



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | April 2008

ASJMC 2008 Officer Election Slate Announced



Pam Johnson



Paul Parsons

The ASJMC Nominations Committee announces the slate of candidates for the 2008 Officer Election. The ASJMC Election will be held from early April to early May. Results will be announced in the July newsletter. ASJMC members will receive an official ballot and return mail envelope via First Class mail.

Pam Johnson of Western Kentucky, and Paul Parsons of Elon, are candidates for Vice President. The Vice President elected for 2008-09 will move into the President-elect's position in 2009-10 and the President's position in 2010-11.

During the Chicago Convention, Judy VanSlyke Turk of Virginia Commonwealth will automatically move into the President's position and Maria Marron of Central Michigan will move into the President-elect's position.

The association will fill two seats to the Accrediting Council during the election from accredited programs. Candidates for the accredit-

ed seats are Lorraine Branham of Texas at Austin, Ann Brill of Kansas, Michael Bugeja of Iowa State, and Tim Gleason of Oregon. The two candidates receiving the most votes will fill three-year terms on the Council. All ASJMC members vote for all representatives to the Accrediting Council.

Two people are running to represent large-sized programs on the ASJMC Executive Committee. Candidates are Jean Folkerts of North Carolina at Chapel Hill and Ron Yates of Illinois. The person receiving the most votes will serve a three-year term. The representatives from the small (Pat Sutherland of Bethany) and medium (Patsy Watkins of Arkansas) programs continue. Only large-sized programs will vote for this office.

The slate is presented by the Nominations Committee: Loren Ghiglione of Northwestern, Jack Hamilton of Louisiana State, Jan Dates of Howard, and Paul Voakes of Colorado.

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A Note from the President

It was a pleasure seeing so many of you during our recent winter meeting in New Orleans. There was a lot of great management and development information exchanged, both in the formal panels and in the less formal hallway asides and cocktail chats.



Thomas Kunkel

But as I remarked at the conference, it would have been worth the cost of the trip just to see our keynote speaker, the Ragin' Cajun of politics, James Carville. He gave us a freewheeling and unvarnished hour of political wisdom, liberally mixed with his own kind of standup comedy.

Much of that comedy was R-rated, to the point that I can't really repeat in print some of his best lines. But if you weren't there and want to get a flavor of his remarks, ask someone who *was* there what Carville thinks of Ralph Nader—or more to the point, what he wouldn't do if the erstwhile presidential candidate's heart was on fire.

I'd like to again thank Jack Hamilton and his colleagues at Louisiana State for prevailing on Carville, a proud Tiger alum, to come speak to us in the throes of this exciting primary season.

Meantime, ASJMC's committees used the session to forge ahead on their important business.

Under the leadership of Lillian Lodge Kopenhaver, the Secondary Education Committee has crafted a strong and eloquent statement reinforcing the import of scholastic media. ASJMC is sending the statement to the nation's high school principals, state scholastic press associations and others who may have some influence in stopping the lamentable erosion of student media.

Paul Parsons' Diversity Committee so far has gathered more than 50 of our members' diversity plans to demonstrate best practices and point out

how some units are creatively meeting the multicultural challenge.

Under new Chair Marilyn Weaver, the Administrative Affairs Committee will continue to gin up "news you can use" to be more effective in this financially pressing environment. I've asked Marilyn to pay special attention to how we can help our programs effectively meet the demands of multimedia and the digital revolution, something all of us are grappling with.

Finally, there is the Task Force on the Future of ASJMC, which is now chaired by Indiana's dean, Brad Hamm. Brad's group is continuing to pursue ways in which ASJMC can enhance its global efforts and profile.

Toward that end, I'm very proud that next winter's meeting will be in Mexico City. That will permit us to gather with academic colleagues and media professionals from Central and South America. We will use the occasion to explore what is happening in media elsewhere in the hemisphere, as well as pursue collaborations and discuss issues of common interest, such as media ethics, digital developments and accreditation.

I think it imperative that we continue these international connections and interests, not only as individual units but as an academic discipline.

Ironically, given that I was one of the officers pushing for the Mexico City meeting, I'm not sure if I'll be joining you there next January.

That's because, as some of you already know, I will soon take up a new position—as the next president of St. Norbert College, a terrific liberal arts institution in De Pere, Wisc., just outside Green Bay. I will be starting there in early July.

The St. Norbert opportunity arose rather suddenly just prior to the holidays. As it happened, in my eighth year as dean of the Merrill College of Journalism at the University of Maryland, I had

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Shaw to Receive 2008 Sass Distinguished Service Award



Susanne Shaw

ASJMC will present Susanne Shaw, Executive Director of the Accrediting Council on Education in Journalism and Mass Communications, with its 2008 Gerald Sass Award for Distinguished Service to Journalism and Mass Communication. The presentation will take place Friday, Aug. 8 at a dinner during the AEJMC Convention in Chicago.

ASJMC is recognizing Shaw's dedication and long service in promoting accreditation. She has been executive director of ACEJMC since January 1986. During Shaw's term as ACEJMC executive director, the number of accredited schools has grown from 86 to 111. Also during that time the number of JMC programs at Historically Black Colleges and Universities that have achieved accreditation has increased from two to nine.

Also under Shaw's watch, the Council had its first open meeting in September 1988. Since then, all meetings of the Council and its committees have been open to the public. Shaw explains that conducting open meetings has been especially helpful to schools seeking initial accreditation because it helps them learn about the process. ACEJMC is the only accrediting agency to have all of its business conducted in open session and to make site team reports available to the public.

Shaw is a professor at the William Allen White School of Journalism and Mass Communication at the University of Kansas. A member of the KU faculty for more than 30 years, she has served as advisor and general manager of the University *Daily Kansan*, as the J-School's graduate director and twice as associate dean of the School. She received her BA and MA degrees from the University of Kansas.

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

Past ASJSA President Dies

Jacob H. Jaffe died in Princeton, NJ, March 18. He was 89. Jaffe served as 1964-65 president of the American Society of Journalism School Administrators, one of the predecessor groups of ASJMC. He presided over the 1965 ASJSA convention held at Syracuse University.

Jaffe was department chair of the Department of Journalism at Long Island University from 1955 to 1979. He also served as curator of the George Polk Awards located at LIU. Jaffe served as editor of *The Journalism Educator* from 1967 to 1969, when the journal was a publication of ASJSA. *Educator* became a publication of AEJMC in 1970.

Born in Newport, RI, Jaffe received his bachelor's degree from Rutgers University and his master's degree from Columbia University. He is survived by his wife Anne and son Mark H. Jaffe, both of Princeton, NJ.

ASJMC 2007/08 Executive Committee

ASJMC President

Thomas Kunkel, University of Maryland

ASJMC President-elect

Judy VanSlyke Turk, Virginia Commonwealth University

ASJMC Vice-president

Maria Marron, Central Michigan University

ASJMC Past President

Loren Ghiglione, Northwestern University

Executive Committee Representatives

Patrick Sutherland, Bethany College
Patsy Watkins, University of Arkansas
Ronald Yates, University of Illinois

ACEJMC Representatives Chair

Tim Gleason, University of Oregon

Publication Committee Chair

Bob Lochte, Murray State University

AEJMC President

Charles Self, University of Oklahoma

BCCA Representative

Jan Dates, Howard University

ASJMC Executive Director

Jennifer McGill

ASJMC Meetings

ASJMC 2008 Convention

August 6-9 • Chicago, Illinois

ASJMC Convention Sessions/Schedule

Wednesday, August 6

7 to 10 a.m. — ASJMC Executive Committee
5 to 6:30 p.m. — ASJMC Panel

Thursday, August 7

8:15 to 9:45 a.m. — ASJMC panel
on “Diversity” in conjunction with LSU
3:15 to 4:45 p.m. — ASJMC panel
“Scholastic Journalism”

Friday, August 8

1:45 to 3:15 p.m. — ASJMC Business
Meeting
7 to 9 p.m. — ASJMC DSA dinner honoring
Susanne Shaw, ACEJMC executive director

Saturday, August 9

7 to 10 a.m. — ASJMC 2008-09 Executive
Committee
10 to 11:30 a.m. — ASJMC/AEJMC Panel
“Findings and Implications of NRC doctoral
study”

ASJMC 2009 Winter Workshop to be held in Mexico City

Due to strong support from the ASJMC membership, the Executive Committee decided to move forward in taking the 2009 winter workshop to Mexico City. The association has been discussing this possibility since the August business meeting in DC. The workshop will provide an opportunity to meet with colleagues from Central and South America, as well as allow members to pursue collaborations and discuss common issues.

The workshop will be held January 29 to 31. We have a contract pending for hotel rooms and meeting space at the Sheraton Maria Isabel Hotel. This was the same location as the 2001 winter workshop ASJMC held in Mexico City.

ASJMC vice president Maria Marron of Central Michigan is working on the workshop program. Topics will be announced at the Chicago Convention. While we will not be planning any development officer programming for Mexico City, ASJMC does expect to resume that segment of our program in 2010. Anyone interested in helping with the programming should contact Marron at maria.marron@cmich.edu.

Convention School Job Placement Service

2008 Convention • August 6-9 • Chicago, IL • Chicago Marriott Downtown

The Job Placement Service will be offered during the AEJMC annual convention. The convention placement service allows programs the chance to meet potential applicants by scheduling preliminary interviews during the week of the convention or by browsing through the vitas of the candidates that are registered with the service. Rates for schools using the service will be \$75 for the first position and \$45 for each additional position. Service participants are urged to register early.

If your program does not have a current position open, but would like to promote the activities of the school, contact the service coordinator. Email Felicia Greenlee Brown, Job Placement Service Coordinator at aejmcprogram@aol.com or write to AEJMC, 234 Outlet Pointe Blvd., Suite A, Columbia, SC 29210-5667 for application information. Application forms will be emailed to you. Forms should be completed and returned to the AEJMC Central Office by July 15.

A Note from the President

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just let myself begin to think about what I might do when my deanship was done, presumably in two more years. And one of the things I thought might be stimulating was running a small, liberal arts university.

I am the product of such a place, the University of Evansville in my Indiana hometown. I believe in the mission of liberal arts colleges, and I like their human scale. At such schools a president can touch literally every life.

So when I was approached about the St. Norbert position, it was intriguing. One thing led to another, and before you know it I was shopping for Packers paraphernalia.

But I have loved Maryland, and I have especially loved the College of Journalism. With a world-class faculty and outstanding students, with generous friends and a supportive administration, I think we've built something special here. I will be forever grateful for having had this opportunity.

I have also loved working with all of you. I've always maintained that journalism and mass-communication programs play a uniquely important role in the education of young people in a democratic society, and that will only become truer as the media grow ever more complex and ubiquitous. I know all of you agree, just as I know you are up to that challenge.

See you in Chicago.

Scripps Journalism Administrator of the Year



David M. Rubin

David M. Rubin, dean, S.I. Newhouse School of Public Communications, Syracuse University, received the 2007 Scripps Journalism Administrator of the Year Award at a special dinner in

April in Washington, DC. Rubin received a \$10,000 cash prize and the Charles E. Scripps Award. His school received a \$5,000 grant. The award is given by the Scripps Howard Foundation in cooperation with the Association for Education in Journalism and Mass Communication.

As dean at the Newhouse School, Rubin has been responsible for a \$10 million annual budget and an endowment of more than \$20 million. He has led a school with 1,800 undergraduate students, 200 master's degree students, and 15 doctoral candidates. He also oversaw the addition of Newhouse-3, the third building of the school complex, which opened last August.

Also under Rubin's watch, the School, in conjunction with the *Syracuse Post-Standard* and the Newhouse family, created the Newhouse Minority Fellows program, which has trained and placed almost 100 minority-group members into newsrooms across the country.

Rubin has served as dean at the Newhouse School since 1990. He is stepping down as dean this summer. Prior to his appointment at Syracuse, he was on the faculty at New York University.



ASJMC Online has a new look!

If you haven't visited the ASJMC Web site lately, you are missing our great new online look.

Go to: www.asjmc.org to see:

- New "drop down" menu options that make navigation easier
- ASJMC Meetings info at a glance
- ASJMC Publications online
- Easy access to ASJMC membership information

ASJMC Statement on the Value of Scholastic Media

This spring ASJMC will be sending the following statement on the value of scholastic media to high school principals across the country, as well as to state scholastic press associations and other organizations that are concerned about scholastic media.

We encourage each ASJMC member to share this statement with high school leaders and others in your local community.

Students who work on high school media learn to think critically, research topics, conduct interviews, write clearly for an audience and work together as a team. In schools with strong journalism programs, they also learn how a free and responsible press can improve their school communities by informing, entertaining and influencing their audience.

Research such as the much-cited “Journalism Kids Do Better” (Dvorak, Lain & Dickson, 1994) shows those with student media experience get better high school grades overall, outscore others on ACT and AP tests, and earn higher grades in college.

Not only do students who participate in school media improve their basic academic skills, they also understand more than other students about their rights and responsibilities in a democracy. The 2005 national survey by the John S. and James L. Knight Foundation, “The Future of the First Amendment,” showed an alarming lack of knowledge and concern about basic freedoms in the 100,000 teens surveyed. But those who took journalism courses or participated in their school’s newspaper or other media understood those freedoms better and were more willing to let others express opposing views.

The National Council of Teachers of English also reaffirmed the value of journalism courses in 2004 when it passed a resolution to support “maintaining, reinstating, or creating journalism programs

and courses; and [promoting] the value of journalism programs that, under the guidance of a qualified journalism educator, give students a voice and allow them to exercise their constitutional right of free speech.”

Providing a strong high school media program isn’t always easy. Lack of funding, increased testing of “core subjects,” concern for the school’s image in the community and inadequately trained teachers create challenges, but these aren’t insurmountable. Today’s newsroom professionals, their organizations, and foundations are supporting student media both with funding and mentoring. Even teacher training is becoming more accessible through online courses and fully funded summer institutes. College and university schools and program are also actively involved.

Because of those reasons, ASJMC supports strong journalism programs as not only the training ground for future journalists but also as the place all students can learn about, appreciate and practice democracy in action. No other activity offers such authentic assessment as students publish or broadcast their work to the whole community.

Thus even though scholastic media may not seem like a necessary part of the curriculum or of co-curricular activities, it is invaluable to students as they become better writers and thinkers and to the community as these students learn to value democracy and civic engagement. ASJMC urges you to encourage and support scholastic journalism programs and to encourage those involved to participate in workshops, training and online classes. Thus you can help build the foundation for tomorrow’s journalists, media consumers, and concerned citizens.

*Association of Schools of Journalism
and Mass Communication
Secondary Education Committee
March 2008*