



# ASJMC

## Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | July 2009

## Johnson Elected 09-10 Vice President



Pam McAllister Johnson of Western Kentucky University was elected ASJMC vice president for 2009-10 in our recent election. Johnson will move into the President-elect's position in 2010-11 and the President's

position in 2011-12. Jane Briggs-Bunting of Michigan State University was the other candidate for this position.

The ASJMC General Business Meeting will take place during the Boston Convention on Friday, Aug. 7 at 3:15 p.m. At the end of the meeting, Maria Marron, Central Michigan University, will be installed as 2009-10 ASJMC president. Paul Parsons, Elon University, will become president-elect.

The association filled two open seats to the Accrediting Council during the election. Douglas Anderson of Penn State University was elected to the open accredited program seat and Don Heider of Loyola University Chicago was elected to the open non-accredited program seat. Both will serve three-year terms on the Council. Other candidates for these seats were Corley Dennison of Marshall University and Dianne Lynch of Ithaca College. (Lynch

removed herself from the ballot during the election after taking a position as president of Stephens College in Missouri.)

Continuing ASJMC representatives to ACEJMC are Ann Brill of the University of Kansas, Tim Gleason of the University of Oregon, Angela Powers of Kansas State University and Ardyth Sohn of the University of Nevada Las Vegas. All ASJMC members vote for all representatives to the Council.

Maryanne Reed of West Virginia University was elected to represent medium-sized programs on the ASJMC Executive Committee. Reed will serve a three-year term on the committee. The other candidate for this position was Peggy Kuhr, University of Montana. Only medium-sized programs voted for this office.

Ballots were mailed to 177 eligible members, and 67 ballots were returned for a response rate of 37.9 percent. The slate was presented by the ASJMC Nominations Committee, which was chaired by ASJMC past president Thomas Kunkel of St. Norbert College.

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# A Note from the President



Beantown, here we come!

I don't know about you, but despite – or maybe because of – major budget woes for my university and program, I'm really looking forward to the professional

development and networking opportunities we'll have when AEJMC and ASJMC hold their annual combined convention in Boston the first week of August. The convention lineups for both groups offer exciting, stimulating speakers, panels and presentations – HUGE pats on the back for all those who contributed to the great convention lineup!

ASJMC will be tackling head-on the tough economic and budget situation many of us are facing as we try to effectively lead our programs. We've scheduled a roundtable, "Strategic Ways to Use a Tough Economy to Enhance Your Program," that will focus on how we might be able to make lemonade out of the lemon of a budget situation we've been dealt. And we're sponsoring a special workshop – on Saturday, after our "regular" convention sessions end – for our development staff and unit administrators: "Working Smarter: Managing Development Operations and Making the Ask in Changing Times." Special thanks to the ASJMC Administrative Affairs Committee (chaired by Beth Barnes) and my own VCU development professionals, Lois Badey of the College of Humanities and Sciences, and Michael Hughes, my assistant director for development, who took the lead in planning the development workshop.

A special note on the development workshop. One of the highlights will be the lunch session featuring a discussion with two Pulitzer Prize-winning journalists: Bob Giles, curator at the Nieman Foundation and former editor and

publisher of the *Detroit News*, and Tom Fiedler, dean of the Boston University School of Mass Communication and former editor of the *Miami Herald*. Their topic will be "The Only Constant is Change" as they reflect on today's media and news industries.

Other ASJMC sessions during the conference focus on bringing practitioners – journalists, and advertising and public relations professionals – onto college and university faculties to "Preach What You Practice," a session we are co-sponsoring with the Council of Affiliates; "How to Grow Your Own Diverse Faculty," planned by ASJMC's Diversity Committee, and surviving an accreditation visit, a panel put together by Jane Briggs-Bunting.

In addition to its convention activities, ASJMC continues to collaborate with the American Society of News Editors (ASNE) and the State University of New York at Stony Brook journalism school to develop news literacy programs in high schools and at colleges and universities across the USA. Thanks to Jerry Ceppos and his ASJMC task force for keeping this program moving.

And a year from now, when the World Journalism Education Council and Congress meet (thanks to Joe Foote and his ASJMC task force for being part of the planning process!), ASJMC will be there, too.

I hope you'll be joining us in Boston this August for our convention activities.

And, as always, I encourage you to get involved in ASJMC through its committees and task forces. If you have an interest and would like to be part of our future, please let me know – I'll put you in touch with those who can "harness" your energy and ideas!

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**Judy VanSlyke Turk, 2008-09 ASJMC President**  
Virginia Commonwealth University

## ASJMC's Convention Panels Offer Practical Tips

**Thursday, August 6**

**8:15 to 9:45 a.m.** — “How to Grow Your Own Diverse Faculty”

*Moderating:* Jan Dates, Howard

*Panelists:* Lorraine Branham, Syracuse

Ralph Izard, Louisiana State

Gail Baker, Nebraska Omaha

**11:45 a.m. to 1:15 p.m.** — “Preach what You Practice: Moving from the Profession to the Academy” (with the Council of Affiliates)

*Moderating/Presiding:* Jan Slater, Illinois

*Panelists:* Don Heider, Loyola

Mark Tatge, Ohio

Marc Rosenweig, Montclair State

Peggy Lewis, Howard

Michelle Johnson, Emerson

**3:15 to 4:45 p.m.** — ASJMC Roundtable: “Strategic Ways to Use A Tough Economy to Enhance your Program”

*Moderating:* Beth Barnes, Kentucky

*Panelists:* Dwight Brooks, Middle Tennessee State

Diane Borden, San Diego State

Carol Pardun, South Carolina

**Friday, August 7**

**8:15 to 9:45 a.m.** — “Inside Scoop on Surviving an Accreditation Site Visit”

*Moderating:* Jane Briggs-Bunting, Michigan State

*Panelists:* Corley Dennison, Marshall

Angela Powers, Kansas State

Maria Marron, Central Michigan

**7 to 9 p.m.** — “2009 Gerald M. Sass Award for Distinguished Service to JMC”

*Recipient:* Charles L. Overby, chairman and CEO, Freedom Forum; CEO, Newseum

*(Tickets required)*

**Saturday, August 8**

**9:30 a.m. to 2:30 p.m.** — “Working Smarter: Managing Development Operations and Making the Ask in Changing Times” — Development Workshop

This workshop is being handled separately from the AEJMC convention registration. ASJMC is

underwriting part of the fee for ASJMC administrative members. Cost is \$125 for development officers and \$75 for ASJMC administrators. A separate mailing was done on the workshop in mid-June. The materials are also posted online at [www.asjmc.org](http://www.asjmc.org). Register by July 22.

## Other Convention Panels of Interest to Administrators

**Wednesday, August 5**

**8:15 to 9:45 a.m.** — “Accrediting Council General Information Presentation and Question/Answer Session”

Sponsored by Accrediting Council on Education in Journalism and Mass Communications

*Moderating/Presiding:* Susanne Shaw, executive director, ACEJMC, Kansas

**10 to 11:30 a.m.** — “Demand-Side Journalism: Should Journalism Educators be Preparing the Next Generation of News Consumers as well as the Next Generation of Practitioners?”

Sponsored by AEJMC Council of Affiliates

*Moderating/Presiding:* Pam Luecke, Washington and Lee; 2009-10 education chair, American Society of News Editors

*Panelists:* Jerry Ceppos, Nevada, Reno

Alan Miller, executive director, The News

Literacy Project

Alex Jones, director, Joan Shorenstein Center on the Press, Politics and Public Policy; author,

*Losing The News: The Uncertain Future*

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### 2008/09 ASJMC Executive Committee

**President,** *Judy VanSlyke Turk*, Virginia Commonwealth University • **President-elect,** *Maria Marron*, Central Michigan University • **Vice-President,** *Paul Parsons*, Elon University • **Past President,** *Thomas Kunkel*, St. Norbert College • **Publication Committee Chair/ Executive Committee Representative,** *Jean Folkerts*, University of North Carolina • **Executive Committee Representatives,** *Patsy Watkins*, University of Arkansas; *Patrick Sutherland*, Bethany College • **ACEJMC Representatives Chair,** *Tim Gleason*, University of Oregon • **AEJMC President,** *Barbara Hines*, Howard University • **BCCA Representative,** *Jannette Dates*, Howard University • **Executive Director,** *Jennifer McGill*, AEJMC/ASJMC

# Convention Panels continued

*of the News That Feeds Democracy*

Rex Smith, editor, *Albany Times Union*; 2008-09 education chair, American Society of News Editors

Marty Kaiser, editor, *Milwaukee Journal Sentinel*; 2009-10 president, American Society of News Editors

**1:30 to 3 p.m.** — “How to Educate the Next Generation of News Consumers”

Sponsored by AEJMC Council of Affiliates

*Moderating/Presiding:* Howard Schneider, Stony Brook, former editor *Newsday*

*Panelists:* “Teaching a General Education Course in News Literacy”

Howard Schneider and Marcy McGinnis, Stony Brook

“News Literacy”

Fabrice Florin, executive director, Newstrust.net;  
Renee Hobbs, founder of Media Education Lab, Temple

John McManus, director, Gradethenews.org

Learn about a new university-wide course at Stony Brook University that is training the next generation of news consumers to think critically about what they read, watch and hear.

**5 to 6:30 p.m.** — “Diversity Is Not the Goal. It’s The Method” — 2009 Equity & Diversity Award Best Practices Panel: The View from the Manship School of Mass Communication at Louisiana State University

*Moderating/Presiding:* Ralph Izard, Louisiana State/Ohio

*Panelists:* W. Terrell Jones, vice provost for Educational Equity, Pennsylvania State  
Susanne Shaw, executive director, ACEJMC  
Minelle Mahtani, Department of Geography and Planning in Journalism, Toronto  
Lauren Tucker, director of Consumer Forensics, The Martin Agency, Richmond, VA

*Recognizing the Manship School of Mass Communication at Louisiana State University as the 2009 winner of the AEJMC Equity & Diversity Award*

**Friday, August 7**

**8:15 to 9:45 a.m.** — “Communication Leadership Research Presentation: The Future of News”

Sponsored by the University of Southern California Annenberg School for Communication

USC Vice Provost Adam Clayton Powell III and USC Annenberg executive-in-residence David Westphal, both senior fellows of the Center on Communication Leadership and Policy (CCLP) at the University of Southern California’s Annenberg School for Communication, present new research findings.

Powell has updated his landmark book, *Reinventing Local News*, with new data and a new introduction. CCLP is publishing the new edition as part of its research series. Westphal is the lead researcher on a new Carnegie Corporation-funded project — led by CCLP director and USC University Professor Geoffrey Cowan — exploring the role of government in addressing the crisis in the news business. Refreshments will be served.

**3:30 to 5 p.m.**

“Reimagining E-Learning as a Tool for Classroom Teaching” Sponsored by Poynter Institute and News University

*Moderating/Presiding:* Howard Finberg, director, Interactive Learning, The Poynter Institute/News University

About 4,500 college educators are using the online modules available from Poynter’s News University ([www.newsu.org](http://www.newsu.org)). Hear what we’ve learned at NewsU about e-learning and how other educators are using e-learning as a classroom tool.

You’ll learn about the new curriculum initiatives at NewsU and opportunities for partnerships. You’ll also get an opportunity to beta test a new classroom tool for teaching media literacy. As always, there will be a surprise or two.