



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | June 2007

Marron Elected 2007-08 ASJMC Vice President



Maria Marron

Maria Marron of Central Michigan has been elected vice president for 2007-2008. She will become president-elect in 2008-2009 and president in 2009-2010. She ran against Mary Arnold of South Dakota State, in the vice-presidential race.

Marron received 32 votes and Arnold received 29 votes. Thomas Kunkel of Maryland is the incoming president for 2007-2008 and Judy VanSlyke Turk of Virginia Commonwealth is the incoming president-elect.

ASJMC also filled two open seats to the Accrediting Council on Education in Journalism and Mass Communications in the election. Angela Powers of Kansas State with 44 votes will fill the open seat from accredited programs, and Ardyth Sohn of Nevada-Las Vegas with 42 votes will fill the open seat from non-accredited programs. Both will serve three-year terms. The other candidates vying for ACEJMC seats were Pamela Kalbfleisch of North Dakota with 19 votes and Corley Dennison of Marshall with 18 votes.

The candidate elected to serve on the ASJMC Executive Committee is Patrick Sutherland of Bethany with 9 votes. David Donnelly of Quinnipiac received 7 votes. Sutherland will serve a three-year term as small programs' representative. Only small programs were eligible to vote in this race.

All elected candidates will take office following the August Convention. A total number of 170 eligible members were mailed ballots in April. Ballots were returned by 64 members for a return rate of 37.6%. The ASJMC Nominations and Election Committee compiled the 2007 election slate.

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A Note from the President

Are Journalism History Courses Dying?

Professor Mitchell Stephens of New York University says, “History courses, sadly, seem in a steady decline.” University of Kansas Professor Susanne Shaw, who directs the Accrediting Council on Education in Journalism and Mass Communications, says, “I’ve probably been to a dozen schools this year and I just don’t see history showing up.”



Loren Ghiglione

The American Journalism Historians Association, out of concern that many journalism and mass communication programs offer no history courses, has created a task force on history in the curriculum, co-chaired by Professor David Sloan of the University of Alabama. “The ultimate goal is to encourage all schools to require a course of their undergraduate majors and to offer graduate students as much opportunity to specialize in history as in any other area,” Sloan says.

But pressure to add courses on digital multimedia reporting skills and other factors are prompting programs to question their courses in history. Erna Smith, journalism department chair and professor at San Francisco State University, says curriculum revision discussions at San Francisco State would make journalism history, required since 1962, an elective.

The University of Kansas and other programs have already gone the elective route. When Abilene Christian University shifted to a converged curriculum in 1996, the journalism and mass communication department dropped history as a required course and later removed it from the catalog. In 2003, Texas Tech University added two courses on cross-platform skills and techniques

and made the required history course an elective.

At those schools that have converted history to an elective, student enthusiasm varies. Professor and Chair Garrett J. O’Keefe of Colorado State University says, “Journalism history is the most popular optional required course (‘must take one of the following four...’) for all majors.”

But at San Jose State University, Professor and Director William Briggs says graduate and undergraduates students prefer skills courses to a history elective: “It’s not a big draw when they have a choice.” San Jose State’s graduate mass communication history seminar has not been offered for several semesters. A graduate course at the University of Florida, says Interim Dean John Wright, “typically has low enrollment.”

David T. Z. Mindich, professor at Saint Michael’s College, says that “journalism history becomes an extra challenge as fewer students understand or even care about journalism itself.” Paula F. Furr, department head and associate professor at Northwestern State University, which does not have a journalism history course, says many students “are only interested in media as a form of entertainment and diversion.”

Faculty as well as students may be an issue. Sloan guesses that “one of the main reasons schools stop offering history is that they simply don’t have a professor who wants to teach it.” At the University of Arkansas, Chair Patsy Watkins says, a stretched-thin faculty would like to offer journalism history but cannot “cover everything we need to cover.” New Mexico State University, with five full-time faculty members, can offer journalism history only every third or fourth semester, says Head Frank Thayer.

Some journalism schools have revised their history courses to contain less history and more contemporary media. At Northwestern University, Steve Duke teaches “Introduction to 21st Century Media,” previously called “History and Issues of

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2007 AEJMC Convention

August 9-12, Washington, D.C.

ASJMC Workshop

Wednesday, August 9 • 1 to 6 p.m.; 7 to 9 p.m.
ASJMC and the AEJMC Elected Standing
Committee on Teaching
Workshop: “Macro and Micro Issues in Assessing
Journalism and Mass Communication Education”

The workshop will cover assessment in program review and accreditation, getting faculty buy-in, developing outcomes and measuring outcomes. Each attendee will also receive a copy of the new book *Assessing Media Education: A Resource Handbook for Educators and Administrators* by William Christ of Trinity University who will provide opening remarks for the workshop.

The workshop is limited to the first 100 people to sign up. Cost is \$85 and will include the book, other handouts and a break. Register for the workshop on the AEJMC Convention Registration form.

Program

1 - 1:30 p.m. — Welcome by Judy VanSlyke Turk of Virginia Commonwealth and keynote remarks by William Christ of Trinity.

1:30 - 2:45 p.m. — “Assessment in program review and accreditation” with speakers Suzanne Shaw, ACEJMC; Tom Kunkel, Maryland; Trevor Brown, Indiana (emeritus) and Judy VanSlyke Turk, Virginia Commonwealth.

2:45 - 3:00 p.m. — Break

3:00 - 3:45 p.m. — “Getting faculty buy-in to assessment” with speakers Paula Otto, Virginia Commonwealth; Paul Voakes, Colorado; Richard Roth, Northwestern and Tom Kunkel, Maryland.

3:45 - 4:30 p.m. — “Developing outcomes for assessment” with speakers Kathleen Hansen, Minnesota; Dean Kruckeberg, Northern Iowa; Beth Barnes, Kentucky; Penny Bender Fuchs,

Maryland and Loren Ghiglione, Northwestern.

4:30 - 4:45 p.m. — Break

4:45 - 5:45 p.m. — “Measuring outcomes in the assessment process” with speakers Paul Parsons, Elon; Stacey Irwin, Millersville; Pam Creedon, Iowa and Maria Marron, Central Michigan.

5:45 - 6 p.m. — Wrap-up comments by Bill Christ and Judy VanSlyke Turk.

6 to 7 p.m. — Break

7 - 9 p.m. — Optional roundtable sessions for attendees who would like to have someone look at individual plans, discuss case studies or answer general questions.

ASJMC 2006/07 Executive Committee

ASJMC President

Loren Ghiglione, Northwestern University

ASJMC President-elect

Thomas Kunkel, University of Maryland

ASJMC Vice-president

Judy VanSlyke Turk, Virginia Commonwealth University

ASJMC Past President

Pam Creedon, University of Iowa

Executive Committee Representatives

Ron Yates, University of Illinois

James Stewart, Nicholls State University

Patsy Watkins, University of Arkansas

ACEJMC Representatives Chair

Dean Mills, University of Missouri

Publication Committee Chair

Beth Barnes, University of Kentucky

AEJMC President

Wayne Wanta, University of Missouri-Columbia

BCCA Representative

Jan Dates, Howard University

ASJMC Executive Director

Jennifer McGill

2007 AEJMC Convention • ASJMC Panels

Thursday, Aug. 9 • 9 a.m. to 5 p.m.

ASJMC State of Scholastic Journalism Summit

This gathering on the State of Scholastic Journalism will feature many national groups involved in facilitating strong high school journalism. The summit is a follow-up to a similar summit held by ASJMC in 1987. Special speakers for the summit will be Mark Goodman of the Student Press Law Center and John Seigenthaler, formerly of the Freedom Forum First Amendment Center. The summit will include “Best Practices” for encouraging scholastic journalism on a local level.

Thursday, Aug. 9 • 1:30 to 3 p.m.

“White Paper: A Conversation with University Presidents and Provosts”

This session will feature the release of a white paper from an ASJMC Focus Group with 11 university presidents, provosts and chancellors held in April at Cantigny outside Chicago. Speakers include Jim Spaniolo, president of Texas at Arlington; Carol Cartwright, president emeritus of Kent State; Nicholas Lemann of Columbia; Dianne Lynch of Ithaca and moderator Loren Ghiglione of Northwestern.

Friday, Aug. 10 • 8:15 to 9:45 a.m.

ASJMC Administrative Affairs Committee

“Heading a Department, Is It Really That Hard?”

This session will feature the feature speakers Todd A. Diacon, Vice Provost for Academic Operations, Tennessee at Knoxville; Orly Shachar, Iona; Russell Shain, Arkansas State; Marilyn Weaver, Ball State; Kingsley Harbor, Jacksonville State and moderator Kit Rushing, Tennessee at Chattanooga.

Friday, Aug. 10 • 6:45 to 9 p.m.

Gerald M. Sass Distinguished Service Award

This year ASJMC will recognize Mark Goodman, executive director of the Student Press Law Center, for his outstanding work in Scholastic Journalism and promoting the rights of student journalists. (Tickets required)

Saturday, Aug. 11 • 8:15 to 9:45 a.m.

Scripps Howard Foundation Journalism

Administrator of the Year Session

“New Media and New Challenges Facing JMC Educators and Industry”

This panel will discuss the unique challenges new media bring to the classroom and the industry. It will also discuss ways to establish meaningful partnerships between industry and academe, so that working together we can produce the next generation of media professionals and products. Speakers include Steve Geimann of Bloomberg News, Howard Finberg of NewsU at Poynter Institute, Jeff Fruit of Kent State, Eric Newton of the John S. and James L. Knight Foundation, Birgit Wassmuth of Kennesaw State and moderator Shirley Staples Carter of South Carolina, the 2006 Journalism Administrator of the Year.

Saturday, Aug. 11 • 1:45 to 3 :15 p.m.

“Who We Are, and the Issues We Face”

This session will feature the findings of a new, Knight Foundation-sponsored survey into who is running ASJMC units today and the pressures they face. The results will include an overview of how today’s JMC programs are adapting curricula to respond to the shifting multimedia environment. Moderated by Tom Kunkel, Maryland.

ASJMC Committee and Business Meetings

Thursday, August 9

7 to 10 a.m. ASJMC 2006-07 Executive Committee

Friday, August 10

7 to 8 a.m. ASJMC Committee on Diversity

7 to 8 a.m. ASJMC Secondary Education Committee

Saturday, August 11

7 to 8 a.m. ASJMC Administrative Affairs Committee

7 to 8 a.m. Future of ASJMC Task Force

3:30 to 5 p.m. ASJMC General Business meeting

Sunday, August 12

7 to 10 a.m. ASJMC 2007-08 Executive Committee

ASJMC Name Change Discussion Continues

ASJMC will continue to discuss its name during the ASJMC Business Meeting Saturday, Aug. 11 at 3:30 p.m. at The Renaissance Hotel in Washington, DC. At the February meeting in St. Louis, there was no overwhelming support for any of the suggested names.

President-elect Tom Kunkel has been working on this issue at our meetings and through email and the website. Kunkel reported that about one-fourth of the members want to change the name, one-fourth want to leave it as it is, and the other half can go either way. He said, "It's pretty clear folks don't want to change just to change."

In St. Louis the membership asked for more information about how the association will advance its new mission, raise its profile and have more impact on the big issues in JMC education. The group thought that once an outline is created for what we will be doing, it might help develop ideas for a different name. This will be the focus of the DC discussion. If you have ideas or thoughts on this process, please contact Kunkel at tkunkel@jmail.umd.edu.

AEJMC Convention Job Placement Service

AEJMC's job placement service will be offered during the convention for schools seeking job applicants. Placement hours will be from 9 a.m. to 5 p.m. Thursday to Saturday. Schools may list multiple open positions and representatives may interview potential candidates through the placement area. Rates are \$50 for the first position and \$25 for additional positions.

Register your positions by contacting Felicia Brown at aejmcprogram@aol.com or (803) 798-0271 for an application. Applications should be completed and mailed back to AEJMC no later than **July 16, 2007**.

A Note from the President

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Journalism." In his course, history is tied to "where media are and where they are going," says Duke. At the University of Maryland, the required three-credit history course also focuses more on contemporary and future media. In addition, the course tackles "the spirit of entrepreneurship that is pushing media ahead," says Dean Tom Kunkel.

Fred Blevens, associate dean at Florida International University and president of the American Journalism Historians Association, worries about the traditional history course being eliminated "to make room for yet another tools and toys course." He believes a program that has history embedded in a majority of its courses is in a better position to retain the concepts and content of history as part of its curriculum.

But Blevens and other program heads also argue for freestanding history courses. At the University of Illinois, Dean Ronald E. Yates talks passionately about the addition at his institution six years ago of a required history course. The course on the failures and successes, heels and heroes of journalism gives students "a deeper understanding of the function journalism plays in our democracy as well as its many responsibilities."

Students living through the digital revolution or any other time of drastic change benefit from courses that put that change in context. Whatever forms the history courses of tomorrow take, they need to continue as important elements in journalism curricula. Their death or decline would diminish journalism education and journalism alike.

NOTE:

ASJMC would like to receive course syllabi from schools that have developed creative ways of offering history courses. These will be posted on the ASJMC website at www.asjmc.org.

ACEJMC 2007 Summary of Accrediting Actions

Peter Bhatia, executive editor of *The Oregonian*, was elected president of the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) at its May 4-5 meeting in Portland, Ore. He was elected to a three-year term beginning with the fall 2007 Council meeting.

Bhatia represents the American Society of Newspaper Editors (ASNE) on the Council. He joined the Council in September 2006 and was on the Accrediting Committee for four years. Bhatia replaces Sandra Keyes, professor, Reynolds School of Journalism, University of Nevada, Reno.

The Council also elected Jan Dates, dean, School of Communications, Howard University, as its vice president. She has represented the Black College Communication Association (BCCA) on the Council since 2000. Dates replaces Will Norton, dean, College of Journalism and Mass Communications, University of Nebraska.

Two new members were elected to three-year terms on the Accrediting Committee. They are Susan Goldberg, editor, *The Plain Dealer*, Cleveland, and Rose Jackson Flenorl, manager of global community relations and philanthropy for FedEx, Memphis, Tenn. In addition, two Committee members were re-elected. They are Carla Lloyd, associate dean of scholarly and creative activity and chair of the advertising department, S.I. Newhouse School of Public Communications, Syracuse University, and Rick Rodriguez, executive editor and senior vice president, *The Sacramento Bee*. All four of these Committee members will serve three-year terms, expiring at the March 2010 Committee meeting.

The Council made accreditation decisions for 13 schools and two additional graduate programs. The Council now accredits 110 schools in the United States and one outside the country. The Council conducts voluntary reviews for schools with professional journalism and mass communi-

cations programs.

The following schools were re-accredited: Department of Journalism and Mass Communication, Abilene Christian University; Graduate School of Journalism, Columbia University; School of Mass Communications, University of South Florida; Scripps Howard School of Journalism and Communications, Hampton University; College of Communications, University of Illinois (both undergraduate and graduate degree programs); Department of Journalism, University of Memphis (both undergraduate and graduate degree programs); School of Journalism and Mass Communication, University of Minnesota; E.W. Scripps School of Journalism, Ohio University; College of Communications, Pennsylvania State University; Department of Communication, East Tennessee State University; Department of Journalism and Mass Communications, Washington and Lee University.

The Department of Mass Communications at Savannah State University received initial accreditation. The Department of Journalism at the University of Wisconsin–River Falls, received provisional re-accreditation.

The Council's fall meeting will be Friday, August 31 at the Westin Hotel on Michigan Avenue, Chicago. For additional information about Council activities, contact Susanne Shaw, ACEJMC executive director, Stauffer-Flint Hall, 1435 Jayhawk Blvd., University of Kansas, Lawrence, KS 66045-7575. tel.: 785-864-3986; e-mail: sshaw@ku.edu.

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) is the agency responsible for the evaluation of professional journalism and mass communications programs in colleges and universities. For additional information visit www.ku.edu/~acejmc.