



ASJMC

Administrator

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

Rawlins Elected as ASJMC 2013-14 Vice President

Brad Rawlins, Arkansas State, has been elected ASJMC vice president for 2013-14.

Rawlins received 30 votes while Jerry Ceppos, Louisiana State, received 25 votes. "I'm honored, and a bit surprised, by the election results. I look forward to working with the current leadership to ensure that ASJMC provides value to its members," Rawlins said. "I believe that in these uncertain and dynamic times, the collective wisdom and experience of ASJMC members make the organization more vital than ever."



Brad Rawlins

Rawlins will become president-elect in 2014-15 and president in 2015-16. Current President-elect Don Heider, Loyola Chicago, will be installed as 2013-14 president at the Washington, DC, Conference during ASJMC's Business Meeting Saturday, Aug. 10, at 3:30 p.m. Ann Brill, Kansas, will become president-elect.

ACEJMC Representative

The association also filled one seat to the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) during the election. Raul Reis, Florida International, was elected to the council with 32 votes while Michael

Bugeja, Iowa State, received 20. The term for this seat runs from August 2013 through May 2016. Continuing ASJMC representatives to the Council are Ann Brill, Kansas; Pam Luecke, Washington & Lee; and Paul Parsons, Elon.

Executive Committee Representative

One candidate was elected to represent small-sized programs on the ASJMC Executive Committee: Cheryl Bacon, Abilene Christian. Bacon received 8 votes while Kingsley Harbor, Jacksonville State, received 7. This representative will serve for three years.

Ballots were emailed to 161 ASJMC members. Fifty-five ballots were returned with a response rate of 34%. The slate was 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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News from the Accrediting Council

David Boardman, editor of *The Seattle Times*, was elected president of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) at the Council's May 3 meeting in Phoenix.

Boardman's term will begin in September 2014. He will be president of the American Society of News Editors next year and will be unable to serve two concurrent presidencies. Peter Bhatia, editor and vice president of *The Oregonian* and current Council president, will continue as president.

The Council made 19 accrediting decisions. The Department of Mass Communication at Qatar University in Doha, the Department of Tele-Radial Communication at the University of Puerto Rico Arcibo and the Department of Communication and Journalism at Shippensburg University received initial accreditation of their undergraduate programs.

The Council elected two new members to three-year terms on its Accrediting Committee and one new member to a one-year unexpired term. The Council also re-elected two members to three-year terms.

The new members are Africa Price, executive editor of *The Times* in Shreveport, La., and Andy Alexander, former *Washington Post* ombudsman and longtime Cox Newspapers executive. Kathryn Christensen, professor of practice at the College of Journalism and Mass Communications at the University of Nebraska, was elected to fill the one-year unexpired term of Phil Dixon, who resigned.

Trevor Brown, dean and professor emeritus at the School of Journalism, Indiana University, and John Paluszek, senior counsel at Ketchum in New York City, were re-elected to the Committee.

The Council now accredits 111 schools. ACEJMC conducts voluntary reviews for schools with professional journalism and mass communications programs.

The undergraduate program at the Department of Communication at East Tennessee State University was denied accreditation.

The undergraduate programs at the following schools were removed from provisional reaccreditation and received full reaccreditation: School of Journalism and Mass Communication at the University of Iowa; Department of Mass Media at Southeast Missouri State University; Journalism and Mass Communication Program at University of Colorado; Department of Mass Communications and Journalism, Norfolk State University; and Department of Mass Communications at St. Cloud State University.

The Department of Communication and Journalism at Shippensburg University was removed from provisional accreditation and received accreditation.

The graduate program at the University of Colorado was removed from provisional reaccreditation and received full reaccreditation.

The Department of Journalism and Mass Communication at Abilene Christian University received provisional reaccreditation for its undergraduate program.

The Graduate School at Columbia University was reaccredited.

The following schools received reaccreditation for their undergraduate programs: E. W. Scripps School of Journalism at Ohio University; College of Communications at Pennsylvania State University; Department of Mass Communications at Savannah State University; College of Media, University of Illinois at Urbana-Champaign; Department of Journalism at University of Memphis; School of Journalism and Mass Communication at University of Minnesota; and Department of Journalism and Mass Communications at Washington & Lee University.

The School of Mass Communications at the University of South Florida let its accreditation lapse.

The Council's fall meeting will be Friday, Aug. 23, in Chicago at the Westin Hotel on Michigan Avenue. For more information, contact Susanne Shaw, ACEJMC executive director, 785/864-3986, or email sshaw@ku.edu.

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 Washington, DC, Conference Sessions

Friday, August 9

1:30 to 3 p.m. — “Academics and Professionals: A Conversation”

Sponsored by: AEJMC Council of Affiliates (American Society of News Editors) and ASJMC

Moderating/Presiding:
Diane McFarlin, Florida

Panelists:
David Boardman, executive editor and senior vice president, *Seattle Times*, and president of ASNE
Steve Geimann, Bloomberg News
Peggy Kuhr, Montana
Jerry Ceppos, Louisiana State

3:15 to 4:45 p.m. — “Annual Surveys of Journalism & Mass Communication”

Sponsored by: ASJMC

Moderating/Presiding:
Lee B. Becker, Georgia
Tudor Vlad, Georgia

5 to 6:30 p.m. — “JMC Surveys: Serving a Need”

Sponsored by: ASJMC

Presiding/Moderating:
Ann Brill, Kansas

ASJMC invites individuals and centers to come to this roundtable session to learn more about an RFP for conducting the enrollment and placement surveys for journalism and mass communication. Current survey researcher, Lee Becker of Georgia, will be present to answer questions.

Saturday, August 10

8:15 to 9:45 a.m. — “Gerald Sass Award for Distinguished Service to Journalism and Mass Communication Session”

Sponsored by: ASJMC

Moderator:
Donald Heider, Loyola Chicago

2013 Award Recipient:
Jan Watten, director
Hearst Journalism Awards Program

Panelists:
Larry Kramer, Hearst Journalism Award Alumni

12:15 to 1:30 p.m. — “Revenue Models for Active Learning Experiences: Case Studies of Small and Medium JMC Programs”

Sponsored by: ASJMC

Moderator:
Bob Lochte, Murray State

Panelists:
Greg Luft, Colorado State
Mary Arnold, South Dakota State
Jack Zibluk, Southeast Missouri State

Active learning through student media, student organizations and agencies, internships, and other avenues has been an integral part of quality mass communications programs for many years. In the era of declining state funding, constant budget reviews, and market-based university strategic plans, it is a continuing challenge to maintain staff and operating budgets for these activities and create revenue streams that support them. This panel explores different approaches to this challenge.

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Conference Sessions cont.

3:30 to 5 p.m. — ASJMC General Business Meeting

Moderating:
Peggy Kuhr, Montana

Installation of 2013-14 ASJMC President:
Don Heider, Loyola Chicago

Other Panels of Interest

Thursday, August 8

8:15 a.m. to 9:45 a.m. — “General Information and Council for Higher Education Accreditation (CHEA) Requirements Effective September 1”

Sponsored by: Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

Moderating/Presiding:
Susanne Shaw, executive director, ACEJMC
Doug Anderson, vice president, ACEJMC
Will Norton, chair, ACEJMC Accrediting Committee



3:15 p.m. to 4:45 p.m. — “Funders Continue the Conversation: How to Pitch Irresistible Grant Applications”

Sponsored by: AEJMC Council of Affiliates (Scripps Howard Foundation)

Moderating/Presiding:
Brett Pulley, Hampton

Panelists:
Clark Bell, McCormick Foundation
Eric Newton, Knight Foundation
Mike Philipps, Scripps Howard Foundation
Robin D. Roberts, Washington Media Scholars Foundation
Courtney Surls, Newseum

3:15 p.m. to 4:45 p.m. — “Digital Tools for the Digital Journalist and Educator”

Sponsored by: Poynter News University

Presiding/Moderating:
Vicki Krueger, NewsU

Panelists:
Howard Finberg, Poynter Institute
Kelly McBride, Poynter Institute



5 p.m. to 6:30 p.m. — “The Supreme Court Case That Expanded Student Freedom of Expression”

Sponsored by: Scholastic Journalism

Moderating/Presiding:
Don Corrigan, Webster

Panelist:
Mary Beth Tinker, Washington, DC

Friday, August 9

8:15 to 9:45 a.m. — “Journalism of the Future: Implications for Journalism Schools”

Sponsored by: AEJMC Council of Affiliates (Society of Professional Journalists)

Moderating/Presiding:
Steve Geimann, deputy editor, Bloomberg News

Panelists:
Marty Baron, executive editor, *The Washington Post*
Robin Davis, vice president, E.W. Scripps Co.
Victoria Lim, multimedia freelancer, Orlando, FL
Tom Rosenstiel, director, American Press Institute

Saturday, August 10

1:45 p.m. to 3:15 p.m. — “How’s This for Digital Lesson Design?”

Sponsored by: Johns S. and James L. Knight Foundation and Donald W. Reynolds Journalism Institute, Missouri

Moderating/Presiding:
Eric Newton, Knight Foundation

A team of doctoral students and educators assembled by the University of Missouri will demonstrate lesson plans and teaching resources delivered through an unusual format — a responsively designed HTML 5 website that connects the teaching and learning recommendations to the primary text at the paragraph level. The project is a joint venture of the Knight Foundation and the Donald W. Reynolds Journalism Institute. Eric Newton, senior adviser to the president at the Knight Foundation, wrote the primary text; the Missouri-led team created the “Learning Layer.” Text topics include the issue of change, the teaching hospital model, protection for student journalists, public policy, journalism and mass communications research.

The session will include a demonstration of the HTML site.



New Administrative Appointments Announced

The following 2013 administrative appointments have been announced:

Julie Andsager to Interim Director of the School of Journalism and Mass Communication at the University of Iowa

Dorothy Bland to Dean of the Mayborn School of Journalism at the University of North Texas

Matthew Cecil to Director of the Elliott School of Communication at Wichita State University

Steve Coll to Dean of the School of Journalism at Columbia University

Charles Davis to Dean of the Grady College of Journalism and Mass Communication at the University of Georgia

Lesa Hatley Major to Interim Dean of the School of Journalism at Indiana University

Ken Paulson to Dean of the College of Mass Communication at Middle Tennessee State University

David Perlmutter to Dean of the College of Media and Communication at Texas Tech University

Laura Stafford to Director of the School of Media and Communication at Bowling Green State University

Birgit Wassmuth to Director of the A.Q. Miller School of Journalism and Mass Communications at Kansas State University
Information Session on

ASJMC Solicits Proposals to Conduct JMC Schools Survey

ASJMC is soliciting proposals to conduct the Annual Survey of Journalism & Mass Communication Enrollments.

Anyone interested in submitting a proposal is invited to attend an information session during the AEJMC Washington, DC, Conference on Friday, August 9, at 5 p.m.

Lee Becker of the University of Georgia, who has been conducting the surveys at the Henry W. Grady College of Journalism and Mass Communication since September of 1997, will be at the session to answer questions.

The methods used in the annual survey have remained unchanged since 1988. Survey data come from a census of the heads of schools, departments and programs in journalism listed in either AEJMC's *Journalism & Mass Communication Directory* or *The Journalist's Road to Success: A Career Guide*, formerly published and printed by the Dow Jones Newspaper Fund, Inc., and now available online. Respondents report on enrollments, degrees granted, graduate program information, and other program data.

These annual surveys are critical to our understanding of academic and industry trends. With the recent mandate that all accredited schools of journalism post retention and graduation data online, it becomes more important than ever to have timely and accurate information about our programs. In addition, students and parents often request the information found in these surveys. Having national, objective data supports our public accountability.

For more information, contact Ann Brill of the University of Kansas at abrill@ku.edu.