



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | July 2011

ASJMC 2011 Election Results

Heider Elected ASJMC Vice President



Don Heider, Loyola Chicago

Don Heider, Loyola Chicago, has been elected ASJMC Vice President for 2011-2012. He will become President-Elect in 2012-2013 and President in 2013-2014. Heider ran against John Pavlik, Rutgers. Heider received 31 votes and Pavlik received 26 votes.

Current President-elect Beth Barnes, Kentucky, will be installed as 2011-2012 ASJMC President at the St. Louis Conference during the ASJMC General Business Meeting, Friday, Aug. 12. Peggy Kuhr, Montana, will become President-Elect.

ASJMC Representatives

The association filled two open seats to the Accrediting Council during the election. Ann Brill, Kansas, and Paul Parsons, Elon, were elected to the open accredited program seats. Both will

serve terms from August 2011 to May 2014 on the Council. Other candidates for these seats were Gary Kebbel, Nebraska-Lincoln, and David Perlmutter, Iowa.

Executive Committee Representative

Members from large-sized programs also voted to fill their Executive Committee seat. Lorraine Branham, Syracuse, was elected as representative. She ran against Michael Bugeja, Iowa State, for the position. The term for this seat is three years.

A total number of 174 ballots were mailed to eligible ASJMC members. Ballots were returned by 34% of the eligible voting members. The slate was presented by the ASJMC Nominations Committee: Maria Marron, Central Michigan; Chris Callahan, Arizona State; Lillian Lodge Kopenhaver, Florida International; and Jerry Ceppos, Nevada-Reno.

FEATURES

Knight News Challenge	3
St. Louis Conference Sessions	3
2011 ACEJMC Decisions	3

A Note from the President



The Inexorable March of Time

A year as ASJMC president goes quickly. The goal for everyone who holds this office is to advance the association in strategic ways

so that it becomes stronger and more beneficial to its members through the years.

Eleven months ago, I noted that the association's strategic plan, adopted in August 2006, reaches its conclusion on my watch. To accomplish the strategic plan, we have focused on four objectives this year. These do not represent wildly dramatic objectives. Leadership often is not dramatic change, but steady forward progress.

- **Ideas.** At our ASJMC winter workshop in Dallas, we offered the first "Idea Summit" in partnership with AEJMC. We had great participation in a series of roundtable discussions featuring professionals discussing the changes facing journalism, public relations, advertising, and the online environment and how that impacts JMC education. For example, at my table focusing on online news, one administrator said her provost once asked what the department was seeking in a new faculty member. Her answer: "An artist, a journalist and a computer nerd, all in one person." These are changing times indeed.
- **Website.** The ASJMC website is far richer in content than before, thanks to a new committee focusing on leadership in contemporary times. Themes in this new section of the website include recruitment, assessment, equity and collegiality. Check it out at <http://www.asjmc.org/contemporary/index.php>. I especially enjoy Michael Bugeja's "What I Am Working on Today" blog with recent entries on merit raises, the new PR, and class attendance and critical thinking.

- **Internationalization.** ASJMC organized the administrative sessions at the World Journalism Education Congress in South Africa last summer, and this summer the WJEC Council will meet in Istanbul to hear proposals from European organizations bidding to host the next Congress in 2013. ASJMC plays an important role in this global endeavor.

- **Opportunities.** ASJMC and AEJMC worked together this year to obtain a \$180,000 grant from the Knight Foundation for a two-year project titled "Building a Bridge Between the Knight News Challenge and JMC Programs." The purpose is to fund JMC faculty members to pursue innovative and creative academic or student media applications of Knight Challenge projects. (See call on pg. 3.) In Dallas, four examples were previewed by Knight grant recipients, and more will be previewed at the upcoming AEJMC conference.

In a few weeks, we gather in St. Louis where ASJMC has planned a number of excellent sessions for its members. Thank you for your commitment to ASJMC and its mission to support our departments, schools and colleges and the leaders who guide them.

— *Paul Parsons, Elon University*

ASJMC 2010-11 Executive Committee

President, *Paul Parsons*, Elon University • **President-elect,** *Beth Barnes*, University of Kentucky • **Vice-President,** *Peggy Kubr*, University of Montana • **Past President,** *Maria Marron*, Central Michigan University • **Publication Committee Chair/Executive Committee Representative,** *Jean Folkerts*, University of North Carolina • **Executive Committee Representatives,** *Maryanne Reed*, West Virginia University; *Bob Lochte*, Murray State University • **ACEJMC Representatives Chair,** *Lori Bergen*, Marquette University • **AEJMC President,** *Jan Slater*, University of Illinois • **BCCA Representative,** *Jannette Dates*, Howard University • **Executive Director,** *Jennifer McGill*, AEJMC/ASJMC

Call for Proposals: Building a Bridge Between the Knight News Challenge and JMC Programs: Bringing the Ideas to Life in JMC Classrooms and Student Media

AEJMC is seeking proposals from its members to develop innovative and creative academic applications of projects already funded through the Knight News Challenge. The goal is to implement these projects in ways that enhance the education of future journalists for the new media landscape.

AEJMC will award up to 10 grants of up to \$8,000 each. Proposals must create an academic application (or a use by college media) of the open source code or platform already created by one of the Knight News Challenge Grant recipients. Projects where code and platforms have been developed and are ready for use include DocumentCloud, SPS, Spot.Us, Ushahidi, NewsCloud, Selectricity, Politiwidgets, FeedBrewer and SnagFilms. To see these and other project products, visit <Knightapps.org>.

Proposal Guidelines:

- Projects would need to be implemented on campus within a year of receiving the grant.
- Full-time faculty members (either an individual or a group) would be eligible for a grant. Faculty members must be current AEJMC members and can be from any country. If your proposal is selected for funding, you must remain a current AEJMC member for the duration of the grant.
- Proposals need to be specific, must show innovation and imagination, and must use a software/platform created through a Knight News Challenge grant in a classroom or lab setting or in college media. The grants should be for new ideas/uses, not to fund initiatives already under way.

Proposals should include:

- A three-to-four page proposal outlining the academic application being developed, the specific project code/platform being used, and how this will benefit students on your campus.
- A one-page letter from your unit chair, director or dean endorsing the proposal.
- A budget outlining cost of development and implementation. Funds may be used for course materials, nominal consultant fees for assistance in adapting software, relevant outside speakers to

travel to campus, surveys, graduate student assistance, and website development. Funds may NOT be used for equipment, faculty release time or university administrative/overhead fees. All funds must be used solely for the project.

- A timeline for the project.
- A detailed outline of how the application will be assessed and evaluated.

Grant timetable:

- Proposals should be in ONE file (either a pdf or Word document) and are due to AEJMC by 5 p.m. (eastern time) **Friday, September 16, 2011**, via email to AEJMCHQ@aol.com.
- Grant awards will be announced by **Friday, October 7, 2011**.
- Grant recipients will be expected to report on their new applications during the 2012 AEJMC Conference in Chicago.
- Grants will be paid by October 15 with the final report and accounting of the grant funds due September 30, 2012. (Funds not used must be returned to AEJMC.)

The Knight News Challenge and JMC Programs

Friday, Aug. 12 — 12:15 to 1:30 p.m.

This session will feature a look at some of the end products of the Knight News Challenge Grants. One of the conditions of these grants is that any software or platform developed through the grants must be made available for free to other users.

Several project developers will present their work and field questions from the audience. Tentative projects to be discussed include: NewsCloud, FeedBrewer, BookBrewer, Ushahidi, and SnagFilms. To see these and other Knight News Challenge project products, visit <Knightapps.org>.

Related to this session, AEJMC has been awarded a grant from the Knight Foundation to help fund innovative and creative academic applications of projects already funded through the Knight News Challenge. See the full call for the “Bridge Grants” on this page.

ASJMC St. Louis Conference Sessions

Tuesday, August 9 • 6 to 9 p.m.

Sponsor: Association of Schools of Journalism and Mass Communication

Workshop: Small Programs and Best Practices

Moderating/Presiding: **Bob Lochte**, Murray State

6 p.m. — Welcome and Introductions

6:15 p.m. — Roundtable Discussions and Best Practice Exchange, Part 1

Topic 1 – “Curriculum and Program Improvement Challenges for Small Programs”

Table Facilitator: **Bob Lochte**, Murray State
What do students need to learn? What do faculty need to learn? How can we keep up with technology? Can we develop partnerships with other programs and area media? Where will we be in 5 years?

Topic 2 – “Campus Media and Student Organizations”

Table Facilitator: **Jim Sernoe**, Midwestern State
Why do we need them? Can we afford them? Who is in charge? Are the students interested? Where will we be in 5 years?

7:30 p.m. — Break

7:45 p.m. — Roundtable Discussions and Best Practice Exchange, Part 2

Repeat Topics 1 and 2 above so attendees can participate in both roundtable discussions.

Wednesday, August 10 • 3:15 to 4:45 p.m.

Sponsor: ASJMC

Title: The Global Opportunities: Innovative Models for Journalism Schools

Moderating/Presiding: Brad Hamm, Indiana

Panelists: TBA

Thursday, August 11 • 7 a.m. to 9:45 a.m.

Sponsor: ASJMC

ASJMC Executive Committee Meeting

Moderating/Presiding: **Paul Parsons**, Elon, ASJMC 2010-11 President; and **Beth Barnes**, Kentucky, ASJMC 2011-12 ASJMC President

Thursday, August 9 • 11:45 a.m. to 1:15 p.m.

Sponsor: ASJMC

Title: Why Teach Journalism and Mass Communication?

Moderator: **Don Heider**, Dean, School of Communication, Loyola Chicago

Panelists: **Dorothy Bland**, Director, Division of Journalism, Florida A&M University; **Peggy Kuhr**, Dean, University of Montana School of Journalism; **Tom Kunkel**, President, St. Norbert College; **Andrew Mendelson**, Chair, Department of Journalism, Temple University; **John Pauly**, Provost, Marquette University

In an era where funding gets tighter and tighter and where many universities and state systems are looking for places to cut programs and faculty members, it's becoming increasingly important for us to show what value our programs bring to students and to the university. This panel will explore ways in which you can help your program become an invaluable asset of your college or university.

Thursday, August 11 • 3:15 to 4:45 p.m.

ASJMC and Poynter News University

Title: E-Learning's Impact on Journalism Education

Presenters: **Howard Finberg**, director of interactive learning, Poynter News University; Mark Biggs,

head, Media, Journalism and Film Department, Missouri State University; Susan Reilly, director, School of Communication & Multimedia Studies, Florida Atlantic University

Poynter's Journalism 101 project is a bold new experiment that brings together university educators and Poynter News University e-learning for creative, digital approaches to teaching journalism. In a pilot program funded by the Carnegie Corporation, Poynter and its partner schools will teach students the basics of journalism through a unique 16-week e-learning program. Built on the foundation of Poynter News University's e-learning content and platform, the program will satisfy graduation requirements for a core journalism class and will launch in the Fall 2011 semester. During this session, we'll explore the aspirations and goals of project and the future of e-learning and journalism education.

Also: Other new Poynter NewsU offerings for academic users include an advanced course report that gives professors an online dashboard of their students' e-learning activities, and NewsU International that features courses in languages other than English. These new offerings join our interactive, always available self-directed modules and real-time Webinar learning. Educators and students have embraced Poynter's NewsU over the last five years since its introduction at AEJMC 2006.

Friday, August 12 • 8:15 to 9:45 a.m.

Sponsor: Association of Schools of Journalism and Mass Communication and Scripps Howard Foundation

2010 Scripps Howard Foundation Journalism and Mass Communication Administrator of the Year Session

Title: So You're an Administrator, or Might be One Someday: A Conversation with Colleagues Already in Leadership Roles

Moderating/Presiding: **Paul Parsons**, Elon, Recipient of 2010 Scripps Howard Foundation Journalism and Mass Communication

Administrator of the Year Award

Panelists: **Jennifer Greer**, Alabama; **Brad Hamm**, Indiana; **Gail Baker**, Nebraska Omaha; **Beth Barnes**, Kentucky; **Michael Bugeja**, Iowa State

Friday, August 12 • 1:45 to 3:15 p.m.

Sponsor: Association of Schools of Journalism and Mass Communication

ASJMC General Business meeting — Installation of incoming ASJMC President: **Beth Barnes**, Kentucky

Moderating/Presiding: **Paul Parsons**, Elon, ASJMC President

Friday, August 12 • 5:15 to 6:45 pm.

Sponsored by the Association of Schools of Journalism and Mass Communication

Panel and Award Presentation: 2011 Gerald Sass Award for Distinguished Service to Journalism and Mass Communication

Panel Title: "Ideas: Inclusion's Impact"

Moderator: **Connie Cannon Frazier**, Chief Operating Officer, American Advertising Federation

Panelists: **Desiree Dancy**, Chief Diversity Officer, Vice President, Corporate Human Resources, *The New York Times* Company; **Kendra Hatcher King**, EVP, Director of Insight and Innovation, Initiative; **Rich Stoddart**, President, Leo Burnett; **Andrea Molette**, Director of U.S. Media, Sprint

Sass Award Presentation: Introduction by **Beth Barnes**, Kentucky, ASJMC President-elect

Recipient: **Connie Cannon Frazier**, Chief Operating Officer, American Advertising Federation

A short reception will follow. ASJMC thanks the AEJMC Council of Affiliates for its support of the reception.

2011 Accrediting Council Decisions

The Accrediting Council (ACEJMC) met April 29-30 in Portland, Oregon, to review 35 programs in 24 schools.

The following decisions were made:

Undergraduate programs removed from provisional and reaccruited:

- Central Michigan University
- Iona College
- Jackson State University
- University of Wisconsin-Eau Claire

Graduate program removed from provisional and accredited:

- Iona College

Provisional accreditation of an undergraduate program:

- Shippensburg University — noncompliances: Standard 2, Standard 3, Standard 9

Provisional reaccruited of undergraduate programs:

- Norfolk State University — noncompliances: Standard 2, Standard 9
- Southeast Missouri State University — noncompliances: Standard 1, Standard 9
- St. Cloud State University — noncompliances: Standard 3, Standard 9
- University of Colorado — noncompliance: Standard 1
- University of Iowa — noncompliances: Standard 2, Standard 9

Provisional reaccruited of graduate programs:

- Grambling State University — noncompliances: Standard 5, Standard 9
- St. Cloud State University — noncompliances: Standard 2, Standard 3, Standard 9
- University of Colorado — noncompliances: Standard 1, Standard 3, Standard 9

Denial of reaccruited of a graduate program:

- University of Iowa — noncompliances: Standard 2, Standard 9

Reaccruited undergraduate programs:

- Arizona State University — compliance with all standards
- Colorado State University — noncompliance: Standard 3
- Drake University — compliance with all standards
- Grambling State University — noncompliance: Standard 9
- Middle Tennessee State University — noncompliances: Standard 3, Standard 9
- Northwestern University — compliance with all standards
- Southern Illinois University — noncompliance: Standard 9
- University of Kansas — compliance with all standards
- University of Mississippi — noncompliance: Standard 9
- University of Missouri — compliance with all standards
- University of Nebraska — compliance with all standards
- University of South Carolina — compliance with all standards
- University of Southern California — noncompliance: Standard 9
- University of Tennessee/Knoxville — compliance with all standards

Reaccruited graduate programs:

- Arizona State University — compliance with all standards
- Northwestern University — compliance with all standards
- University of Kansas — noncompliance: Standard 9
- University of Missouri — compliance with all standards
- University of South Carolina — compliance with all standards
- University of Southern California — noncompliance: Standard 9

Visit ACEJMC at: <http://www2.ku.edu/~acejmc/>