The following Criteria are intended to complement the General Criteria drawn up by the College of Communication and to contain discipline-specific information relevant to the field of Radio-Television-Film.

Recommendations for appointment, reappointment, promotion, tenure and/or merit increase in the Department of Radio-TV-Film are based on the faculty member’s competence and contributions in the six areas listed below.

I. Teaching
II. Scholarship and/or Artistry/Creative Activity
III. Advising
IV. Service to the University, Professions and Community
V. Professional Development
VI. Professional Ethics

The primary functions of faculty within the Department of Radio-TV-Film are Teaching and Scholarship/Creative Activity/Artistry. Although satisfactory performance is expected in all five of the above areas, Teaching and Scholarship/Artistry/Creative Activity are given significantly greater overall emphasis in decisions regarding appointment, reappointment, promotion, tenure and/or merit increase than the remaining categories of Advising, Service, and Professional Development.

I. TEACHING

Quality teaching is the major function of the University; therefore, every faculty member must be a capable and effective teacher. In the Department of Radio-TV-Film, teaching occurs in a variety of settings – within the classroom, in audio labs and television sound stages, and occasionally through special topics such as creative and/or research projects that are supervised or directed by the faculty member. The criteria used to judge teaching effectiveness and the quality of teaching contained within the College’s General Criteria are appropriate for the Radio-TV-Film discipline.

In addition to the methods of determining quality teaching outlined in the College's Criteria, peer evaluation may include tenured faculty's assessment of the faculty member's syllabi—their rigor, clarity, and appropriateness to the level at which the course is directed (for instance, is the course a freshman-level course, a sophomore-level course, etc.? Is the course intended for RTVF majors? For RTVF minors? For the general TCU student population?). Other factors to be considered include teaching innovations employed effectively by the faculty member, including development of new courses in the faculty member’s field of expertise.
Testimonials by former students may be solicited by the faculty member.

II. SCHOLARSHIP &/OR ARTISTRY/CREATIVE ACTIVITY

Faculty members in the discipline of Radio-TV-Film generally have expertise in either a scholarly or creative area. While faculty members are not precluded from working in both areas, it is recommended that the faculty member focus upon a primary area of specialization. Within the discipline of Radio-TV-Film, two general areas of specialization are recognized:

i. RTVF research and publication (Scholarly Activity)

ii. RTVF production [which includes production design, writing, etc.] &/or performance (Artistry/Creative Activity)

Regardless of the specialization chosen, activities in the category should be (1) additional to assigned teaching responsibilities, (2) produced on a regular basis, and (3) subjected to appropriate professional critical evaluation.

A. Scholarship/Scholarly Activity

Because the field of Radio-Television-Film is interdisciplinary, a variety of methodological and theoretical approaches are recognized. Within the department, accepted scholarly approaches include, but are not restricted or limited to, the following: quantitative, qualitative, historical, legal, aesthetic, and critical/cultural. Because research activities in these areas are typically time intensive, the quality of scholarly activity is specifically identified here as a more important criterion than quantity of output for evaluation of satisfactory progress.

The interdisciplinary nature of the RTVF field also broadens the acceptable forums for faculty scholarship. A number of significant outlets for research and scholarship are considered appropriate, including refereed journals, professional monographs, books and/or book chapters, conference papers and presentations, and appropriate electronic publishing forums. Publication in refereed outlets, whether traditional or electronic, is preferred. In considering publications within non-refereed journals and periodicals, the most important criterion are quality and relevance to the field.

To measure quality and relevance of faculty scholarship, consideration of the following is appropriate:

A) Is the publication refereed
B) Is the subject matter significant to the RTVF discipline
C) Letters from others in the field, whether solicited by the candidate or not.
D) Evaluation of publications by other tenured faculty
E) The selectivity of the journal

In the department of Radio-TV-Film, works by single authors are generally given more weight than works by multiple authors.
While faculty are not expected to bring funding to the department, the Radio-TV-Film Department favorably views any faculty members who demonstrate their ability to garner funding to support their work and the department.

B. Artistry/Creative Activity

Creative work must be defined somewhat broadly in the field of Radio-TV-Film, as individual faculty members may each have a different creative focus. Areas of creative work may include (but are not limited to) writing, directing, producing, lighting, set design, sound design, sound editing, art direction, and performance. Due to the rapidly expanding nature of the field, these roles may occur in film/motion picture production, broadcast television, video, radio, interactive multimedia, and other appropriate areas.

In the Department of Radio-TV-Film, the following general guidelines may be used to judge the merit of creative work and to assess the value of these activities. These guidelines apply to decisions regarding appointment, reappointment, promotion, tenure, and/or merit increase(s):

1. Because of the collaborative nature of the RTVF media, creative work is not limited to an individual creator of a particular production or project, as it might be in the more traditional arts. A significant contribution in a production or project is considered appropriate evidence of artistry and creative activity, whether that project is a major group effort (a broadcast television program, for example) or an individual endeavor.

2. The relative significance and quality of artistry/creative activity are the primary criteria for evaluation. As such, projects presented nationally or in major cities (including the Metroplex) are considered of greater value than those presented in smaller cities or on a regional level. The relative stature of these arenas where the faculty member’s creative work is presented is an important criterion to evaluate the significance of the work based on selectivity and reputation within the artistic community.

3. Variables in the production time for preparation and presentation of a specific creative work are recognized. For instance, screenwriters and film directors who work on full-length feature films may be unable to present the products of their creative activity as frequently as new media artists who might specialize in shorter pieces. Tenured faculty are recognized as more likely to undertake lengthy major projects than untenured faculty. The latter may wish to seek the advice of senior faculty, department chair or departmental advisory committee before committing to a major creative project.

4. Productions considered for awards and honors are considered juried presentations. National Awards, such as the Emmy of the Academy of Television Arts & Sciences, are generally of greater significance than awards from the metroplex or market area.
5. Artistry/Creative Activity and, in general, creative works may also be judged by written evaluation by appropriate peers outside the Department of Radio-TV-Film and the University.

III. ADVISING AND MENTORING

Quality advising for coursework and careers is considered an important element of a faculty member’s normal duties. Advising will take many forms: course counseling, class scheduling, career counseling, mentoring, internship advising. Essential to this process is a thorough understanding of departmental offerings and requirements as well as appropriate University requirements. It is expected that faculty members will be available to meet with students on a regular basis each week, and during advising for registration.

Faculty members may be reviewed in such areas as:
1) general availability to meet with students on a weekly basis
2) the number of students advised effectively during registration periods
3) accuracy and completeness of records kept in student files
4) knowledge and accuracy regarding degree plans and student progress toward the degree
5) mentoring students interested in graduate work

Faculty may solicit testimonial statements for their tenure and promotion files from students whom they have advised.

IV. SERVICE TO THE UNIVERSITY, PROFESSIONS & COMMUNITY

RTVF faculty at all ranks are expected to participate, within the bounds of effective time management, in appropriate departmental, college, university and professional service activities. The criteria used to judge service contained within the College's General Criteria are appropriate for the Radio-TV-Film discipline. Given the relatively small size of the RTVF faculty, however, candidates may perform a large proportion of their service work at the department level.

V. PROFESSIONAL DEVELOPMENT

The RTVF discipline is by its nature driven by frequent changes in scholarship and in technology, often by new technologies. Faculty are expected to keep abreast of new developments in their areas of interest by such activities as appropriate attendance at national and regional conventions or professional conferences. Additional avenues for professional development may be explored with the RTVF Chair or other faculty members within the department.

VI. PROFESSIONAL ETHICS STATEMENT

Faculty members are expected to adhere to and respect the higher ideals and ethics of the profession. In keeping with responsibilities of the profession at
every academic level, the College of Communication expects each faculty and staff member to uphold the “Statement on Professional Ethics” that is printed in the *Handbook for Faculty and Staff*. 