



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | April 2013

ASJMC Members to Vote Online for 2013 Election



Jerry Ceppos



Brad Rawlins

The ASJMC Nominations Committee has announced candidates for the 2013 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.** Election results will be announced in the next issue of *ASJMC Administrator*.

Don Heider, Loyola Chicago, will be installed as 2013-14 president during the ASJMC business meeting at the Washington, DC, Conference in August. Ann Brill, Kansas, will become president-elect. Candidates for vice president are Jerry Ceppos, Louisiana State, and Brad Rawlins, Arkansas State. The person elected vice president will automatically move into the president-elect's position in 2014-15, and president's position in 2015-16.

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

Candidates for the seat are Michael Bugeja, Iowa State, and Raul Reis, Florida International. The term for this seat runs from August 2013 through May 2016. All ASJMC members vote for this seat to the Accrediting Council. Continuing ASJMC representatives to the Council are Ann Brill, Kansas; Pam Luecke, Washington & Lee; and Paul Parsons, Elon.

Two candidates are running to represent small-sized programs on the ASJMC Executive Committee. Candidates are Cheryl Bacon, Abilene Christian, and Kingsley Harbor, Jacksonville State. The candidate receiving the most votes will serve on the Executive Committee for three years.

The slate is presented by the Nominations Committee: Beth Barnes, Kentucky (chair); David Arant, Memphis; Dorothy Bland, Florida A&M; and Mary Jean Land, Georgia College & State University.

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A Note from the President



Commencement Season Should Focus on Success

As we approach our programs' season of commencement, many of us find our thoughts focusing on the soon-to-be

graduates. Did we offer what they will need to succeed in this changing world? Will they indeed become the leaders of tomorrow? What will that tomorrow look like?

Importantly, that focus is outward and—'tis the season—it is full of hope and optimism and encouragement. This time of year can be welcome relief from stressful discussions about JMC curriculum, or money, or....you name it!

I think the season of graduation has a lesson for us as deans and directors. As an editor, I used to tell the newsroom that my job was to panic early. We needed to think ahead, be ahead of stories and—when in doubt about what was really happening—get to the scene. As deans and directors, we need to scan the horizon, think constantly about our programs and where they need to be heading, and also respond quickly to crises as they develop. That can mean we wind up focusing on the problem areas: what's not working and how can we improve it?

I propose—in the spirit of the season—turning that around. There's a body of study in change management and leadership called Appreciative Inquiry. It posits that “Human systems grow in the direction of what they persistently ask questions about,” according to Professor David Cooperrider of Case Western Reserve University, who's done founding work in this area.

I often think about that. If we persistently focus on the problem areas, on what's not serving our students, staff and faculty, we may be keeping ourselves from focusing on stories of success and moving in that direction. Peggy Holman, Seattle-based author of *The Change Handbook*, says this isn't Pollyannaish. Holman, who has worked with many JMC educators and working journalists through such projects as Journalism That Matters, explains Appreciative Inquiry doesn't mean that we dismiss accounts of problems, just that we don't use them as the basis of analysis or action.

This resonates with me in another way. My dog-eared copy of an old book by Warren Bennis and Burt Nanus called *Leaders: The Strategies for Taking Charge* first introduced me to what they called “the Wallenda factor,” named after Karl Wallenda, the great tightrope walker. One key quality that leaders had, Bennis and Nanus said, was they didn't focus on failure, or on what didn't work. The authors' point was that leaders put their energy—as Wallenda had to—on where it counted: walking the tightrope successfully.

After years as the great aerialist, Wallenda fell and died. In their book, the authors quote his widow recalling the preparation for that high-wire walk: “All Karl thought about for three straight months prior to it was falling. It was the first time he'd ever thought about that, and it seemed to me that he put all his energies into not falling rather than walking the tightrope” (1997 edition, pp. 64-65).

For me, the lesson of the tightrope fits with Appreciative Inquiry, and both fit with the commencement season upon us: I invite you to focus on what's working, on your graduating students' successes—and on how you do walk the tightrope of leading JMC programs. Let's share those successes in August in Washington, DC!

ASJMC 2012-13 Executive Committee

President, Peggy Kuhr, University of Montana • **President-elect**, Don Heider, Loyola University of Chicago • **Vice President**, Ann Brill, University of Kansas • **Past President**, Beth E. Barnes, University of Kentucky • **Publication Committee Chair**, TBA • **Executive Committee Representatives**,

Mary Arnold, South Dakota State University; Lorraine Branham, Syracuse University; Bob Lochte, Murray State University • **ACEJMC Representatives Chair**, Paul Parsons, Elon University • **AEJMC President**, Kyu Ho Youm, University of Oregon • **BCCA Representative**, Rochelle Ford, Howard University • **Executive Director**, Jennifer McGill, AEJMC/ASJMC

ASJMC Sessions Scheduled for 2013 Washington, DC, Conference

Thursday, August 8

- 5 to 6:30 p.m. — ASJMC Presidential panel

Friday, August 9

- 7 to 10 a.m. — ASJMC Executive Committee (joint meeting of outgoing and incoming committees)
- 1:30 to 3 p.m. — “Academics and Professionals: A Conversation” — ASJMC and Council of Affiliates panel
- 3:15 to 4:45 p.m. — ASJMC/U of GA — Becker Survey Release

Saturday, August 10

- 8:15 to 9:45 a.m. — ASJMC Sass Distinguished Service Award panel
- 12:15 to 1:30 p.m. — ASJMC panel
- 3:30 to 5 p.m. — ASJMC Business Meeting

More information on hotel and Conference registration may be found on the Conference website:

dc13.aejmc.org



ASJMC Announces 2013 Distinguished Service Award Recipient



ASJMC will present Jan Watten, director of the Hearst Journalism Awards Program, with its 2013 Gerald M. Sass Award for Distinguished Service to Journalism and Mass Communication. The presentation will take place Saturday, Aug. 10, 8:15 a.m. to 9:45 a.m., during the

AEJMC Conference in Washington, DC. A panel session, open to anyone attending the AEJMC Conference, will feature the award presentation as well as a panel discussion led by Watten.

The annual award given by ASJMC pays tribute to outstanding achievement and service to the field of journalism and mass communication.

Watten has been with the Hearst Foundation for 30 years, becoming the director of the Hearst Journalism Awards Program in 1986. As director, she administers 14 monthly national competitions in writing, photojournalism, radio, television and multimedia categories open to students majoring in journalism and attending an accredited university within ASJMC. The program awards scholarships to students for outstanding performance in college-level journalism, with matching grants to the students' universities. Last year the 52nd annual program offered up to \$500,000 in awards.

Watten also plans and administers the annual Hearst National Journalism Awards Championship, an event for the winning students in the monthly competitions in which they compete for additional awards. Students from across the nation gather in one location and spend a week producing spot assignments that are again judged and awarded scholarships.

“Whether a student wins first place or twentieth, the award can positively impact their life, giving them encouragement to continue a career in journalism,” Watten said. “I am honored to have been able to work all these years for this wonderful organization, and with the judges and finalists who inspire me.”

Tim Gleason, Dean of Oregon's School of Journalism and Communication, Named 2012 Administrator of the Year



Tim Gleason, Edwin L. Artzt Dean of the School of Journalism & Communication at the University of Oregon, has been named the 2012 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.

Gleason will receive the award and a \$10,000 cash prize at the AEJMC Washington, DC, Conference Thursday, Aug. 8, during the keynote session.

One of Gleason's colleagues who recommended him for the award was Lorraine Davis, special assistant to the president and provost at the University of Oregon: "When Tim Gleason was officially appointed dean of the School of Journalism and Communication in 1998 (having served nearly a year as interim dean), he was quoted as saying his goal was 'to help the faculty and students take the school to an even higher level of excellence and national recognition.' He has never wavered from that stance, and he has accomplished what he said he would do and more. Given the constraints of budget and time as well as the increased demands of fundraising on any dean's schedule, what he has accomplished is quite amazing."

Under Gleason's guidance, student enrollment has increased from 1,059 undergraduate and 52 graduate students in 1998 to 1,982 undergraduate and 95 graduate students today. While dealing with continuous budget challenges, Gleason has worked to improve dramatically diversity recruitment and retention for faculty and staff, enhanced undergraduate advising and strengthened career counseling, according to Davis. Also under his leadership, the school has completed several phases of major structural renovation, a revision of its undergraduate curriculum, and

the opening of a center in Portland that offers two professional master's programs and an internship program. And when Gleason took over as dean, the school's budget was \$3 million; this year its budget will be over \$10 million.

As a member of ASJMC, Gleason has served two terms as a representative to the Accrediting Council on Education in Journalism and Mass Communications: "I personally am extremely grateful for the Dean's service on the Accrediting Council," said Peter Bhatia, editor and vice president of *The Oregonian* and ACEJMC president. "He always brought a common-sense approach to our deliberations. People listened carefully whenever he raised a point. He deserves specific credit for helping to tighten up ACEJMC's scholarship standard, designing a new way for schools to report the research productivity of faculty. His term has ended and we miss him at the table."

Gleason came to Oregon in 1987 when he was appointed to the faculty as an assistant professor. By 1991, he was an associate professor, and in 1998, he became a full professor. "His record of scholarship, service, and teaching innovation as well as his leadership quickly made him an asset to the University of Oregon, even before he officially joined the administrative ranks," said Davis.

Gleason received his B.A. in Journalism/Communications from SUNY, Empire State College, and both his M.A. in Communications History and Law and Ph.D. in Communications from the University of Washington. Before joining the faculty at the University of Oregon, he taught in the Department of Communication at the University of Utah.

"To me, Tim Gleason personifies what the Scripps Howard award is about — outstanding academic and journalistic leadership. He has done all that at the University of Oregon and in service to the people of Oregon and journalism education across the country," Bhatia said.