Dean of the Grady College

2:30pm Tour of the Grady College

Wednesday, Sept. 21

9:30am Tour of the student radio WUOG (leaving from the Cox Center)

11:00am Meeting with Dr. Hugh Martin, Department of Journalism

2:00pm Meeting with Dr. Kent Middleton, Head of the Journalism Department

Thursday, Sept. 22

10:00am Meet with Dr. Barry Hollander, Department of Journalism

3:30pm Tour of the UFA student newspaper *The Red & Black*. Meet with Mr. Harry Montevideo, publisher.

Friday, Sept. 23

10:00am – 12:00 Observe Dr. Kent Middleton's Media Law class – Room 205.

9:30am Meet with Dr. Karen King, Chair, Department of Advertising and Public Relations

10:00am Meet with Ms. Shanna Bramlett, Grant Program Coordinator

11:15am (Dr. Radojkovic) Meet with Professor Conrad Fink, observe Media and Ethics class – Room 128. Lunch with Professor Fink.

11:15am (Dr. Milivojevic) Meet with Dr. Dwight Brooks, Department of Telecommunications

Monday, Feb. 14

11:15am (Dr. Milivojevic) Dr. Middleton's class, Media Law

1:30pm (Dr. Milivojevic) Meet with Dr. Janice Hume, Department of Journalism

Tuesday, Feb. 15

10:30am Dr. Leara Rhodes class, International Media: The Role of Media in Revolutions – Room 118

Wednesday, Feb. 16

12:00 (Dr. Milivojevic) Meet with Dr. Carolina Acosta-Alzuru

2:00pm Meet with Mr. Cecil Bentley, former editor of *Athens Banner-Herald*

6:00pm Dinner with Dean Soloski, Athens Country Club

Thursday, Feb. 17

10:00am (Dr. Milivojevic) Meet with Dr. Bill Griswold, Department of Journalism, in the Cox Center

Wednesday, Feb. 23

Program in Atlanta

Clarke Atlanta University

10:00am-10:30am Meet with students in Photojournalism class

10:30am-11:00am Tour of CAU radio station WCLK. Meet with Wendy Williams, the general manager of WCLK.

11:00am-12:00pm Meet with students in Professor Bill Clark's Radio Programming class. Discussion on radio in Serbia.

12:00pm-1:00pm Meet with Professor James McJunkins. Discussion on CAU mass communication curriculum and on topics for the workshop in Belgrade.

CNN

1:30pm-2:30pm Tour of CNN

Thursday, Feb. 24

12:00pm-1:00pm (Dr. Milivojevic) Meet with Dr. Spencer Tinkham, Advertising Department

11:00am-12:00pm (Dr. Radojkovic) Meet with Dr. Tom Reichert, Advertising Department

Friday, Feb. 25

9:15am-11:00am Discussion with graduate students in Dr. Ann Hollifield's class

Friday, Feb. 25 – Monday, Feb. 28 (Dr. Radojkovic)
Professional trip to Duke University, North Carolina.

Monday, Feb. 28

12:00pm-1:00pm Meet with Dr. Leara Rhodes, Journalism Department

1:30pm-2:30pm Meet with Dr. Ruth Ann Lariscy, PR Department

Tuesday, March 1

12:30pm-1:30pm Meeting with Grady College faculty and students. Discussion on media in the Balkans

2:30pm-4:00pm Meet with Dr. Horace Newcomb, director of the Peabody Awards Program

**Schedule for
Dr. Milan Podunavac
Dean of the College of Political Sciences ,
Public Administration and Journalism**

January-February 2006

Saturday, January 21

Arrive in Athens, Suburban Lounge

Sunday, January 22

1:00 pm - Meet at the hotel with Dr. Lee B. Becker, Cox Center Director

Monday, January 23

9:15 am - Meet at the hotel with Dr. Tudor Vlad, Cox Center Assistant Director

10:00 am - Meet with Audrey Greeson, Cox Center Administrative Specialist *(She will take you to Barrow Hall for orientation and to the TateCenter for the ID.)*

2:00 pm - Tour of the Grady College (Amanda)

Tuesday, January 24

10:00 am - Meet with Drs. Lee Becker and Tudor Vlad, Director and Assistant Director of the Cox Center

11:00 am - Information about the UGA Library (Doug)

1:00 pm - Tour of the Main Library with Dr. Tudor Vlad

3:00 pm - Meet with Mr. Harry Montevideo, Publisher of the UGA student newspaper *The Red & Black*

4:15 pm - Meet with Dr. James Bason, Director of the Georgia Research Center

Wednesday, January 25

11:00 am - Orientation at Office of International Education, 209 Barrow Hall

12:00 am - Get campus identification (I.D.) cards at Tate Center *(This will enable you to use the UGA library and campus bus system free of charge.)*

Thursday, January 26

10:00 am - Meet with Dr. Horace Newcomb, Director of the Peabody Awards Program

10:50 am - Meet with Dr. Dwight Brooks. Observe Dr. Brooks' class on Diversity.

Friday, January 27

10:00am – 12:00 Observe Dr. Lee Becker's Writing class

3:00 pm – Meeting with Dr. Gary Bertsch, Director of the Center for International Trade and Security

Monday, January 30

1:30 pm – Meet with Dr. Dean Krugman, Associate Dean

2:30 pm – Meet with Dr. Kent Middleton, Head of the Journalism Department

Tuesday, January 31

11:00 am – Meet with Dr. Jeff Springston, Associate Dean for Graduate Studies

Wednesday, February 1

2:00 pm – Meet with Dr. Alison Alexander, Associate Dean for Academic Affairs

Thursday, February 2

10:45 am – Meet with Dr. Len Reid, Dean of the Grady College

Friday, February 3

10:00 am - Visit to the Clark Atlanta University

Tuesday, February 7

3:30 pm – 6:30 pm Newsource 15 (news scripts, rundown, newscast, review) TV production studio, Professor Michael Castangera

Wednesday, February 8

1:30 pm - Meet with Dr. Len Reid, Dean of the Grady College

Thursday, February 9

3:00 pm – Meet with Dr. Joe Dominick, Head of the Telecommunications Department

Friday, February 10

10:00 am - Observe Dr. Lee Becker's Writing class

3:30-4:30 pm, in 002 Moore College, " America and the World" seminar, with Dr. Steven Elliott-Gower, Associate Director, Honors Program

9:30am Meet with Dr. Karen King, Chair, Department of Advertising and Public Relations

10:00am Meet with Ms. Shanna Bramlett, Grant Program Coordinator

11:15am (Dr. Radojkovic) Meet with Professor Conrad Fink, observe Media and Ethics class – Room 128. Lunch with Professor Fink.

11:15am (Dr. Milivojevic) Meet with Dr. Dwight Brooks, Department of Telecommunications

Monday, Feb. 14

11:15am (Dr. Milivojevic) Dr. Middleton's class, Media Law

1:30pm (Dr. Milivojevic) Meet with Dr. Janice Hume, Department of Journalism

Tuesday, Feb. 15

10:30am Dr. Leara Rhodes class, International Media: The Role of Media in Revolutions – Room 118

Wednesday, Feb. 16

12:00 (Dr. Milivojevic) Meet with Dr. Carolina Acosta-Alzuru

2:00pm Meet with Mr. Cecil Bentley, former editor of *Athens Banner-Herald*

6:00pm Dinner with Dean Soloski, Athens Country Club

Thursday, Feb. 17

10:00am (Dr. Milivojevic) Meet with Dr. Bill Griswold, Department of Journalism, in the Cox Center

Wednesday, Feb. 23

Program in Atlanta:

Clarke Atlanta University

10:00am-10:30am Meet with students in Photojournalism class

10:30am-11:00am Tour of CAU radio station WCLK. Meet with Wendy Williams, the general manager of WCLK.

11:00am-12:00pm Meet with students in Professor Bill Clark's Radio Programming class. Discussion on radio in Serbia.

12:00pm-1:00pm Meet with Professor James McJunkins. Discussion on CAU mass communication curriculum and on topics for the workshop in Belgrade.

CNN

1:30pm-2:30pm Tour of CNN

Thursday, Feb. 24

12:00pm-1:00pm (Dr. Milivojevic) Meet with Dr. Spencer Tinkham, Advertising Department

11:00am-12:00pm (Dr. Radojkovic) Meet with Dr. Tom Reichert, Advertising Department

Friday, Feb. 25

9:15am-11:00am Discussion with graduate students in Dr. Ann Hollifield's class

Friday, Feb. 25 – Monday, Feb. 28 (Dr. Radojkovic)

Professional trip to Duke University, North Carolina.

Monday, Feb. 28

12:00pm-1:00pm Meet with Dr. Leara Rhodes, Journalism Department

1:30pm-2:30pm Meet with Dr. Ruth Ann Lariscy, PR Department

Tuesday, March 1

12:30pm-1:30pm Meeting with Grady College faculty and students. Discussion on media in the Balkans

2:30pm-4:00pm Meet with Dr. Horace Newcomb, director of the Peabody Awards Program

Schedule for University of Belgrade Visiting Professors

Prof. Marijan Zivanovic

Prof. Branimir Stojkovic

September-October 2006

September 12, 2006

Arrival at Suburban Lounge

September 13

9:15 am - Meeting with Dr. Tudor Vlad at the Reception Desk

9:30 am - Welcome to the Grady College – Meeting with Drs. Lee Becker and Tudor Vlad, director and assistant director of the Cox Center and with Ms. Audrey Greeson, administrative specialist.

10:30am - Orientation at Office of International Education, 209 Barrow Hall.

11:30am - Get campus identification (I.D.) cards at Tate Center

1:30 pm - Tour of the Grady College (Graduate research assistant Renee Pelton)

2:30 pm - Tour of the Main Library (Graduate research assistant Josh Copenhagen)

3:30 pm - Grocery shopping (Graduate research assistant Josh Copenhagen)

September 14

11:00 am - Professor David Hazinski's class, Broadcast News Reporting

3:00 am - Meeting with Dr. Kent Middleton, Head of the Journalism Department

7:00 pm - Athens Symphony Orchestra Concert (with Drs. Becker and Hollifield)

September 15

10:00 am - How to use the computer to find books and articles in the UGA Main Library (Cox Center - Graduate research assistant Renee Pelton)

11:00 am - Meeting with Drs. Becker and Vlad

1:00 pm - Tour of the Campus (Dr. Tudor Vlad)

2:00 pm - Meeting with Dr. Dwight Brooks, Telecommunications Department

September 16

Football Game!!!!!!

September 18

8:30 am - Broadcast production morning meeting (Prof. Steve Smith)

9:30 am - Meeting with Dr. Scott Shamp, Director of the New Media Institute

11:15 am - Professor Kent Middleton's class, Media Law (meeting at Dr. Middleton office at 11:05)

3:30 pm - Broadcast production afternoon meeting (Prof. Steve Smith)

September 19

10:00 am - Meeting with Dr. Alison Alexander, Associate Dean for Academic Affairs

11:00 am - Meeting with Dr. Jo Dominick, Head of the Telecommunication Department

September 20

11:10 am - Dr. Bruce Klopfenstein's class, Website Design

1:00 pm - Mindy McAdams' conference "Multi-Media Journalism Narratives" (Student Learning Center , Room 150)

September 21

9:00-10:45 am - Dr. Andi Kavoori's class, International News Production

11:00 am - Professor David Hazinski's class, Broadcast News Reporting

September 22

9:00 am - Dr. Leara Rhodes' class, Media Theory (Room 118)

September 25

10:30 am - Meeting with Dr. Horace Newcomb, director of the Peabody Awards Program

1: 00 pm - Meeting with Drs. Ardyth, Ann Hollifield and Lee Becker

6:30 pm - Dinner with Dr. Leara Rhodes

September 26

11:00 am - Interview with Dr Ardyth Sohn, evaluator of the Partnership Program

September 27

11:00 am - Professor Kent Middleton's class, Media Law

September 28

6:30 pm - Peabody Awards Program – Meeting with the producer and director of the movie “The Journalist and the Jihad”

8:00-10:00 pm - HBO Documentary Film “The Journalist and the Jihad” (Tate Student Center Theatre, 45 Baxter Street)

September 29

10:00 am - Dr. Hugh Martin's class: Newspaper Editing

October 1

12:00 am - Trip to Atlanta

4:00 pm - Tour of the Coca Cola Museum

October 2

10:00 am - Meeting with James McJunkins and Brenda Wright, Clark Atlanta University professors

11:00 am - Tour of CNN

1:00 pm - Tour of the Martin Luther King Jr. Memorial

5:00 pm - Lunch with James McJunkins at Clark Atlanta University

October 3

10:00 am - Lecture given to the Public Relation Media Development Class

1:00 pm - Panel discussion: Student Activism and Civil Rights Movement: How You Can Make a Difference? (Juan Williams, author of the book, Lonnie C. King Jr, and Charles A. Black)

2:00 pm - Speak to Fundamentals of Radio Production Class and tour of WCLK and WSTU Radio Station

October 4

12:00 am - Meeting with Dr. Hugh Martin

1:00 pm - Conference on the Orange Revolution in Ukraine

October 5

10:00 am - Tate Center Bookstore- Choosing the books for Belgrade FPN Library

October 8

5:00 pm - Conference :Youth - Indifference to News (Keynote by David Mindich)

October 9

10:00 am - Meeting with Honors Danielle Pearl (topic: Media in Serbia)

12:00 am - Conference: Youth - Indifference to News (Lunch Session with high school and college editors)

October 10

9:30 am - Dr. Ann Hollifield's class, Broadcast Management

2:00 pm - Dr. Ann Hollifield's graduate class

7:00 pm - Dinner with Drs. Ann Hollifield and Tudor Vlad

October 11

10:00 am - Meeting with Drs. Becker and Vlad

2:00 pm - Dr. Lee Becker class: Media Research Methods

Schedule for University of Belgrade Visiting Professor

Ana Milojevic

March-April 2007

March 15

Arrival at Suburban Lounge

March 16

10:00 am Meeting with Dr. Tudor Vlad at the Reception Desk

10:30 am Welcome to the Grady College – Meeting with Dr. Tudor Vlad and with Ms. Audrey Greeson, administrative specialist

11:30 am Get campus identification (I.D. card at Tate Center) with Ms. Audrey Greeson, administrative specialist, tour to Student Learning Center (SLC)

12:30 am Tour of the Grady College (Dr. Tudor Vlad)

March 17

12:00 am Tour of Athens with Ms. Audrey Greeson

02:00 pm Lunch with Ms. Audrey Greeson

03:30 pm Visit of the Memorial Park

March 18

12:00 am Short trip to Madison with Dr. Ann Hollifield

02:00 pm Tour of Rogers House and Rose Cottage

03:30 pm Lunch with Dr. Ann Hollifield in Madison

07:00 pm Dinner with Dr. Ann Hollifield and Dr. Lee Becker

March 19

9:30 am How to use the computer to find books and articles in the UGA Main Library (Cox Center – Graduate research assistant Karen Sines)

11:30 am Office of International Education with Ms. Audrey Greeson, administrative specialist

01:30 pm Meeting with Dr. Tudor Vlad developing a schedule, introduction to Drs. Janice Hume, Dwight E. Brooks, Leara Rhodes and Jo Dominic Head of the Telecommunication Department

03:00 pm Tour of the Main Library (Dr. Ann Hollifield)

March 20

11:00 am David Hazinski class, Broadcast News Reporting

12:30 pm Media Culture and Diversity class Dr. Dwight E. Brooks

03:00 pm Research in the Library

March 21

09:00 am Library research

1:25-2:15 pm Janice Hume class, Magazine management

March 22

11:00 – 12:00 am Meeting with Professor Jo Dominick, Head of the Telecommunication Department and Dr. Tudor Vlad

12:30 pm David Hazinski class, Broadcast News Reporting

02:00 pm Meeting with Professor Bill Griswold and Dr. Tudor Vlad, discussion about syllabus for the Media & Society course

March 23

11:00 am Meeting with Dr. Tudor Vlad: developing syllabus for the Media & Society course

01:25-02:15 pm Janice Hume's class, Magazine management

March 24

02:00 pm Lunch with Dr. Ann Hollifield

March 25

10:00 am Short trip to Helen with Dr. Ann Hollifield

March 26

- 09:30-12:00 am** Research on thesis
02:00-04:00 pm Work on syllabus for the Media & Society course

March 27

- 09:30-11:30 am** Library research
12:30 pm Media Culture and Diversity class, Dr. Dwight E. Brooks

March 28

- 09:30-11:00 am** Research on thesis
11:30-12:30 am lunch with Dr. Ann Hollifield at Memorial Hall
01:00-02:30 pm Work with Dr. Tudor Vlad on the syllabus for the Media & Society course
16:00 pm Mr. Terence Monmaney, the Executive Editor of Smithsonian, lecture at the SLC

March 29

- 11:00 am** Dr Benjamin class, Telecommunication Law and Policy course
01:00 pm Lunch with Dr. Ann Hollifield at Memorial hole

March 30

- 01:00 pm** Meeting with Dr Leara Rhodes, discussion about her course in Magazine editing

April 2

- 10:00-11:00 am** Interview in Dr. Lee Becker's class
12:00 am Research in the library
06:00 pm Welcome for Dr. Vukasin Pavlovic at the Reception Desk
07:00 pm Dinner with Dr. Vukasin Pavlovic in down town Athens

April 3

10:00 am Meeting with Dr. Tudor Vlad and Dr. Vukasin Pavlovic at the Reception Desk

11:00 am Work on thesis

April 4

02:00 pm Photojournalism class, Professor Mark E. Johnson

April 5

09:00 am Work on thesis

12:00 am Lunch with Dr Ann Hollifield at Memorial Hall

02:00 pm Magazine editing, Dr Leara Rhodes class

April 6

11:00 am Tour to the library with Dr Vukasin Pavlovic

02:00 pm Tate Center Bookstore: choosing the books for Belgrade FPN Library

06:00 pm Dinner with Dr Lee Becker, Dr Ann Hollifield, Dr Vukasin Pavlovic

April 8

04:00 pm Easter Lunch at Dr Lee Beckers and Dr Ann Hollifield's house with Dr. Vukasin Pavlovic, Dr. Tudor Vlad and Cornelia Vlad

April 9

11:00 am Work with Dr Vukasin Pavlovic translating into English Belgrade University Curriculum for Journalism and Mass Communication

03:00 pm Research at the Library

07:00 pm Lecture in photo journalism by photographer David Burnett at the Center for Continuing Education

April 10

11:00 am Research at the Library

12:30 pm Media Culture and Diversity Dr. Dwight E. Brooks
05:00 pm Student live news broadcast and afternoon broadcast meeting with Dr Ann Hollifield and Dr Vukasin Pavlovic
07:00 pm Dinner with Dr Lee Becker, Dr Ann Hollifield, Dr Vukasin Pavlovic

April 11

02:45 pm Meeting with Harry Montevideo, publisher of *The Red & Black*, independent student newspaper serving the University of Georgia community
04:00 pm Tour of *The Red & Black*, an independent student newspaper serving the University of Georgia community

April 12

09:00 am Travel to Atlanta with Dr Vukasin Pavlovic and Dr. Tudor Vlad
12:00 am Reception at the Clark Atlanta University for Journalism by Professor James McJunkins
01:00 pm Lunch with Dr Vukasin Pavlovic and Professor James McJunkins
03:00 pm Visit to the Martin Luther King Memorial Center with Dr Vukasin Pavlovic and Professor Brenda Wright

April 13

10:00 am Visit to the CNN with Dr Vukasin Pavlovic and Professor Brenda Wright
01:00 pm Tour of the Clark Atlanta University with Dr Vukasin Pavlovic, Professor Brenda Wright and Professor James McJanckins

April 14

Return to Belgrade

**Schedule for
Dr. Vukasin Pavlovic
Associate Dean for Development
University of Belgrade**

April 2007

Monday, April 2

Arrival in Athens

Tuesday, April 3

- 10:00 am Meeting with Dr. Tudor Vlad, assistant director of the Cox Center, at the hotel front desk
- 11:00 am Meeting with Dr. Lee Becker, director of the Cox Center
- 12:30 pm Orientation with Audrey Greeson, Cox Center administrative specialist

Wednesday, April 4

- 3:00 pm Meeting with Dr. C. Culpepper Clark, dean of the Grady College

Thursday, April 5

- 11:00 am Meeting with Dr. Horace Newcomb, Director of the Peabody Awards Program
- 2:00 pm Visit to Mark Johnson's class on photojournalism

Friday, April 6

- 10:00 am Meeting with Dr. Jeff Springston, associate dean for graduate studies

Monday, April 9

Visit to photo exhibition and lecture of David Burnett in Georgia Center for Continuing Education

Tuesday, April 10

1:00 pm Meeting with Dr. Kent Middleton, Head of the Department of Journalism

Wednesday, April 11

11:00 am Meeting with Dr. Alison Alexander, associate dean for academic affairs

3:00 pm Visit to the student newspaper *The Red and Black* and meeting with publisher Mr. Harry Montevideo

Thursday, April 12

Visit to Clark University in Atlanta

Meeting and lunch with professor James McJunkins and associate dean and other faculty from Clark University

Visit the Dr. Martin Luther King Center

Friday, April 13

Visit CNN

Travel to Auburn and visit Auburn University

Saturday, April 14

Visit Montgomery and War College

Sunday, April 15

Return to Athens

Tuesday, April 17

Meeting with Dr Tudor Vlad and discussion on Belgrade workshop preparation

Wednesday to Saturday, April 18 – 21

Work in the UGA Library

Sunday, April 22

Visit to Abbeville and Richard B. Russell Lake in South Carolina with Drs. Lee Becker and Ayman Nada from Egypt

Monday, April 23

Meeting with Dr Tudor Vlad and discussion of Belgrade journalism curriculum

Tuesday, April 24

Meeting with Dr Libby Morris and faculty from the Institute of Higher Education and discussion of university education reform and distance learning

Schedule for Danka Ninković Slavnić

October 2007

Monday, October 1

9:30 am – Meet at the hotel front desk with Dr. Tudor Vlad, assistant director of the Cox Center

10:00 am – Meet with Drs. Lee Becker and Tudor Vlad, director and assistant director of the Cox Center. Discussion of the goals of Danka's program

11:00 am – Orientation at the UGA Office for International Visitors, with graduate research assistant Jianchuan "Henry" Zhou

1:00 pm – Tate Student Center: UGA ID, with graduate research assistant Jianchuan "Henry" Zhou

Tuesday, October 2

9:30 am – Tour of the Grady College with Dr. Tudor Vlad

10:00 am – Meeting with Dr. Bill Griswold. Discussion of Media and Society syllabi

11:00 am - Tour of the UGA Campus and visit to the UGA main library with graduate research assistant Jianchuan "Henry" Zhou

2:30 pm – Meeting with Dr. Tudor Vlad. Discussion of Media and Society curriculum

Wednesday, October 3

10:10 am – Professor Mark Johnson's photojournalism class, Photojournalism Lab

11:00 am - Presentation of Research 'Money Machines: the Impact of Media on Local Economic development' by Dr. Ann Hollifield and presentation of Ph. D. dissertation research by Jianchuan "Henry" Zhou

1:25 pm - Professor Mark Johnson's photojournalism class, Photojournalism Lab

2:30 pm – Dr. Lee Becker's class Media Research Methods

Thursday, October 4

9:30 am - Professor John Greenman's class, Credibility: The Journalist's Challenge, Student Learning Center, Room 275

7:00 pm Visit with Dr. Lee Becker to Board of commissioners of Oconee County, Georgia

Friday, October 5

12:00am Lunch with Carolina Acosta Azurru

1:25 -2:15pm – Telenovelas and Society class

Diner with Dr. Becker and Hollifield

Saturday, October 6

Trip to Macon with Dr. Ann Hollifield

Watching the football game with Dr. Becker and Hollifield

Monday, October 8

12:00 –Pizza lunch with journalist from Germany. Discussion of journalism in Germany and United States

01:25 – 14:15 Telenovelas and society class

Tuesday, October 9

9:30-10:45 am Professor John Greenman's class, Credibility: The Journalist's Challenge

2:00 - 3:15 pm Dr. Ann Hollifield's class Introduction to Telecommunication and Management

Wednesday, October 10

10:00 Meeting with Dr. Horace Newcomb, director of the Peabody Awards Program

12:00 research Colloquium: 'A multi-media company's research agenda by James E. Smith

4:00 pm – Dr. Lee Becker's class Media Research Methods,

Thursday, October 11

11:00 Atlanta Journal Constitution

12:30 CNN Atlanta

14:30 Dr. Martin Luther King's Memorial

Friday, October 12

11:15 – 12:05 - Interactive television and the future of the media class

Monday, October 15

09:05 -12:05 Dr. Dean Krugman's class Mass Communication Theory

2:30-3:20 - Dr. Bruce Klopfenstein's Writing for Electronic Media class

Tuesday, October 16

08:30 – Newsroom morning meeting (with professors Michael Castangera and David Hazinski)

09:00-10:00 – Talk with David Hazinski about broadcast industries in different countries

11:00 -12:15 – Race, gender and media class, Professor Leara Rhodes

12:30 -14:00 – Broadcast news reporting class, Professor David Hazinski

17:00 – 17:30 – Visit to the newsroom during the program broadcast

Wednesday, October 17

10:10 – Photojournalism class

14:30 – 17:00 – Media Research Methods, Professor Lee Becker

Thursday, October 18

9:20 -12:15 - Dr. Ann Hollifield's class Media Management

14:00 -16:00 – Talk with students about photojournalism

Friday, October 19

Library research

Saturday, October 20

10:00 – Trip with Ann Hollifield and Lee Becker to the Elder Mill Covered Bridge on Rose Creek and Elder Mill

Monday, October 22

Digital database research for M.A. thesis

Tuesday, October 23

9:30-10:45 Professor John Greenman's class, Credibility: The Journalist's Challenge

11:00 -12:15 – Race, gender and media class, Professor Leara Rhodes

14:00 -15:15 – Dr. Ann Hollifield's class Introduction to Telecommunication Programming and Management

Wednesday, October 24

01:25 – 14:15 Telenovelas and society class

14:30 – 17:00 – Media research methods, Professor Lee Becker

Thursday, October 25

Trip to Atlanta with Dr. Tudor Vlad to visit Clark Atlanta University

Friday, October 26

Library research

Monday, October 29

Flight back to Belgrade

APPENDIX IV

Schedule for Ancillary Visitors (With External Funding)

Schedule for Vojislav Raonic

Director of the Montenegro Media Institute

November 6-17, 2005

Program Funded by IREX Montenegro

James M. Cox Jr. Center for International Mass Communication Training and Research

Saturday, November 5

11:00 am - Meet with Dr. Lee Becker, director of the Cox Center, at the Suburban Lounge

Sunday, November 6

10:30 am - Meet with Dr. Tudor Vlad, assistant director of the Cox Center, at the Suburban Lounge

Monday, November 7

9:00 am - Meet with Dr. Tudor Vlad at the hotel

10:00 am - Meet with Drs. Becker and Vlad in the Cox Center

11:00 am - Meet with Dr. Horace Newcomb, director of the Peabody Awards Program

- Tour of the Grady College

- Tour of the library

Tuesday, November 8

9:30 am - Dr. Ann Hollifield's class, Broadcast Management

- Tour of the campus

2:15 pm - Meet with Dr. Ann Hollifield, Telecommunication Dept.

4:00 pm - Meet with Dr. Kent Middleton, Head of the Dept. of Journalism

Wednesday, November 9

10:30 am - Meet with Dr. Leara Rhodes, Dept. of Journalism

1:00 pm - Meet with Tom Hudson, Dept. of Journalism

1:45 pm - Meet with Dr. Hugh Martin, Dept. of Journalism

2:30 pm - 5:30 pm - Dr. Lee Becker's class, Media Research Methods

Thursday, November 10

10:15 am - Meet with Dr. Alison Alexander, Associate Dean

12:30 - David Hazinski's class, TV Production

4:00 pm - 7:00 pm - Students' TV show (production and critique)

Friday, November 11

10:00 am - Dr. Leara Rhodes' class, International Communication

12:00 - Meet with Drs. Becker and Vlad

1:00 pm - Meet with Harry Montevideo, publisher of "The Red & Black"

2:00 pm - Meet with Drs. Gary Bertsch and Michael Beck, Director and Executive Director of the Center for International Trade and Security

November 14-16

WSB-TV Atlanta

APPENDIX V

Schedules for Evaluators

**Schedule for
Dr. Robert Stevenson's Evaluation Trip to Athens
September 28-30, 2005**

September 28

8:40pm Meet with Dr. Tudor Vlad at the Athens Airport

September 29

9:15am Meet with Dr. Vlad at the hotel

10:00am Meet with Drs. Becker and Vlad. Discussion of the first year of the project.

11:30am Meet with Dr. Kent Middleton, head of the Journalism Department. Discussion of the first workshop and of Dr. Middleton's teaching in Belgrade.

1:00pm Meet with Prof. Lila Radonjic and Dr. Rade Veljanovski.

3:00pm Tour of the Grady College.

5:00pm Meet with Dr. Ann Hollifield at the Cox Center. Discussion of the first workshop in Belgrade and of Dr. Hollifield's teaching in Belgrade.

September 30

10:30am Meet with Prof. Lila Radonjic and Dr. Rade Veljanovski.

11:30am Telephone conversation with Prof. James McJunkins, Department of Media Arts, Clark Atlanta University, participant in the first workshop in Belgrade (Tel: (404) 880-8309)

1:30pm Meet with Dr. Len Reid, Dean of the Grady College.

3:00pm Meet with Drs. Becker and Vlad. Discussion of the continuation of the program.

7:00pm Dinner with Drs. Becker and Vlad.

Schedule for Dr. Ardyth Sohn to Georgia
Evaluator of the Grady-Belgrade-Clark Atlanta Partnership
September 24-26, 2006

Sunday, September 24

8:40 pm - Meeting at the airport with Dr. Ann Hollifield, Telecommunication Department

Monday, September 25

9:00 am - Meeting at the hotel with Dr. Tudor Vlad, Cox Center assistant director

9:30 am - Meeting with Dr. E. Culpepper Clark, dean of the Grady College

10:00 am - Meeting with Dr. Lee Becker, Cox Center director

11:00 am - Tour of the Grady College

12:00 pm - Meeting and lunch with Grady and Belgrade faculty (Ann Hollifield, David Hazinski, Branimir Stojkovic, Kent Middleton, Lee Becker)

1:15 pm - Telephone conference with Professor James McJunkins, Clark Atlanta University (404-880-8309)

1:45 pm - Meeting with Professor David Hazinski, Telecommunication Department

3:00 pm - Meeting with Dr. Ann Hollifield, Telecommunication Department

Tuesday, September 26

9:30 am - Meeting with Dr. Kent Middleton, Head of the Journalism Department

10:00 am - Meeting with Dr. Branimir Stojkovic, Department of Journalism, Belgrade University

11:00 am - Meeting with Dr. Tudor Vlad, Cox Center assistant director

11:30 am - Telephone conference with Professor Brenda Wright, Clark Atlanta University (404-880-8957)

1:00 pm - Meeting with Audrey Greeson, Cox Center administrative specialist

4:00 pm - Departure to Athens Airport

APPENDIX VI

Evaluators Reports

Report on visit to Belgrade, November 2005
Robert L. Stevenson, University of North Carolina

January 2006

Introduction. As you will remember, Prof. Lila Radonjic and Dr. Rade Veljanovski were in Athens when I visited; Prof. Snjezana Milivojevic, co-director of the partnership program, had already left but had indicated that a visit to Belgrade in November would fit into the schedule there. I decided that trip spanning the Thanksgiving holiday would be reasonable and practical from my perspective. I left it to Prof. Milivojevic to plan an itinerary but told her that my purpose was to get a sense of how the program was proceeding and whether any course changes might be introduced to strengthen the two years remaining in the program.

Itinerary. I arrived on Wednesday, Nov. 23, and met Snjezana in the afternoon for a late lunch, a short tour of the Faculty of Political Sciences (FPS) building, and a brief discussion of her suggested itinerary for Thursday and Friday.

Thursday was a busy day. It started with a meeting with Dean Milan Podunavac, Faculty of Political Science, then to a tour of the Media Center and new American Studies Center, lunch with Prof. Neda Todorovic, an informal presentation to a group of students, accompanying Snjezana to a lecture at the National Library where she discussed a new multi-national study of broadcast regulation in Europe, and, finally, a late Thanksgiving dinner at the Hyatt hotel.

On Friday, I had meetings with Prof. Miroljub Radojkovic, head of the Department of Journalism, and, Gordana Ristic, foreign cooperation administrator for the FPS, then a meeting and lunch with two graduate students who had participated in the program last summer. I also had a chance to talk with Rade Veljanovski at some length.

Saturday was spent in the city center, including a short get-together with Snjezana. I returned to the United States on Sunday, Nov. 27.

Comments. Everyone I met was enthusiastic about the program and pleased with both the seminars last summer and the schedule of proposed activities for the coming two years. The short visit was a reminder of how isolated Serbia has been from the rest of Europe – and indeed the world – and how important it is to people in Belgrade to reconnect. The program is probably more important to Serbia than to participants in other university partnership programs. Shortly before my arrival, the university had released a study showing that only about 20 percent of the students had ever been outside Serbia – not even to neighboring countries of ex-Yugoslavia – and the percent with external passports was not much higher. It is a generation that came of age in the wrong decade, the years of United Nations sanctions when even food was occasionally in short

supply and normal contacts with the rest of the world were just about impossible. Snjezana and a couple of others I talked with said they remembered how easily they had traveled and maintained close professional international contacts before the sanctions, which had the effect of isolating them from much of their professional life. I suppose it was similar to living in East Berlin and being close to the West but without the chance to experiencing it.

They are now rebuilding, but difficulties remain, especially financial. Someone reminded me that it was only six years earlier that American cruise missiles had been fired into downtown Belgrade, an act that many at the university probably saw as the first step toward liberation rather than aggression. I was struck by the similarities between Serbia now and the rest of ex-communist Europe in the first years after the collapse of the old regimes.

Would it not be advisable to focus on short-term student exchanges or even travel to countries in Western Europe in the near future, I asked Prof. Radojkovic when he mentioned the university study, the second time I heard it referred to. You are a kind and naive American, was his reply. These students have done everything right: they studied hard to get into the university, learned English, and now want to be good Europeans. They are like thousands of others who fled Serbia but are now unwilling to return. Even if they would return – and probably most of them do want to stay in Serbia – it would be harder to get a short-term visa to Italy, Germany, or Britain than to the United States, he said. They are exactly the kind of people the rest of Europe doesn't want and doesn't trust. Even if they could get visas, there is the problem of money.

When – or if – Serbia gets to the next level of official “member candidate” status in the European Union, students will be eligible to participate in educational exchange programs, but that is several years off, Gordana Ristic said. Even though most of the programs don't require American-style tuition, cost-of-living grants are rare, and the average income in Serbia is \$250 a month. A year in the Erasmus or similar program that is a routine part of university education in Western Europe would be impossible for almost all Serbian students because their families could not underwrite even minimal travel or living expenses. This program may be one of the few windows on the world for most students.

I decided that it is important to draw as many students as possible into the partnership program. Two who participated in a seminar last summer were enthusiastic about it; others would benefit as well. I even came up with a scheme that I plan to deploy next semester in my own class in international communication. For several years, I have built in one or two internet-based video exchanges with classes in other countries. Usually they are a single “discussion” between two or three students in the other country and my class; sometimes I incorporate an internet “lecture” from abroad. I asked Snjezana if she would be interested in trying something similar in her class. She said yes. Because of time and calendar differences, anything more than a single exchange in each direction is cumbersome. I think I can persuade two or three of my students to come in early so they can meet her class; there should be no problem finding a few students in Belgrade – just about everyone I met seemed at ease in English and interested in the United States – who will be willing to stay late for a session with my class.

Professor Radojkovic told me he had added one class already as a result of the seminars last year – a course in media ethics. He had a long list of other classes he would like to add when faculty and other resources permit. They are a mix of what we call “skills” and “concepts.” He was particularly impressed with Kent Middleton’s presentation last summer and was certain that the students got a lot out of it, too. I gather that one topic was “hate speech,” something very familiar in the Balkans, and that Kent had pulled up websites of a couple of hate groups. I am not sure whether students were surprised that such groups existed in the United States, that they were allowed to operate largely without government interference, or that Kent’s solution to the problem of hate speech was sunshine and debate rather than suppression as a speaker from the European Union might have argued. He and most of the people I met who had participated in the first phase of the program seemed to be full of ideas and energy as a result. Money is important, too.

I was impressed with the use made of a small grant from the U.S. embassy, about \$50,000, if I remember correctly. It had allowed the school to create a low-power radio station that attracted a crowd of volunteers in a small, cluttered studio suite and, apparently, a sizable audience among the students. The same grant may have been behind a surprisingly successful video editing “studio,” in reality, a small room with two small digital camcorders connected to a PC and editing software. It allowed them to produce a weekly program that appeared on the once-notorious and now mainstream B-92 channel. I believe the embassy was also responsible for outfitting a small American Studies Center that, I was told, was the common venue for a small but growing stream of American visitors as well as some information about the United States typically found in a embassy-linked information center.

On the whole, I found the facilities quite good – better than I had seen in Budapest a decade earlier when I spent a year teaching in the short-lived American Journalism Center and in several other ex-socialist European universities. I am sure students would complain about a shortage of personal computers and the location of the building at some distance from the main university buildings in the center of Belgrade, but there was evidence of recent repair and a good level of maintenance. I assume they consider travel from one side of the city to another a normal part of university life. The university has provided a decent – and cheap – restaurant in the building and adopted a policy of a smoke-free building so the opportunity for informal contact in the public sphere isn’t up to what we enjoy on our campuses, but better than in many European universities.

The two students I had lunch with were satisfied with the journalism program and its typically American mix of practical skills and “theoretical” discussions of the media. Of course, if given a choice, they would opt for more practical education and a better chance to use the latest versions of the technology they will use in communication-related jobs. They believed the program in journalism was a useful credential when looking for a professional job after graduation but complained that it was not recognized when salaries were discussed. An applicant with a major in any other field would be offered the same amount of money. Would an internship or study abroad, or even travel make someone more competitive on the job market? They weren’t sure, but the interest in engagement with the world seemed to extend beyond the FPS to media organizations and institutions that are likely to provide the jobs for their futures.

Suggestions: As implied in the comments above, every indicator I observed pointed in the right direction. After one year, the program is on target and on time. The seminars in Belgrade and the visits to Athens and Atlanta generated interest in the program and a commitment to maintaining its momentum. The following areas might be given extra attention, particularly, in preparation for and during the summer 2006 activities:

1. Encouragement of preparation of new classes and help preparing syllabuses and other materials that could be used to speed their introduction are logical next steps. Professor Radojkovic has added one class and has a list of others. I didn't ask others who had been to Athens about plans to introduce new classes, but they all commented favorably on their classroom visits and experiences. Seminar participants, too, were universally favorable in their reaction to the content, which in many cases seemed quite new to them. The American style of teaching, with its emphasis on active participation and discussion, is novel in much of Central and Eastern Europe, and represents an area where permanent change in the Serbian educational system is possible. Students probably would opt for more practical skills classes, but what we call "conceptual" or "theoretical" areas such as professional responsibilities, ethics, and media-government relations have particular importance in that part of the world. I always like a comparative approach to study of democratic institutions, contrasting the American system of media with the West European alternative.

2. Increasing the number of student participants in the program is especially important because of Serbia's isolation from the rest of Europe in most of the past decade. While any large-scale exchange of students is not practical because of budget limitations, the goals of developing an online website and introducing specialized internet-based classes do lend themselves to student contact and collaboration. Differing academic calendars make it nearly impossible to schedule a full semester joint class, but the calendars are close enough that extensive collaborative work is possible. Website design, investigative journalism, even comparative media systems are ideal classes for online collaboration. Getting Georgia and Clark Atlanta students involved with Belgrade students would meet one of the goals of the project and might be more eye-opening for them than for the Serbian students.

3. I did not see syllabuses of classes currently offered in Belgrade, but my impression was that skills classes were taught quite informally, using the limited technology and space available in the FPS building and working around the "real-world" activities of the student radio station and cable news TV program. One possible spin-off of the program might be the creation of a set of classes – Radio News Production I and II, Television News Production I and II – which could then be used to support a request for additional space in the building and – even more important – a request for additional technical equipment. I don't know if the American Embassy is in a position to make an additional grant, but some of the organizations that were consulted in the planning stage of the project are likely sources of relatively small grants. As far as I know, organizations such as OSCE, EU, and the private foundations in Britain and Germany are in the business of making grants of this kind and would not object to supporting programs that involve the United States.

4. Both sides of the partnership seem comfortable with the program and with each other. I think they are prepared to move ahead toward the major goal of curriculum reform and creation of a model journalism program that would be applicable to other Balkan countries. One added goal of the 2006 seminars might be the creation of a draft curriculum with reasonably detailed syllabuses for specific classes, a timetable for its implementation, and criteria for monitoring its progress.

Conclusion. It snowed the day of my arrival, but the snow had become mostly mud by Thanksgiving and all mud on Friday. Saturday was a pleasant winter day by European standards. The city was not at all familiar from a visit close to two decades ago but reminded me of other cities in the Balkans and Central Europe. I look forward to a return visit in a year or two and, if possible, in the summer. I expect evidence of the impact of the program to be clear and widespread.

Report on Visit to University of Georgia and University of Belgrade
Ardyth Sohn, University of Nevada, Las Vegas(April 16, 2007)

I. Background

ATHENS...On Sept. 25-26, 2006, there was a scheduled visit to the Grady College of Journalism and Mass Communication and the James M. Cox Jr. Center for International Mass Communication Training and Research at the University of Georgia in Athens, Georgia, where goals of the Grady-Belgrade-Clark Atlanta Partnership were reviewed and faculty involved with the project were interviewed. The \$300,000 three-year project was begun in 2004 and is funded by a grant from the Bureau of Educational and Cultural Affairs of the U.S. Department of State as well as contributions from the partner universities.

Fall 2006 interviews included: Dr. E. Culpepper Clark, dean of the Grady College; Dr. Lee Becker, director of the Cox Center; Dr. Tudor Vlad, Cox Center assistant director; Professors Ann Hollified, David Hazinski, and Kent Middleton; and Audrey Greeson, Cox Center administrative specialist. Extensive time was spent with Professor Branimir Stojkovic from Belgrade University. There also was a telephone conference with Professor James McJunkins of the Department of Mass Media Arts at Clark Atlanta University.

BELGRADE...On April 2,3,4, 2007, University of Belgrade

Department of Journalism and Communication Science was the host and extensive time was spent with Professor Snjezana Milivojevic. Interviews also were conducted with: Dean Milan Podunavac, and Professors Miroljub Radojkovic, Branimir Stojkovic, Lila Radonjic, Marijan Zivanovic and Rade Veljanovski; Ms. Mira Milosevic, director of the Belgrade Media Center and a workshop participant; Sasa Mirkovic, president/external communications director of B92 national television station and a workshop participant; and Ms. Gordana Ristic, project administrator. Graduate students were met during a class conducted by Sohn focused on media management issues and technology opportunities and challenges.

What follows is a review of the program and recommendations for the future based upon these two visits to Athens and Belgrade plus other relevant documents.

Overview of the Project

The media in Serbia have been in transition for several years and efforts to privatize and restructure media companies have been a major part of the changes. In 2004 (the year this project began) the government failed to redistribute broadcast frequencies in a fair and impartial manner and tabloid media growth was seen as a major problem. A 2005 report noted that Internet access has limitations associated with phone lines controlled by the state postal service and the potential for state control of printing and media distribution are ongoing issues for the development of

independent media. However, also in 2005 the Freedom of Information Act was implemented and access to foreign information sources was granted. (IREX, “Media Sustainability Index 2005” pp. 99-100).

The Department of Journalism at the University of Belgrade enjoys a positive relationship with local media. The resources provided by *this pilot grant* have provided critical support for students and faculty to set up a labor pipeline for media seeking well educated reporters, editors and managers for newly established independent media companies. The workshop portions of the project have provided valuable opportunities for professors and professionals to discuss curricula development, common goals, research opportunities and future agendas for international media exchanges. By assisting faculty, this grant has touched a large number of students intellectually and professionally because faculty have shared with students what they have learned. In addition, professionals involved with workshops in Belgrade have also been engaged with at least three interviewees saying they have been stimulated by research presentations from U.S. scholars to continue graduate education as well as explore professional connections to research.

II. Review of Individual University Goals

The major goals (p. 10 of narrative) for Belgrade University are to:

) *“provide students in Serbia and Montenegro with effective education in journalism and mass communication”*

) *...improve the quality of media in the Balkans”*

These two goals are to be facilitated via three strategies: a) expanded and modernized curriculum in Belgrade; b) international collaborative projects between the three universities; c) visits and introduction to major media outlets in Atlanta (narrative, p. 10). While this reviewer has no assessment tools for measuring the success of each of the two goals, it is possible to report on the extent to which the *strategies* for achieving the goals have been implemented. (It also should be noted this reviewer has no tools or data for assessment related to Montenegro since she did not travel there or have conversations about the situation there).

Goal #1: *“provide students in Serbia and Montenegro with effective education in journalism and mass communication.”* Results? Improving.

a) expanded and modernized curriculum in Belgrade

Considerable work has been accomplished on the Belgrade University curricula. In fact, the journalism faculty has developed or revamped 27 journalism courses that not only include professional instruction in such areas as online journalism but also provide critical analysis of media theory in courses like media management, political marketing and political communication. The courses are a robust collection that build on the strengths of the theoretical program in place, the expertise of available part-time instructors from the Belgrade media and directions the program hopes to initiate in its next phase of restructuring. Clearly the formal interchange and communication between faculty in the three universities has resulted in Belgrade's journalism program drawing from U.S. examples where appropriate while still being faithful to unique cultural and media situations in Serbia. The focus in the curricula is on traditional (not converging) broadcast and print news journalism, however there are courses that could be used (in the future) to introduce public information or public relations into the curricula. There is little to support advertising or marketing majors in the curricula at the moment.

It is important to note that many of these courses have NOT been taught or tested yet—they are simply listed as new courses. It also should be noted that syllabi will need further development since they are now mostly outlines of courses and not actual week by week plans for readings, assignments or class discussion. More time and greater resources are needed so that Belgrade University has the opportunity to test courses and complete assessment of the courses.

Specifically Belgrade faculty mentioned that the exchange has influenced them to consider offering more “measures” of student work such as midterm exams and exposing their students to directed “discussions” rather than just lectures. They also have introduced Internet sites and graphics to the curricular discussion.

Recommendations:

)While it is exciting to see new directions for the curricula, it is very very clear that without additional teachers many of these courses will not be offered. More journalism professors; a rotation time table for offering courses; and a plan for maintaining a reasonable faculty-student ratio in journalism are necessary. Journalism is a popular major and provides a healthy percentage of the College's growth and FTE, however resources need to be connected to the growth. This was raised with the Dean, but more discussion of how this might be managed would be helpful.

)Additional resources are needed for the curricula to be functional. Right now there are only about 4 cameras for all students and very few editing bays. Given the number(s) of majors and potential for growth, resources need to be identified by the College for the journalism majors. Technology is critical to the curricula but technology wears out, so not only does the program need: a) more equipment, but it b) needs an obsolescence and replacement budget as well.

)Internships are essential for this curricula to flourish and expand. There is no clear role for internships in the new curricula. Some faculty say they are “required” while others are not so sure. However, what appears to be happening is that part-time instructors from the profession identify excellent students and invite them to their sites for “on-the-job” training. While this is a wonderful outcome, it needs to happen in a more systematic way so that more students have the opportunity to gain professional experience. At the very least, the professors need to include field trips to various media sites or design innovative ways for professionals to mentor students so that theory is wedded to practical experiences. Research and theory need to be tied in a meaningful way to the media, and with the media undergoing such profound changes in Belgrade it would be shame if students only “read” about the transitions rather than chronicling and collecting data about them.

)A troubling aspect of the new curricula is that while students are obliged to take courses in political theory, non journalism majors are *not* obliged to enroll in media courses. As the College and University move toward the Bologna Declaration a more interdisciplinary curricular approach might be discussed with the possibility of Journalism faculty offering a required College course that outlines the theoretical connections of media (as an independent variable) to propaganda, public opinion, marketing or economic theories.

)Faculty at the University of Belgrade might consider marketing and advertising curricula which may already be included in the media management course(s). With privatization comes the need for students to learn about these topics as well as underwriting.

b) international collaborative projects between the three universities

Although Belgrade professors have indicated in several ways how their visits to the U.S. have impacted their research and teaching, opportunities for students have been severely limited for a number of reasons. Major obstacles include: a) technical problems that sometimes intrude on anything more than the most simple exchanges---such as emails; b) difficulty in arranging for Belgrade students to travel to the U.S.; c) low income/wages so that even if students could easily come and go, most families cannot assist their children with travel expenses outside Serbia. In early 2007 Professor Milivojevic worked very hard to secure some limited travel outside the country (to Great Britain and Netherlands) for a small number of students, however most students will not have the opportunity to travel outside Belgrade to observe media or the journalism field. To compensate for the situation Clark Atlanta and University of Belgrade have an initiative for a cultural Internet exchange between students on both campuses. Students at Clark Atlanta have limited experience with many other cultures especially in Eastern Europe so the goal is to first familiarize both sets of students with cultural differences and similarities. Once conversation is established it is hoped more serious discussions of professional and research issues related to the media can occur. A third project of consequence is one that developed

between Professor Radojkovic and Professor Middleton at University of Georgia in media ethics, regulation and law. The exchange between the two professors influenced the research of both professors with a byproduct being broader classroom discussions with students in both universities. Hate speech is one critical area of theoretical interest for both professors and could develop into some cross-cultural studies involving students. And finally, a lecture on media management theory delivered in Belgrade by Professor Hollifield of University of Georgia points out the importance of even modest exposure to conversations because Belgrade students were still discussing research questions related to the lecture in April 2007.

Recommendations:

It would be exciting if all three universities could choose one common research project that could engage students and faculty for the next year. Perhaps a common class syllabus could be used at all three universities with students reading the same literature and using email to regularly correspond and share data collection. Not only could co-authored research papers emerge but perhaps even a joint professional project like a documentary could result. An obvious opportunity provides itself at the next spring workshop which is focused on *diversity*. The dimensions of this concept (ethnically, racially, socially, culturally, economically and politically) suggest all sorts of fruitful exploration for a collaborative class, project or research experience that extends the learning and conversation beyond the conference.

Western companies have established manufacturing and media presence in Belgrade, however little has been done to connect corporations to this project. For instance, Coca Cola and CNN have corporate offices in Atlanta as well as facilities in Belgrade, and it seems reasonable to consider inviting their support for a project that engages two Georgia universities with Belgrade University. Perhaps discussions could ultimately lead to internships or jobs for students in Belgrade as well as needed resources and tools for students studying in Belgrade.

- 3) In the spirit of collaboration, the three universities might explore other ideas for joint grants to address some of the needs for technology, which given the travel issues might be the best way to plan for future collaboration.

c) visits and introduction to major media outlets in Atlanta

Atlanta is well positioned to provide access to major media, and professors in Belgrade appreciated seeing the operations when they visited. In addition, a trip to B-92 in Belgrade was a real education for this reviewer who saw some of the most innovative convergence in the world. While the television station in Belgrade has modest facilities it is providing a wonderful laboratory for exploring the direction of transitional media. Not only programming but management practices are worthy of review by U.S. both Belgrade and U.S. scholars and students.

Recommendations:

1) More needs to be done with visits to Atlanta media so that the experiences are more than tours. If the collaborative projects (mentioned above) could involve study of media, there could be purposive interviews, collection of data and in-depth observation connected to media site visits. Perhaps management meetings could be attended or content analysis studies be included in the visit experiences. This not only would heighten the learning for professors but would probably translate into classroom materials for students as well as lively discussions about the changes media in all countries are experiencing.

Goal #2: “*improve the quality of media in the Balkans.*” Results? Unclear.

No data were presented or collected concerning the success of this goal. Presumably curricular changes at Belgrade University will impact this goal.

The major goal (page 11 narrative) for the University of Georgia was to further:

·internationalize its college

This goal was to be facilitated by: a) providing faculty with the opportunity to meet and then work with Belgrade University colleagues via the Internet; b) to enrich student education, by bringing scholars and practitioners from outside the U.S. into classrooms.

Goal #1: “*internationalize its college.*” Results? Promising

b) providing faculty with the opportunity to meet and then work with Belgrade University colleagues via the Internet

This strategy has been well implemented in terms of regular systematic visits from Belgrade University professors to the two partner universities in Georgia. The visits are being cycled through the Belgrade faculty so that everyone will have an opportunity to make the trip. Interviews with University of Georgia faculty and conversations with Clark Atlanta representatives indicate the visits have stimulated conversations and friendships have been formed.

Recommendations:

1) The next step is to implement a plan for Internet conversations or blogs or conferences between faculty. While time differences make live conferences difficult, faculty have already found ways to share tapes or videos as well as pictures and reports via email. Probably the ideal way to cement the relationships would be to initiate a research or professional project. Clark Atlanta is planning an informal exchange between students, however a formal project might be a better way to connect faculty from University of Georgia and Belgrade University.

b) enrich student education, by bringing scholars and practitioners from outside the U.S. into classrooms

This is a difficult strategy to measure but intuitively the strategy connects to the goal.

Recommendations:

1) Perhaps something other than lecturing to students or leading discussions could be planned for interactions between Belgrade professors and University of Georgia students. That is, if Belgrade professors could begin a research or professional project with University of Georgia students and finish it with Belgrade students there could be a visible product to demonstrate the connections with U.S. students. Or if Belgrade professors could provide critiques of U.S. student work, there would be demonstrable interaction.

The major goals (p. 11 of narrative) for Clark Atlanta University are to:

·expose its students to new perspectives on international media

·foster and support a stronger relationship with the University of Georgia (Narrative, p. 11)

Facilitation strategies were not specifically outlined in the Narrative document.

Goal #1: “*expose its students to new perspectives on international media.*” Results? Unclear

Recommendations:

- 2) It is recommended that among the email exchanges planned for students at Belgrade University and Clark Atlanta University that some conversations with Belgrade media (perhaps those participating in the annual workshops) be built into the plans.

Goal #2: “*foster and support a stronger relationship with the University of Georgia.*” Results? Promising

Recommendations:

1) While faculty at both universities mentioned the benefits of this project, no specific interactions were indicated so both universities might consider joint teaching or at least exchanges between students and faculty focused on international media and journalism.

III. Review of Overall Project Goals

Three sets of goals were identified for the project, “based on the stated needs and priorities of the leadership of the Department of Journalism and Communication Studies at the University of Belgrade.” (p. 17 Narrative).

Short-term goal:

a) establishing a higher education partnership between the University of Georgia, Belgrade University and Clark Atlanta university.

Commentary:

This partnership is solidified and faculty at Belgrade University articulate specific examples of relationships they have built with the faculties of the other two U.S. universities. In some cases it is research agendas (outlined above) in other cases it is professional as explained by one Belgrade professor who outlined how broadcasting procedures have been discussed and tapes shared between the three schools. All Belgrade professors mentioned the opportunity the month in Georgia presented was enormously appreciated. Many professors admitted they had felt nervous about the trip and worried about their English language skills, but everyone said it was an extraordinary experience and whatever difficulties they had anticipated were not an issue. Each faculty member appeared to have made at least one solid contact and they continue to speak by email and phone as often as they can. There is trust, respect and strong motivation to continue the partnership.

Intermediate goals:

- a)develop new courses
- b)eliminate obsolete and overly theoretical courses
- c)initiate and develop collaborative research
- d)create outreach structures that impact mass communication professionals in the U.S. and Serbia
- e)launch Serbian student publications
- f)create a web site for Serbian students to publish and broadcast their work via the Internet
- g)articulate a coherent program for journalism education and training

Commentary:

Except for goal (a) which has been accomplished, all intermediate goals are in the process of being met. If funding and resources are available specific action plans should be attached to goals (b-g).

Long-term goals:

- a)to assist University of Belgrade in developing a journalism and mass communication program that meets high international standards and serves as model for other programs in the region
- b)create the premises for quality university education in Serbia and Montenegro, with emphasis on professionalism, responsibility (ethics) and freedom of speech

- c)to promote the values of tolerance and diversity in Serbia and Montenegro and the U.S.
- d)to expand the curricula at the University of Georgia and Clark Atlanta University
- e)to continue the internationalization of the University of Georgia by providing faculty members with the opportunity to wok with Serbian counterparts in Belgrade and outside the Serbian capital, at home , and via technologies
- f)to expose the Clark Atlanta faculty and students to new perspectives on international media
- g)to encourage professional collaboration between U.S. and Serbian and Montenegro academic and media organizations

Commentary:

Progress has been made on all long-term goals and this reviewer would argue that goals (a) and (b) could be combined into a mission statement for University of Belgrade. Goal (c) will be addressed in the upcoming May 2007 joint workshop in Belgrade and goals (d), (e) and (f) could become part of the mission statements for the two U.S. universities. Goal (g) will need more resources to accomplish but if continuing funding is provided, there is no doubt the foundation laid by this project will serve as a strong grounding for continued progress on this goal.

IV. Discussion

This reviewer **strongly** recommends continuation of the project. While not all the goals have been accomplished, good progress has been made and many of the goals are related to securing additional funding and infrastructure issues that are expected to improve. Most of the time and resources have been spent on: a) building strong relationships, and b) curricula development. This is appropriate for Phase I of this project. Phase II (if funding is approved) should be focused on reviewing all goals and attaching specific action plans to each goal.

In addition to the recommendations listed above, specific tasks and agendas this reviewer sees as critical include:

1. Development of a joint Serbian/U.S. web site that showcases the courses, the students and the collaborative projects between the three universities. This is mentioned in early reports, but at least this reviewer could not find a site. Perhaps the students at all three universities could work together on the creation of this site adding pod casts and web streaming
2. Development of a strategy for dealing with team teaching between all three universities. While distance education does not seem to be an option at this point in time, at least students should be regularly viewing each others' projects/videos and sharing ideas in a systematic way via the technology that is available. The work this reviewer brought back from her trip was exceptional

and our students are now discussing and critiquing the video as they complete their own semester-end products

3. All students should be more exposed to professional work sites both physically and intellectually. While the equipment is scarce in the university, observation at work sites such as B-92 will at least give students exposure to how the media are currently converged and working on future innovations

4. Tie Atlanta media and relevant corporations (i.e. Coca Cola) to the project. This will take some work, but perhaps the foundation officers for the two U.S. universities could be helpful by initiating this contact. At the very least, it might be helpful to consider setting up an advisory board for the project and include the Atlanta media and corporations

5. Focus particularly on radio curricula and projects between the three universities because it is a very exciting medium in terms of emerging technology and can be streamed over the Internet (with perhaps some help from B-92?)

6. Find ways to share information being collected by the University of Belgrade for its video archive. It is a magnificent data resource for graduate students and faculty, it is a natural focus for both the new Research Center at the University of Belgrade and the research centers at the two U.S. universities and might even draw attention and interest from other researchers throughout Europe and elsewhere.

7. Plan a summit focused on research to be hosted by the University of Belgrade and the Research Center. If the Belgrade students cannot easily travel, then bring outside students to Belgrade for an exchange

Appendix 7
Budgets for Project

Belgrade- USDOS Final Expense Summary

	Administrative Costs	Program Costs	Total
Year 1	\$19,133.62	\$47,663.44	\$66,797.06
(Nov 2004- Dec 2005)			
Year 2	\$13,964.81	\$36,357.40	\$50,322.21
(Jan 2006-Dec 2006)			
Year 3	\$8,889.55	\$63,033.97	\$71,923.52
(Jan 2007-Dec 2007)			
Total	\$41,987.98	\$147,054.81	\$189,042.79
Award	\$41,988.00	\$152,793.00	\$194,781.00
Balance	\$0.02	\$5,738.19	\$5,738.21

**Belgrade Administration- Earliest to Date
7/1/2004 Through 1/29/2008**

Category Description	7/1/2004- 12/31/2004	1/1/2005- 12/31/2005	1/1/2006- 12/31/2006	1/1/2007- 12/31/2007	1/1/2008- 1/29/2008	7/1/2004- 1/29/2008
Adjustment	0	2,602.55	11.76	0	0	2,614.31
Employee Benefit	62.89	3,337.77	2,622.61	1,749.86	0	7,773.13
Indirect Costs	41.82	1,375.50	1,034.44	658.51	0	3,110.27
Salary	459.78	10,938.65	10,296.00	6,481.20	0	28,175.63
Travel	0	314.64	0	0	0	314.64
OVERALL TOTAL	564.49	18,569.11	13,964.81	8,889.57	0	41,987.98

Belgrade Program Expenses- Earliest to Date
7/1/2004 Through 1/29/2008

Category Description	7/1/2004- 12/31/2004	1/1/2005- 12/31/2005	1/1/2006- 12/31/2006	1/1/2007- 12/31/2007	1/1/2008- 1/29/2008	7/1/2004- 1/29/2008
Adjustment	0.00	272.41	0.00	0.00	0.00	272.41
Admin Charge	0.00	405.26	4,245.86	4,090.13	0.00	8,741.25
Books	0.00	841.13	308.67	222.31	0.00	1,372.11
Cell Phone Charges	0.00	0.00	446.88	0.00	0.00	446.88
Computer	0.00	0.00	0.00	7,602.60	0.00	7,602.60
Entertainment	0.00	0.00	44.28	0.00	0.00	44.28
Honoraria	0.00	3,635.90	5,418.09	2,461.00	0.00	11,514.99
Meals & Entertn	0.00	0.00	0.00	645.14	0.00	645.14
Postage and Delivery	0.00	97.16	204.33	258.27	0.00	559.76
Serbian Visiting Scholars	0.00	0.00	10.50	1,872.51	0.00	1,883.01
Supplies	0.00	14.25	187.12	0.00	0.00	201.37
Telephone	0.00	187.51	0.00	0.00	0.00	187.51
Travel	4,603.01	36,196.71	25,281.67	42,802.24	0.00	108,883.63
Vacation	0.00	1,620.09	0.00	886.94	0.00	2,507.03
Workshop Expenses	0.00	0.00	0.00	2,192.84	0.00	2,192.84
OVERALL TOTAL	4,603.01	43,270.42	36,147.40	63,033.98	0.00	147,054.81