



# K A P P A T A U A L P H A NEWSLETTER

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## Hamilton wins Mott research award

Investigative reporting can be a costly endeavor, but James T. Hamilton has painstakingly calculated the immense benefits to society in his book *Democracy's Detectives: The Economics of Investigative Journalism*.



HAMILTON

*Democracy's Detectives*, published by Harvard University Press, is the winner of the Frank Luther Mott / Kappa Tau Alpha Research Award for the best book on journalism and mass communication based on original research published in 2016.

"Hamilton provides a fresh and compelling look at the value of investigative journalism in our democracy," said Jeff Fruit, president of Kappa Tau Alpha and a contest judge. "He not only develops and analyzes a unique data set of investigations, but also clearly demonstrates the impact that investigative

journalism can have through a case study of one Pulitzer Prize-winning reporter."

Hamilton, the Hearst professor of communication at Stanford University, employed concepts from media economics, examined historical data and created his own database of prize-winning investigative stories to unearth the full value of such reporting.

"Though small in number, investigative reports have outsized influence because they generate new information of importance to a community that government or corporate officials may be trying to keep secret," Hamilton writes in his book. "The spillover effects from this reporting – resignations and firings, debates about policy, even changes in budgets and laws – account for the emphasis journalists and researchers place on investigative work."

Hamilton is a two-time winner of the Mott award. He last won for his 2004 book, *All the News That's Fit to Sell: How the Market*

*Transforms Information Into News*.

The award is in honor of Mott, a Pulitzer Prize winner, educator and longtime leader of Kappa Tau Alpha, the national college honor society for journalism and mass communication. The competition has been held annually since 1944. The \$1,000 prize will be presented during the KTA/AEJMC Kappa Tau Alpha Awards Luncheon on Aug. 10 in Chicago.

Other finalists in 2016 were David Greenberg for *Republic of Spin: An Inside History of the American Presidency*; Sam Lebovic for *Free Speech & Unfree News: The Paradox of Press Freedom in America*; and Anthony M. Nadler, *Making the News Popular: Mobilizing U.S. News Audiences*.

The competition deadline for books with a 2017 copyright is Dec. 9, 2017. For information and a list of previous winners, go to [kappataualpha.org](http://kappataualpha.org) and click on Awards.

## UNT's Broyles to be honored as KTA adviser of year

Sheri Broyles' first degree from the University of Missouri was a Bachelor of Music in percussion, but she thought she might be interested in journalism.

Was she qualified to get into the master's program? In a somewhat-gruff voice, an MU professor said he didn't know but that she should at least take the GRE.

Not long after, she enrolled in that same professor's History of American Journalism course. This year, Broyles is the recipient of an award named for that professor, the late William H. Taft, who served as the executive director of Kappa Tau Alpha for 30 years until his retirement in 1991.

Broyles, an advertising professor at the University of North Texas, will receive the Taft Outstanding Adviser Award during the annual convention of the Association for Education in Journalism and Mass Communication in Chicago.

Broyles is the 33rd recipient. She has served as the adviser of the Kappa Tau Alpha chapter at the Frank W. & Sue Mayborn School of Journalism at the University of North Texas since 2009.

As chapter adviser, Broyles plays a key role in making sure the Mayborn School's top

students garner the recognition they deserve. This year, a record number of students joined the honor society. At the school's Celebrate Mayborn gala each spring, the students receive their medallions or cords when their names are announced.

"This showcases those we honor in front of the entire school and in front of all the professionals who attend every year," Broyles said.

Broyles has been teaching at the School of Journalism for over 20 years. She developed the school's New York Maymester advertising class and has taught it for more than a decade. She also founded a student-run advertising and public relations firm named SWOOP.

"Dr. Sheri Broyles is a star professor in the classroom whose impact and legacy lives on through the lives she touches and inspires," Mayborn Dean Dorothy Bland said.

Broyles is also an active scholar. Recently, for example, she used research grants from Kappa Tau Alpha and AEJMC to help fund travel to Cuba. To date, those trips have resulted in two journal articles and five conference papers.

### Past winners

The Taft Outstanding Adviser Award was inaugurated in 1985, and Quintus Wilson (Northern Illinois) was the first recipient.

Previous winners, most recent first, include:

Edward L. Carter (Brigham Young)  
Jeanni Atkins (Mississippi)  
Jeff Fruit (Kent State)  
Judy VanSlyke Turk (Virginia Commonwealth)  
Andrew Mendelson (Temple)  
Peter Gade (Oklahoma)  
W. Joseph Campbell (American)  
Margaret Patterson (Duquesne)  
Al Stavitsky (Oregon)  
Mark Popovich (Ball State)  
Jane Singer (Iowa)  
William Click (Winthrop)  
Karen List (Massachusetts)  
James Whitfield (Louisiana-Monroe)  
Tony Rimmer (Cal State-Fullerton)  
Sam Riley (Virginia Tech)

# Longtime KTA director retires after 25 years

After 25 years of service, Missouri School of Journalism Professor Emeritus Keith Sanders decided to step down as the executive director of Kappa Tau Alpha.



KEITH SANDERS

He announced his decision at the national KTA business meeting in August 2016 and handed the reins to Beverly Horvit, a journalism studies professor at the University of Missouri, on March 1.

Sanders said he considers the experience to have been one of the highlights of his career and a great pleasure.

Sanders joined the faculty of the Missouri School of Journalism in 1967 and retired as professor emeritus in 2000.

“Dr. Sanders guided KTA with skill and expertise over that quarter century, keeping a clear focus on our values and ideals,” said

Jeff Fruit, the national president of Kappa Tau Alpha and a professor of the School of Journalism and Mass Communication at Kent State University.

Fruit became the 44th president of the society on Sept. 1, 2016, and Holly Kathleen Hall, of Arkansas State, was elected vice-president. The officers serve two-year terms.

Fruit served as director of the Kent State School of Journalism/Mass Communication from 2002-2012 and is now interim director of the School of Library and Information Science. For 14 years, he has served as adviser of the Kent State Kappa Tau Alpha chapter, which was renamed in his honor in 2015. In 2013, he was named the KTA adviser of the year.

Hall, an associate professor of strategic communication at Arkansas State, teaches communication law and ethics, public relations and social media. She has received

several awards, including the 2010 College of Media and Communications Faculty Award for Teaching. She has been the KTA adviser at Arkansas State since 2009.

Horvit has taught at Winthrop University, University of Texas-Arlington, Texas Christian University and the University of Missouri. She served as KTA chapter adviser at TCU for four years. Horvit was inducted into KTA by the Missouri chapter in 1997.

“It’s an honor to be entrusted with this responsibility and to be involved with a society that recognizes outstanding students,” Horvit said.

The organization’s two executive directors before Sanders were Frank Luther Mott, former dean of the Missouri School of Journalism, and longtime Missouri journalism Professor William H. Taft.

## Honor societies recognize, promote excellence in scholarship

Honor societies have existed in the United States since the founding of Phi Beta Kappa in 1776. They exist primarily to recognize the attainment of scholarship and leadership of a superior quality. To the degree that they make such recognition an achievement to be coveted, they encourage students to strive toward meeting high standards.

Kappa Tau Alpha, founded in 1910 at the University of Missouri, is the seventh oldest national college honor society.

Membership is by invitation only by one of the society’s 95 campus chapters and is based solely on scholarship and character.

Journalism/mass communication juniors, seniors and graduate students must rank in the upper 10 percent of their class (based on overall GPA). Outstanding doctoral students also may be eligible.

Outstanding faculty with demonstrated excellence in teaching and research may

qualify, and individuals whose scholarly qualities have distinguished them in the media may be selected for honorary membership.

Chapters are located at four-year degree-granting institutions accredited by the appropriate regional agency (e.g., New England Association of Colleges) that offer a major in journalism or mass communication.

Kappa Tau Alpha is an accredited member of the Association of College Honor Societies, which is the coordinating agency for collegiate honor societies. ACHS was founded in 1925 and has 67 member societies.

Of the 67 members, Kappa Tau Alpha and four other societies have the highest standard for admission in requiring members to be in the upper 10 percent of their class.

## IN BRIEF

### Iowa State names chapter for Bugeja

In April 2017, the faculty of the Greenlee School of Journalism and Communication at Iowa State voted to name its Kappa Tau Alpha chapter after Michael Bugeja, the school’s outgoing director.

“Dr. Michael Bugeja has made many extraordinary contributions to the goals of Kappa Tau Alpha,” said Beate Schmittmann, dean of the College of Liberal Arts and Sciences. “As director, he created a climate within the Greenlee School in which students, faculty and staff can demonstrate their top performance.”

Bugeja had served as the director of the Greenlee School since 2003. In 2015, he won the Scripps Howard Journalism and Mass Communication Administrator of the Year Award. In 2017, he received the Distinguished Service Award from the Iowa Newspapers Association.

His fund-raising efforts have also benefited ISU’s KTA chapter. Schmittmann credited Bugeja with setting up an excellence fund that covers the Kappa Tau Alpha membership fees for all the ISU initiates.

### Whiteside wins KTA research grant

Erin Whiteside, of the University of Tennessee-Knoxville, was the sole recipient of a Kappa Tau Alpha Chapter Adviser Research Grant this year.

Whiteside plans to use the \$1,000 grant to study how journalists approach the coverage of Title IX and gender-equity-related coverage. Her study will be part of a book that will document and contextualize the current sports, gender and media landscape and explore the meaning-making process from an audience point of view.

The grant program was established in 2000 to reward advisers for their work with KTA and to assist them in their research. Whiteside is the 29th recipient, which brings the total awarded in the program to \$25,125.

The application deadline is Oct. 1.



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