



# ASJMC

## Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | April 2012

## ASJMC 2012 Election Candidates Announced



**Ann Brill**



**Jerry Ceppos**

The ASJMC Nominations Committee has announced candidates for the 2012 ASJMC Officer Election, which will be held from early April to early May. ASJMC will be using an online ballot this year. Members eligible to vote will receive an e-mail on April 10 that will link them to the ballot. **Deadline for voting is May 10, 2012.** Election results will be announced in the next issue of *ASJMC Administrator*.

Peggy Kuhr, Montana, will be installed as 2012-13 president during the ASJMC business meeting at the Chicago Conference in August. Don Heider, Loyola Chicago, will become president-elect. Candidates for vice president are Ann Brill, Kansas, and Jerry Ceppos, Louisiana State. The person elected vice president will automatically move into the president-elect's position in 2013-14, and president's position in 2014-15.

The association will fill one seat to the Accrediting Council during the election.

Candidates for the seat are Pam Luecke, Washington & Lee, and Michael Wirth, Tennessee. The term for this seat runs from September 2012 through May 2015. All ASJMC members vote for this seat to the Accrediting Council. Continuing ASJMC representatives to the Council are Ann Brill, Kansas; Paul Parsons, Elon; and Birgit Wassmuth, Kennesaw State.

Two candidates are running to represent medium-sized programs on the ASJMC Executive Committee. Candidates are David Arant, Memphis, and Mary Arnold, South Dakota State. The candidate receiving the most votes will serve on the ASJMC Executive Committee for three years.

The slate is presented by the Nominations Committee: Paul Parsons, Elon (chair); Tim Gleason, Oregon; and Carol Pardun, South Carolina.

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# A Note from the President



## ASJMC Addresses Relevance and Risk-Taking

Greetings in the midst of what I'm sure is a very busy and challenging administrative year for all of us.

The theme of this year's Winter Workshop in Las Vegas was "Relevance and Risk-Taking." Those elements ran across the sessions programmed by ASJMC President-Elect Peggy Kuhr of Montana and the development officers' sessions programmed by Speed Hallman of North Carolina. Workshop participants heard from a number of area media professionals and had the chance to think about ways to keep their own programs up to date and relevant within both the university and the larger community.

A large proportion of the workshop audience was first-time attendees. We have a number of new colleagues in administrative roles, bringing new ideas with them but also looking to veteran administrators for advice and mentoring. The ASJMC Executive Committee agreed to offer a pre-conference workshop at the AEJMC convention in Chicago in August geared toward new deans, directors and department chairs.

The Chicago convention will have a number of sessions specifically for ASJMC members. In addition to the business meeting and Distinguished Service Award sessions, we're anticipating sessions on fundraising (in conjunction with the Council of Affiliates), leadership, using the Annual Surveys of Journalism and Mass Communication for program assessment, and administrative issues specific to small programs, among other possibilities. As you probably know, this year's conference marks the 100th anniversary of our sister organization, AEJMC, and promises to be even more fun than usual due to special centennial programming. ASJMC is sponsoring one of the conference breaks in celebration of AEJMC's 100th year. I hope you're planning to

participate in the conference, which runs August 9-12 at the Chicago Marriott Downtown.

Returning to the theme of relevance, we're asking ASJMC members to send in examples of ways in which their programs are collaborating with local media or providing local news coverage on their own. We will be adding a page to the ASJMC website (<http://www.asjmc.org/>) with these examples. This initiative is related to the FCC's "Information Needs of Communities" report (available at <http://www.fcc.gov/info-needs-communities>).

Those who attended the business meeting in St. Louis last year or who were able to stay for the final session at this year's winter workshop know of this report. The report describes many of the challenges facing journalism, and points in particular to concerns about an increasing lack of locally based accountability journalism. Journalism schools are identified as one possible way to address these concerns as schools either partner with local media or develop their own news products for their communities.

The FCC report describes several examples from ASJMC-member programs, including Arizona State, California-Berkeley, Columbia, CUNY, Missouri and NYU. We know that there are a number of other initiatives already underway. The intent of this new web content at the ASJMC site is to document those projects, both as evidence of the reach of journalism schools and to provide examples for programs that may be looking for ideas.

If you have examples you're willing to share, please send a paragraph or two description of what you're doing and links to the content you're producing to [aejmchq@aol.com](mailto:aejmchq@aol.com). One of the points made at the winter workshop is that we don't always do a good job of publicizing the outstanding work being done by our students and faculty. This is a way to showcase some of that work, and, by doing so, to reinforce our relevance.

I also invite you to submit material and examples for the Contemporary Leadership section of the ASJMC website. If you've not already visited this

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## Chicago Conference Sessions

### Wednesday, August 8

- 5:30 to 9 p.m.

“Welcome to Leadership” – ASJMC Workshop for new deans, directors and chairs

### Thursday, August 9

- 10 to 11:30 a.m.

“Assessment and the Becker Surveys” – ASJMC Panel

- 3:15 to 4:45 p.m.

“Developing Leadership” – ASJMC Presidential Panel

### Friday, August 10

- 7 to 10 a.m.

ASJMC Executive Committee

- 1:30 to 3 p.m.

“The Many Facets of Fundraising” – ASJMC and Council of Affiliates Panel

- 3:15 to 4:45 p.m.

ASJMC Business Meeting

### Saturday, August 11

- 8:15 to 9:45 a.m.

“Administrative Issues” – ASJMC Panel

- 12:15 to 1:30 p.m.

“Leadership Issues within Small Programs”

– ASJMC Panel

- 1:45 to 3:15 p.m.

ASJMC DSA Panel

## From the President

Continued from page 2

area (<http://www.asjmc.org/contemporary/index.php>), it has numerous examples of P&T documents, articles on a variety of administrative issues and other useful advice. Additions to any area, including “What Am I Working on Today?,” are welcome. It’s an easy way to share your successes and challenges with other administrators. If you have material you’d like to contribute, email that to [aejmchq@aol.com](mailto:aejmchq@aol.com).

Many of us at the Winter Workshop seemed to share the feeling that JMC administration (and higher ed admin in general) is getting harder, not easier. Part of ASJMC’s role is to help us do our jobs more effectively. I encourage you to make use of the resources already available through ASJMC, and to let me, the rest of the executive committee, and the central office know what else you’d like to see coming from ASJMC to help you better serve your program.

## Vivian Vahlberg to Receive 2012 Sass Distinguished Service Award in Chicago



ASJMC will present Vivian Vahlberg, president of Vahlberg & Associates, with its 2012 Gerald Sass Award for Distinguished Service to Journalism and Mass Communication. The presentation will take place Saturday, August 11, during the AEJMC Conference in Chicago. The association will present the award during a session from 1:45 to 3:15 p.m.; the session is open to anyone attending the AEJMC Conference.

As president of Vahlberg & Associates, Vahlberg works with media, foundations and nonprofit organizations to encourage a secure future for high-quality news and information. She is also project director for The Chicago Community Trust’s Community News Matters program, a project of the Knight Community Information Challenge providing research and support to Chicago-area media innovators.

Vahlberg served from 2006 to 2009 as managing director and digital media director at Northwestern University’s Media Management Center, where she initiated research and educational programs for news media executives. Prior to that, she managed the investment of more than \$70 million as the director of journalism programs for the McCormick Tribune Foundation, supporting journalism and journalism education with Future of Journalism, Diversity and Press Freedom programs.

She has also served as executive director of the Society of Professional Journalists; vice president of the National Press Building Corporation; assistant Washington bureau chief for the *Daily Oklahoman*, *Oklahoma City Times* and *Colorado Springs Sun*; and adjunct professor of journalism at the Medill School of Journalism. While at the *Oklahoman*, she became the first woman president of the National Press Club in Washington, D.C. More recently, she has co-authored several research studies of the online habits and preferences of young people.

# John Lavine, Dean of Northwestern's Medill School, Named 2011 Scripps Howard Administrator of the Year



John Lavine, dean of the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University, has been named the 2011 Scripps Howard Foundation Journalism & Mass Communication Administrator of the Year.

This award showcases excellence in the administration of a journalism and mass communication program, recognizing vision, leadership and creativity.

Lavine will receive the award and a \$10,000 cash prize at the AEJMC Chicago Conference August 9 during the keynote session.

Lavine was recommended for the award by Daniel Linzer, Northwestern University provost: "He has led a transformation at Medill that is remarkable for what has been accomplished, for how important those changes are in journalism education and for the media industries, and for how that was achieved so quickly in the face of much opposition."

Lavine came to Northwestern in 1989 from the University of Minnesota, where he was the founding director of the Management and Economics Resource Center and the John and Elizabeth Bates Cowles Professor of Media Management and

Economics. While at Northwestern, Lavine has served as professor of media strategy and management in the Medill School and the Kellogg School of Management. In 1989, he was the founding director of the Media Management Center (originally the Newspaper Management Center), which was created to educate senior media executives in the latest trends in management and conduct research on the media's most pressing problems. He directed the center until he became Medill's dean in January 2006. He also was the founding director of the Readership Institute, created to conduct audience research on newspapers, magazines, television and online, and their content, audiences, and internal organization and culture.

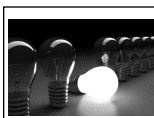
The Medill School enrolls 684 full-time undergraduate students with 55 faculty members and programs in journalism and integrated marketing communications. Under Lavine's leadership, Medill has experienced a significantly revamped journalism and integrated marketing communications curricula, a 45% increase in faculty, a 40% increase in staff, and expanded collaboration across departments and schools. Lavine has also encouraged Medill's global reach by opening Northwestern's first undergraduate school outside of the United States, Northwestern University in Qatar, and adding Latin American countries to its undergraduate Journalism Residency program.

## Leadership Resources Featured on ASJMC's Website

The page on ASJMC's website featuring Resources for Contemporary Leadership continues to grow. Resources include links to articles and documents, publications and reports, and a special look at issues that fellow administrators are working on. Visit [asjmc.org/contemporary/index.php](http://asjmc.org/contemporary/index.php) often!



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on Today?"



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