



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | July 2015

ASJMC's 2015 Election Results Announced

ASJMC's 2015 election has concluded, and Maryanne Reed, West Virginia, has been elected 2015-16 ASJMC vice president.

Reed will move into the president-elect's position in 2016-17, and president's position in 2017-18.

Reed received 29 votes while Sonya Duhé, Loyola New Orleans, received 16. A total of 45 votes was cast in the election which ran from April 14 through May 14. There were 152 members who were eligible to vote in the spring election.



Maryanne Reed

Members also elected one representative to the Accrediting Council on Education in Journalism and Mass Communications: Judy Oskam, Texas State. She received 29 votes while David Ryfe, Iowa, received 13.

Continuing ASJMC representatives to the Council are Dorothy Bland, North Texas (2017); Paul Parsons, Elon (2017); and Raul Reis, Florida International (2016).

One candidate was elected to represent small programs on ASJMC's Executive Committee: Greg Pitts, North Alabama. Pitts received 5 votes

while Mary Jean Land, Georgia College, received 4. Pitts will serve on the Executive Committee for three years.

Brad Rawlins, Arkansas State, will be installed as 2015-16 president during the ASJMC Business Meeting Saturday, Aug. 8, from 1:45 p.m. to 3:15 p.m. during AEJMC's San Francisco Conference. Jan Slater, Illinois, will become president-elect.

The slate was presented by the ASJMC Nominations Committee: Don Heider, chair, Loyola; Brad Rawlins, Arkansas State; and Jan Slater, Illinois.



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ACEJMC Announces Accrediting Decisions

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) accredited five new schools at its May 1 meeting.

The new schools are the Mohammed Bin Rashid School for Communication at the American University in Dubai; College of Communication and Media Sciences at Zayed University in Abu Dhabi and Dubai; School of Communication at Anahuac University in Mexico City; School of Journalism at Stony Brook University and the Department of Communications at University of North Alabama.

The Council reviewed 29 schools. ACEJMC now accredits 119 schools in the United States and outside the country. The Council conducts voluntary reviews for schools with professional journalism and mass communications programs.

Two new members were elected to three-year terms on the Accrediting Committee. They are Brian Sheehan, associate professor at Syracuse's S.I. Newhouse School of Public Communications, and Denise Dowling, associate professor at Montana's School of Journalism. Caesar Andrews, Leonard Distinguished Professor in Ethics and Writing at Nevada Reno's Reynolds School of Journalism, was elected to a two-year term.

Re-elected to three-year terms were Marie Hardin, dean of Penn State's College of Communication; Brad Rawlins, dean of Arkansas State's College of Media and Communication; Jennifer Sizemore, vice president of communications and marketing at the Fred Hutchinson Cancer Research Center in Seattle; and Vincent Duffy, news director at Michigan Radio (NPR).

Chris Callahan, dean, Arizona State's Walter Cronkite School of Journalism and Mass Communication, is the chair of the Accrediting Committee, and Marie Hardin will be the committee vice chair.

The following schools received provisional reaccreditation for their undergraduate programs:

- Dept. of Media and Journalism, South Dakota
- Dept. of Communication and Journalism, Wisconsin-Eau Claire
- School of Journalism and Mass Communications, San Jose State

The Dept. of Journalism and Mass Communication at Abilene Christian was removed from provisional reaccreditation and received full reaccreditation.

The following new schools received accreditation for their undergraduate programs:

- Mohammed Bin Rashid School for Communication, American, Dubai
- School of Journalism, Stony Brook
- School of Communication, Anahuac (Mexico)
- Dept. of Communications, North Alabama
- College of Communication and Media Sciences, Zayed

The following schools received reaccreditation for their undergraduate programs:

- Gaylord College, Oklahoma
- W. Page Pitt School of Journalism and Mass Communications, Marshall
- School of Journalism and Telecommunications (journalism), Kentucky
- School of Journalism, Texas at Austin
- Dept. of Communication/Journalism Emphasis, Washington
- Dept. of Journalism, Public Relations and New Media, Baylor
- School of Communications, Brigham Young
- Dept. of Journalism, Central Michigan
- School of Journalism and Mass Communication, Florida International
- Dept. of Journalism, Indiana
- School of Journalism and Mass Communication, Kent State
- School of Journalism and Media Studies (advertising, journalism, PR), San Diego State
- School of Journalism and Mass Communication, Texas State
- Dept. of Mass Communication, Winthrop
- Dept. of Journalism, Connecticut
- Dept. of Communications, California State, Fullerton
- College of Media and Communication (multi-media journalism/creative media production strategic communications), Arkansas State

The following schools received reaccreditation for their undergraduate and professional master's programs:

- School of Communication, American
- Dept. of Mass Communication, Iona
- School of Journalism and Mass Communication, North Carolina

Administrative Sessions at AEJMC 15

Thursday, August 6

8:15 a.m. to 9:45 a.m.

Sponsored by ACEJMC:
“Database for Accredited Schools”

Moderators/Panelists:

Chris Callahan, Arizona State, Accrediting
Committee Chair
David Boardman, Temple, Accrediting Council
President
Susanne Shaw, Kansas, ACEJMC Executive Director

11:45 a.m. to 1:15 p.m.

Sponsored by American Press Institute:
“The State of Media and Communications:
A Survey of Alumni of More than 20 Major
Schools”

Panelists:

Maria Ivancin, American, President/Market
Research Bureau
Kevin Loker, Program Coordinator, American Press
Institute

Researchers from the American Press Institute will present one of the largest surveys to date of journalism and communication school graduates, a collaboration of over 20 top journalism and communications schools with more than 10,000 respondents. The survey probes deeply about graduates’ work experiences, attitudes on journalism trends and views about journalism education.

1:30 p.m. to 3 p.m.

Sponsored by AEJMC Committee on PF&R:
“Diversity in the Classroom: Concepts, Practices
and Conversations”

Moderator: Hong Cheng, Virginia Commonwealth

Panelists:

Cristina Azocar, San Francisco State
Brooke Barnett, Elon

George Daniels, Alabama
Joel Geske, Iowa State

Whether teaching stand-alone courses or doing our best to infuse crucial concepts and practices into others, this panel offers ideas on approaches to teaching diversity and creating an inclusive classroom. Besides incorporating ideas into courses, how can we handle those ad-hoc conflicts when a student says or does something that is offensive to others? This panel will explore both.

3:15 p.m. to 4:45 p.m.

Sponsored by ASJMC:
“Evaluating Professional and Creative Work in an
Academic Setting”

Moderator: Ann Brill, Kansas

Panelists:

Marie Hardin, Pennsylvania State
Jerry Ceppos, Louisiana State University
Michael Bugeja, Iowa State
Dale Cressman, Brigham Young

What are the best practices for evaluating the creative and professional activity of faculty and staff? While we have P&T evaluation tools for traditional academic staff, it is less clear how to measure, evaluate and recognize the creative and professional work that many of our colleagues are doing.

Friday, August 7

10 a.m. to 11:45 a.m.

Sponsored by AEJMC Committee on Research:
Plenary: “Big Data and Its Implications on
Journalism and Mass Communication”

Moderator: Seth Lewis, Minnesota

Panelists:

Edward Carl Malthouse, Northwestern
Deen Freelon, American

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Administrative Sessions cont.

Jolie Martin, Quantitative User Experience Researcher, Pinterest
Thomas Lento, Data Scientist, Facebook
Laurie Thomas Lee, Nebraska Lincoln

3:15 p.m. to 4:45 p.m.

Sponsored by ASJMC:
“Show Me the Money! Building New Revenue Streams for Journalism Education”

Moderator: Jan Slater, Illinois

Panelists:

Charles Davis, Georgia
Maryanne Reed, West Virginia
Mark Nelson, Alabama
Al Stavitsky, Nevada at Reno

With budget models changing, state subsidies dwindling, and tuition too costly, the need to build revenue beyond tuition and subsidies is paramount. Deans from journalism programs discuss how they are dealing with budget gaps through inventive new partnerships and funding opportunities.

Saturday, August 8

8:15 a.m. to 9:45 a.m.

Sponsored by ASJMC:
Gerald M. Sass Award for Distinguished Service to Journalism and Mass Communication Education, Presentation and Panel:

“The Pause that Refreshes: The Need and Demand for Digital Training Updates for JMC Faculty”

Moderator: Ann Brill, Kansas

Award Presentation: Brad Rawlins, Arkansas State

2015 Gerald M. Sass Award Recipient: Clark Bell, Senior Advisor, Democracy Program, McCormick Foundation

Panel Moderator: Clark Bell, McCormick Foundation

Panelists:

Brad Rawlins, Arkansas State
Kristin Gilger, Arizona State
Katy Culver, Wisconsin Madison

1:45 p.m. to 3:15 p.m.

Sponsored by Council of Affiliates:
“Funding Perspectives”

Moderator: Chris Barr, Knight Foundation

Panelists:

Josh Stearns, Dodge Foundation
Kristie George, New Media Ventures

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

Sponsored by ASJMC:
“What We Should Be Teaching Students About Technology”

Moderator: Don Heider, Loyola Chicago

Panelists:

Mark Glaser, Executive Editor, PBS MediaShift
Susan Etlinger, Industry Analyst, Altimeter Group

ASJMC 2014-15 Executive Committee

President, Ann Brill, University of Kansas •
President-elect, Brad Rawlins, Arkansas State University • **Vice President**, Jan Slater, University of Illinois • **Past President**, Don Heider, Loyola University of Chicago • **Executive Committee Representatives**, Mary Arnold, South Dakota

State University; Cheryl Bacon, Abilene Christian University; Birgit Wassmuth, Kansas State University • **ACEJMC Representatives Chair**, Paul Parsons, Elon University • **AEJMC President**, Elizabeth Toth, University of Maryland • **BCCA Representative**, Gracie Lawson-Borders, Howard University • **Executive Director**, Jennifer McGill, AEJMC/ASJMC