



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | April 2006

ASJMC 2006 Officer Election Slate Announced



Anantha Babbili



Judy VanSlyke Turk

The ASJMC Officer Election will be conducted from late April to late May. Results will be announced in the July newsletter.

Anantha Babbili of Middle Tennessee State and Judy VanSlyke Turk of Virginia Commonwealth are candidates for Vice President. The Vice President elected for 2006-07 will move into the President-elect's position in 2007-08 and the President's position in 2008-09.

Following the San Francisco Convention, Loren Ghiglione of Northwestern will automatically move into the President's position and Tom Kunkel of Maryland will move into the President-elect's position.

The association will fill three seats to the Accrediting Council during the election, two seats for representatives from accredited programs, and one seat for a representative from non-accredited programs. One of the available accredited program seats is for a full three-year term, while the

other is for a two-year term. The election for the second accredited programs seat will fill the remainder of the term for representative Terry Hynes who is stepping down as dean at Florida. Candidates for the accredited seats are Shirley Carter of South Carolina, Pam Creedon of Iowa, Tim Gleason of Oregon and Jay Friedlander of South Florida. The person receiving the most votes will receive the three-year term and the person receiving the next highest number of votes will fill the two-year term. Candidates for the non-accredited seat, which carries a three-year term on the Council, are David Donnelly of Quinnipiac and Dianne Lynch of Ithaca. All ASJMC members vote for all representatives to the Accrediting Council.

Two people are running to represent medium-sized programs on the ASJMC Executive Committee. Candidates are Maria Marron of Central Michigan and Patsy Watkins of Arkansas. The person receiving the most votes will serve a three-year term. The representatives from the small (James Stewart of Nicholls State) and large (Ron Yates of Illinois) programs continue. Only medium-sized programs will vote for this office.

The slate is presented by the Nominations Committee: Russ Shain of Arkansas State (chair), Bill Click of Winthrop, Kingsley Harbor of Jacksonville State, Lillian Lodge Kopenhaver of Florida International and Marilyn Weaver of Ball State.

A Note from the President

ASJMC has served our various members with a variety of programs and services since 1917. For the past several years, the Executive Committee has been reflecting on our current and future role in journalism and mass communication education.



Pam Creedon

We know that higher education is under-funded and quality journalism and mass communication education is expensive. In 2005, with programming help from Jeff Lieberman at Iowa and Laura Schmidt at Kent State, I invited our development officers to the 2005 annual meeting in Nashville. The DO's held some separate sessions and joined us for other general sessions. The synergy was great and the positive feedback was overwhelming.

Building on this effort, we had an even stronger turnout of development officers for our Chicago meeting in February. Of course, the exceptional program featuring foundation presidents, which was planned by president-elect Loren Ghiglione, deserves a great deal of the credit for our record-breaking attendance.

As we look toward our August meeting, we have several very important items of unfinished business and several initiatives that you will be hearing more about between now and then. As you hear more about these initiatives, please take time to provide us with feedback so we can make our August meeting in San Francisco as productive as possible.

1. Task Force on ASJMC's Strategic Mission and Goals. Chaired by Maria Marron, whose update appears in this issue, the Task Force led a lively discussion at our Chicago meeting. Our members perceive multiple missions for ASJMC, and they want us to be more involved in the larger conversation about the future of journalism education. As a result of the work of the Task Force, three specific

activities are underway:

- a draft revision to the ASJMC strategic plan, mission and goals;
- a proposal for a possible name change for ASJMC;
- a proposal to provide funding for a quarter-time public relations position. (AEJMC is funding a three-quarters time position at national headquarters.)

We all need to give special thanks to each member of the Task Force: Maria Marron, Central Michigan University, chair; Diane Borden, San Diego State University; Jane Briggs-Bunting, Michigan State University; Cole Campbell, University of Nevada-Reno; Jeff Fruit, Kent State University; Pam Johnson, Western Kentucky University; Dianne Lynch, Ithaca College; and Judy Turk, Virginia Commonwealth University. The Task Force challenged us to reconsider many of our basic assumptions about who we are and what we do. And, they aren't done with their task yet!

2. Possible name change.

Vice president Tom Kunkel will be providing some ideas to help move ASJMC out of the alphabet soup with AEJMC and ACEJMC. Meanwhile Jennifer McGill is checking into the legal issues involved with a name change, but we hope to be able to make a decision on a possible name change for the organization at the August meeting.

3. ASJMC input for the Carnegie-Knight Initiative on the Future of Journalism Education.

At our Chicago meeting, we had a lively discussion about the role of ASJMC in this initiative, which seeks to help raise the profile of quality journalism education on campuses and with opinion leaders.

The discussion led by Knight Foundation President Alberto Ibarguen and Journalism Program Director Eric Newton allowed our members to express their ideas about the initiative. The

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Clabes to Receive 2006 Sass Distinguished Service Award



Judith Clabes

at a dinner during the AEJMC Convention in San Francisco.

Clabes has been president and CEO of Scripps Howard Foundation, the philanthropic arm of the E.W. Scripps Company, since 1996. On her watch Scripps Howard Foundation has greatly expanded its programs and reach. The Foundation's primary focus is "improving journalism" but it also directs the company's charitable giving in Greater Cincinnati and, more recently, in all the Company's communities. In journalism the Foundation sponsors the National Journalism Awards and a Semester in Washington news bureau for advanced reporting students, established and continues to support extensively the Scripps Howard School of Journalism and Communications at Hampton University, has a long and growing relationship with the E.W. Scripps School of Journalism at Ohio University, has an innovative internship grant program for undergraduate students, sponsors a Top Ten Scholarship program for journalism students, and funds numerous mid-career training programs.

Prior to her work with the foundation, she was director of editorial development for Scripps' newspaper division and, for 13 years, editor of *The Kentucky Post*. She is a graduate of the University of Kentucky, where she is a member of the Journalism Hall of Fame and the Hall of Distinguished Alumni and founded the University's First Amendment Center. She has a masters degree in public administration from Indiana State University.

ASJMC will present Judith Clabes, president and CEO of Scripps Howard Foundation, with its 2006 Gerald Sass Award for Distinguished Service to Journalism and Mass Communication. The presentation will take place Thursday, Aug. 3

By late April all ASJMC members will receive an invitation to the dinner. Others wishing an invitation should contact Janet Harley at aejmccassistant@aol.com.

ASJMC President-elect Needs Committee Volunteers

ASJMC President-elect Loren Ghiglione is looking for volunteers to serve on ASJMC committees for 2006-07. Contact him at [<ghiglion@northwestern.edu>](mailto:ghiglion@northwestern.edu) by May 5.

Ghiglione will be appointing members to the following ASJMC committees:

- Administrative Affairs Committee
- Publication Committee
- Committee on Diversity
- Secondary Education Committee
- Membership Committee

2005/06 ASJMC Executive Committee

PRESIDENT

Pamela J. Creedon, University of Iowa

PRESIDENT-ELECT

Loren Ghiglione, Northwestern University

VICE PRESIDENT

Thomas Kunkel, University of Maryland

PAST PRESIDENT

Russell Shain, Arkansas State University

EXECUTIVE COMMITTEE REPRESENTATIVES

Ron Yates (2008), University of Illinois

James Stewart (2007), Nicholls State University

Patsy Watkins (2006), University of Arkansas

ACEJMC REPRESENTATIVES CHAIR

Judy VanSlyke Turk, Virginia Commonwealth Univ.

PUBLICATION COMMITTEE CHAIR

Beth Barnes, University of Kentucky

AEJMC PRESIDENT

Sharon Dunwoody, Univ. of Wisconsin-Madison

BCCA REPRESENTATIVE • TBA

EXECUTIVE DIRECTOR

Jennifer McGill, ASJMC Central Office

ASJMC Members to Vote on Name Change, Revised Strategic Plan, Mission and Goals

BY MARIA MARRON,
CENTRAL MICHIGAN UNIVERSITY

All ASJMC members will have the opportunity to assess the organization's revised strategic plan, mission and goals and the proposed name change for the organization in preparation for a vote at the ASJMC business meeting at the AEJMC convention in August.

Appointed by ASJMC President Pam Creedon, the task force on the strategic plan, mission and goals made four proposals to the mid-winter meeting. ASJMC needs:

1. To be positioned as THE leadership organization for journalism/mass communications education;
2. To be distinguished from the alphabet-soup of similarly named organizations by a branding campaign and a name change;
3. To be the convener of conversations about issues in journalism/mass communications education with corporate and foundation executives, and
4. To have a one-quarter share in a full-time AEJMC public relations/marketing/advocacy person.

The proposals generated considerable discussion from the floor and led to consensus on several items: (1) ASJMC should be THE leadership organization for j/mc education, but it was emphasized (2) that it should preserve its service component, i.e., as a provider of workshops on accreditation and as a resource on administrative issues. There was some discussion about the value of accreditation (as something that fosters compliance in an academy that should be creative and innovative) and about the role of ASJMC as a facilitator of accreditation when some of ASJMC's constituents are not accredited. One hundred of the 107 accredited programs are ASJMC mem-

bers, reports Jennifer McGill, executive director of AEJMC. The ASJMC membership is about 55/45 accredited to non-accredited programs.

The ASJMC executive board endorsed the recommendations of the task force with some minor adjustments, i.e., Tom Kunkel, dean of journalism, University of Maryland, will head a group to come up with a name change proposal that will be distributed to the membership in April; Jennifer McGill will consult with an attorney to determine if a name change affects ASJMC's non-profit status; Maria Marron, chair, journalism, Central Michigan University, will head the task force's rewriting of the strategic plan, mission and goals; Judy Turk, director, journalism/mass comm., Virginia Commonwealth University, will write the job description for the p.r./marketing/advocacy person for ASJMC; and volunteers are being sought for a committee to provide opportunity for ASJMC members to bring issues to public attention.

The statement of the revised strategic plan, mission and goals and the proposed name change will go to the Executive Committee for consideration and then to the full membership via e-mail, newsletter and web posting.

The members of the task force on the revision of the strategic plan, mission and goals are:

- Maria Marron, Central Michigan University, chair;
- Diane Borden, San Diego State University;
- Jane Briggs-Bunting, Michigan State University;
- Cole Campbell, University of Nevada-Reno;
- Jeff Fruit, Kent State University;
- Pam Johnson, Western Kentucky University;
- Dianne Lynch, Ithaca College; and
- Judy Turk, Virginia Commonwealth University.

To see current Mission and Goals statement and current Constitution and Bylaws, visit ASJMC Website at www.asjmc.org.

A Note from the President

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productive conversation has produced some results. Soon, you will receive a letter from the Knight Foundation explaining how your program can participate in the initiative. The letter will challenge all ASJMC members to find ways to increase the understanding of journalism education on campus and the role of journalism in a democratic society. The initiative is looking for pragmatic projects that would help shape the future of journalism education, media policy and news industry practice.

4. National Conversations about Journalism and Mass Communication Education.

Several major initiatives are underway to increase dialogue among organizations involved with journalism and mass communication practice and education. It's vital that our members monitor these discussions and provide input to the executive committee.

- Council of National Journalism Organizations (www.cnjo.org), which met on Feb. 10 and 11 at the Poynter Institute in St. Petersburg, Florida. The group includes presidents from some 50 professional journalism associations (e.g., SPJ, ASNE, APME, RTNDA, NABJ, NHJA, NAA, SEJ, etc.), and meets annually to discuss common concerns such as training, organizational marketing, recruitment, convention scheduling conflict issues.
- Council of Communication Associations (www.councilcomm.org), which met March 20 in Washington, D.C. The group includes presidents from ASJMC, NCA, ICA, AEJMC, BEA, BCCA and AJHA. Main agenda items included an update on the National Research Council Survey, National Science Foundation granting policies and a meeting with *US News and World Report* staffers to help them gain a better understanding of our disciplines.
- Advisory Board meeting for the JMC Leadership Institute will be held in Dallas on April 21-22. The board will be developing programming for this new ASJMC institute

based on feedback from three focus groups on issues in JMC today. ASJMC hosted these focus groups (for retired JMC administrators, current JMC administrators and industry professions) as part of this Knight Foundation funded program for new deans/directors. The information will also be used to provide programming for the ASJMC membership.

- ASJMC has been invited to attend an interdisciplinary meeting of national education associations to discuss the UN General Assembly's declaration of the years 2005-2014 as the "Decade of Education for Sustainable Development." The May 10 meeting in Washington, D.C., will be convened by a partnership of the Association of American Colleges and Universities' (AAC&U) Office of Diversity, Equity, and Global Initiatives; the Association of University Leaders for a Sustainable Future (ULSF) and the Association for the Advancement of Sustainability in Higher Education (AASHE). ASJMC vice president Tom Kunkel will attend and report back to the Executive Committee.

5. Focus Group with University Presidents.

With support from the Knight Foundation, ASJMC is planning a special focus group of university presidents and journalism school deans in 2007 to discuss the future of journalism education. This is the last focus group we are conducting related to the JMC Leadership Institute as referred to above. This focus group will involve a broad dialogue about the role of journalism education in the academy today. Plans call for the 13 Institute fellows to attend the focus group.

At this time last year, I literally began to question the role of ASJMC in journalism and mass communication education. As you can see from the initiatives listed above, ASJMC is clearly a player in an increasingly important national dialogue about our future.

At this writing, I am much more confident that we are moving forward thanks to support from many of you, the executive committee, the ASJMC staff and the Knight Foundation.

See you in San Francisco!

Top 25 Fundraising Tips

Feb. 4, 2006 • Chicago, IL

These top 25 fundraising ideas were discussed during a panel of JMC deans and directors during the ASJMC winter workshop in February. Panelists were Shirley Staples Carter, South Carolina; Jack Hamilton, Louisiana State; Terry Hynes, Florida; Pam Johnson, Western Kentucky and Brian Richardson, Washington & Lee.

Top 25 Fundraising Tips

- Have a story to tell.
- Start with an informational interview with relevant foundations so they get to know you and your program before you starting asking them for money.
- Start asking groups/donors for small amounts of money first.
- Pitch an idea but also show that you can follow through and deliver it.
- Stay in regular contact with the university development officers. Make sure they know you and your program.
- Pay attention to what a group normally funds — do your homework.
- Know who you are talking to and target your pitch to your audience.
- Have a clear-cut goal for what you plan to do.
- Play to your program's strengths.
- Match the donor or foundation with your specific need.
- If groups/funders do not know you, then raise your cognition first.
- Keep trying.
- Maintain regular contact with donors and alums. Don't just get in touch to ask for money.
- Be very clear and sure about what your unit's goals and mission are. Develop priorities for funding.
- Identify various possible funders/partners.
- This is the current motto for the incoming generation of donors: What is the outcome?
- Develop indicators to gauge the success of the program.
- Follow the money — go to where the money is.
- Follow up with donors in a personal way (here is what your gift has done). Don't just send them an annual report.
- Think creatively and innovatively.
- Don't take on a long-term project just to get the money if it could distract from the goals of the program.
- Have an outline of possible funding ideas ready in case you get a short notice request.
- Develop a network with your public relations and advertising alums. Their professional contacts/employers could provide another level of potential donors that has not been tapped before.
- Do not ignore the higher administration of your own university in seeking funds for projects or programs, especially for smaller sums of money.
- Explore working with other units on your campus to further your reach internally, and perhaps open up university funding.