



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | April 2016

Slate for ASJMC 2016 Election Complete



Sonya Duhé



Thor Wasbotten

ASJMC's slate for its 2016 election is complete, and members will have the opportunity to vote from April 13 through May 13.

Voting will be conducted online via an email ballot link that members will receive April 13.

Deadline for voting is May 13. Election results will be announced in the next issue of *ASJMC Administrator*. Biographical profiles of all candidates may be found on ASJMC's website, asjmc.org.

ASJMC's 2016-17 president, Jan Slater, Illinois, will be installed during the ASJMC Business Meeting Saturday, Aug. 6, from 1:45 p.m. to 3:15 p.m. during AEJMC's Minneapolis Conference. Maryanne Reed, West Virginia, will become president-elect. Candidates for vice president are Sonya Duhé, Loyola New Orleans, and Thor Wasbotten, Kent State. The candidate elected vice president will automatically move into the president-elect's

position in 2017-18, and president's position in 2018-19.

Members will elect one representative to the Accrediting Council on Education in Journalism and Mass Communications; candidates include Charles Davis, Georgia, and Birgit Wassmuth, Kansas State.

Continuing ASJMC representatives to the Council are Dorothy Bland, North Texas (2017); Judy Oskam, Texas State (2018); and Paul Parsons, Elon (2017).

Two candidates are running to represent medium-sized programs on the ASJMC Executive Committee. Candidates are Hong Cheng, Virginia Commonwealth, and Alan Stavitsky, Nevada Reno. The candidate receiving the most votes will serve on the Executive Committee for three years.

FEATURES

Calls for Visiting Professors	2
Minneapolis Conference Sessions	3
2016 Sass Award Recipient	3
Scripps Howard Admin of Year	4

Share with Faculty:

Scripps Howard Foundation Funding Visiting Profs Grants

Apply Now for Visiting Professors in Social Media Grants

AEJMC members are invited to apply for 2016-17 Scripps Howard Foundation Visiting Professors in Social Media Grants.

The grants, funded by the Scripps Howard Foundation and administered by AEJMC, fund two weeks of summer study for six AEJMC members at various media outlets in order for them to learn first-hand how news and information delivery is being transformed by digital media. The goal is for them to take that knowledge into their classrooms when they return to their campuses in the fall.

A second phase of the program provides funds for professionals from participating media outlets to travel to visiting professors' schools for three to five days during the 2016-17 academic year. These professionals can be involved in a variety of activities while on these campuses, depending on the needs of the six different journalism/mass communication programs.

Outlet partners this year include C-SPAN, *Dallas Morning News*, DigitasLBI Chicago, *Post and Courier* (Charleston, S.C.), Scripps Washington Bureau, and WCPO-TV/wcpo.com (Cincinnati, Ohio).

For details, link to <http://www.aejmc.org/home/2016/03/scripps-howard-grants-social-media/>

Apply Now for Visiting Professors in Media Ad Sales Grants

The Scripps Howard Foundation is funding a new grant program for AEJMC members.

Members are invited to apply for 2016-17 Scripps Howard Foundation Visiting Professor Grants in Media Ad Sales. The grants will be administered by AEJMC.

Two members will be selected to receive grants, funding two weeks of summer studies at either WPTV in West Palm Beach, Florida, or E. W. Scripps Company Headquarters in Cincinnati, Ohio. Award recipients will be introduced to numerous aspects of advertising sales that support social media and/or digital marketing while at these venues. The goal is for them to apply this new knowledge to their classroom instruction in the fall.

A second phase of the program provides funds for a professional from each of these venues to travel to the professors' schools for three to five days during the 2016-17 academic year. These media ad sales specialists will be involved in a variety of activities while on campus, depending on the needs of the participating professors and the schools. A total of \$4,000 is available for each application selected.

For details, link to <http://www.aejmc.org/home/2016/03/scripps-howard-grants-media-ad-sales/>

Equity and Diversity Award Goes to University of North Texas

The Mayborn School of Journalism at the University of North Texas has been awarded the 2016 AEJMC Equity and Diversity Award.

The award will be presented at the keynote session during AEJMC's Minneapolis Conference Thursday, Aug. 4, at 6:45 p.m. It recognizes journalism and mass communication academic programs that are working toward, and have attained, measurable success in increasing equity and diversity within their units.

The Mayborn School, led by Dean Dorothy Bland, was noted for its diverse student population (about 50 percent white and about 50 percent non-white) as well as its diverse faculty (40 percent of its faculty are women, and 25 percent of its faculty are people of color). It was also recognized for its multiple programs that promote diversity and inclusion at every level, from administration to classrooms to extra-curricular activities.

ASJMC Members Are Invited to Minneapolis Conference Sessions

Wednesday, August 3

- 1:00 p.m. to 4:30 p.m. — Pre-conference Session (no fee)
- 6:30 p.m. to 9:30 p.m. — ASJMC-sponsored free movie showing of “Spotlight” followed by a question-and-answer with Marty Baron (see story at right)

Thursday, August 4

- 3:15 p.m. to 4:45 p.m. — Sass Award Presentation (see story at right)

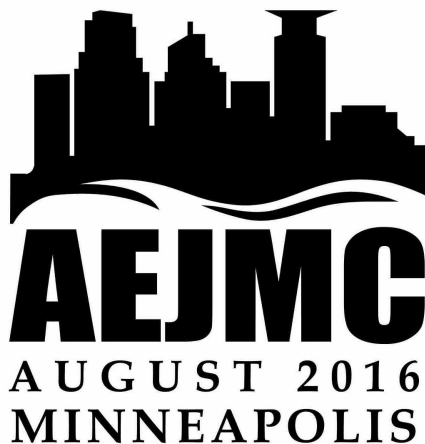
Friday, August 5

- 8:15 a.m. to 9:45 a.m. — ASJMC Survey Report

Saturday, August 6

- 7:00 a.m. to 9:45 a.m. — ASJMC Exec Committee
- 1:45 p.m. to 3:15 p.m. — ASJMC Business Meeting

Link to the Conference website for more information: [/aejmc.org/events/mps16/](http://aejmc.org/events/mps16/)



Washington Post Editor to Receive Sass Award

Marty Baron, executive editor of *The Washington Post*, has been named the 2016 recipient of the



Marty Baron

Gerald Sass Award for Distinguished Service to Journalism and Mass Communication.

Presentation of the award will take place Thursday, Aug. 4, 3:15 p.m. to 4:45 p.m., during AEJMC's Conference in Minneapolis.

Following the award presentation, Baron will discuss investigative reporting in a social media world.

The Sass Award is the only award given by ASJMC; it is given annually to pay tribute to outstanding achievement and service to the field of journalism and mass communication.

Baron was executive editor of *The Boston Globe* from 2001 to 2012, where he led the newspaper's effort to investigate the Boston Catholic sexual abuse scandal, resulting in a series that earned the newspaper a Pulitzer Prize. In 2015 Baron and his team of investigative reporters from the *Globe* were the subject of the movie “Spotlight,” which won two 2016 Oscars: one for best picture and one for best original screenplay. Baron is portrayed in the movie by actor Liev Schreiber. ASJMC is sponsoring a free movie showing of “Spotlight” during AEJMC's Minneapolis Conference Wednesday, Aug. 3, 6:30 p.m. to 9:30 p.m.

A graduate of Lehigh University, Baron first worked as a reporter in 1976 for *The Miami Herald*. In 1979 he moved to *The Los Angeles Times* and became editor of the Orange County Edition; in 1996 he moved to the *The News York Times* where he was associate managing editor. He returned to the *Herald* as executive editor in 2000, and led the newspaper's coverage of several major stories, including the return of Elián González to Cuba and the 2000 election.

After moving to the *Globe* in 2001, Baron shifted the newspaper's focus from international coverage to local investigative reporting; the newspaper won six Pulitzer Prizes during his tenure there. He took over as executive editor of the *Post* in January of 2013, succeeding Marcus Brauchli.

Iowa State's Michael Bugeja Named 2015 Scripps Howard Foundation Administrator of the Year

Michael Bugeja, director of the Greenlee School of Journalism and Communication at Iowa State University, has been named the 2015 Scripps Howard Foundation Journalism & Mass Communication Administrator of the Year.

This annual award recognizes excellence in the administration of a journalism and mass communication program, including vision, leadership, and creativity. The \$10,000 cash prize that accompanies it is funded by the Scripps Howard Foundation.

Finalists for the 2015 Administrator Award are Joe Foote, former dean of the Gaylord College of Journalism and Mass Communication at the University of Oklahoma, and Maryanne Reed, dean of the Reed College of Media at West Virginia University.

Bugeja began his tenure as director of the Greenlee School in 2003. "Since then, there has been a fundamental cultural shift in the Greenlee School led by Michael's commitment to promote teamwork, contribution, and transparency: top faculty have been hired, research productivity has flourished, promotion and tenure have increased, endowments have escalated nearly sevenfold, and most importantly, morale has rebounded," said Iowa State President Steven Leath in his recommendation. "He has lifted the Greenlee School to national prominence – now ranked among the top programs in the country."

Under Bugeja's direction, the school's enrollment has grown 33 percent in four years, and the undergraduate placement rate was a near perfect 99 percent in 2013. When Bugeja became director, the Greenlee School had an endowment of \$876,776. Now the endow-

ment approaches \$7 million, which allows Bugeja to award all professors \$3,000 annually for research and professional development.

The Greenlee School was awarded AEJMC's 2014 Equity and Diversity Award.



Michael Bugeja

Before becoming director of the Greenlee School, Bugeja was associate director of the Scripps School of Journalism at Ohio University (2001-2003); special assistant to the president at Ohio University (1996-2001); professor in the Scripps School of Journalism at Ohio University; associate professor at Oklahoma State University (1979-86); and state editor for United Press International (1976-79).

He completed his B.A. with a major in German at Saint Peter's College; his M.S. in mass communications at South Dakota State University; and his Ph.D. in English and creative writing at Oklahoma State University. His two books, *Interpersonal Divide: The Search for Community in a Technological Age* and *Living Ethics Across Media Platforms*, have both won the Clifford G. Christians Award for Research in Media Ethics. His teaching and research focus on media ethics, magazine writing, news writing, new technologies and interpersonal communication.

Bugeja will receive the award and cash prize Thursday, Aug. 4, at 6:45 p.m. during the keynote session at AEJMC's Minneapolis Conference.

ASJMC 2015-16 Executive Committee

President, Brad Rawlins, Arkansas State University • **President-elect**, Jan Slater, University of Illinois • **Vice President**, Maryanne Reed, West Virginia University • **Past President**, Ann Brill, University of Kansas • **Executive Committee Representatives**, Mary Jean Land, Georgia

College & State University; Cheryl Bacon, Abilene Christian University; Birgit Wassmuth, Kansas State University • **ACEJMC Representatives Chair**, Dorothy Bland, University of North Texas • **AEJMC President**, Lori Bergen, University of Colorado-Boulder • **BCCA Representative**, Gracie Lawson-Borders, Howard University • **Executive Director**, Jennifer McGill, AEJMC/ASJMC