



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | June 2012

ASJMC Announces 2012 Election Results

Ann Brill, Kansas, has been elected ASJMC vice president for 2012-2013. She will become president-elect in 2013-2014 and president in 2014-2015. Brill ran against Jerry Ceppos, Louisiana State. Brill received 29 votes while Ceppos received 20 votes in the election that used online balloting and ran from April 10 to May 10.



Ann Brill, Kansas

Current President-elect Peggy Kuhr, Montana, will be installed as 2012-2013 ASJMC president at the Chicago Conference during the ASJMC Business Meeting Friday, Aug. 10. Don Heider, Loyola Chicago, will become president-elect.

ACEJMC Representative

The association filled one seat to the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) during the election. Pam Luecke, Washington & Lee, was elected to the council with 31 votes while Michael Wirth, Tennessee, received 17. The term for this seat runs from September 2012 through May 2015.

Continuing ASJMC representatives to the council are Ann Brill, Kansas; Paul Parsons, Elon; and Birgit Wassmuth, Kennesaw State.

Executive Committee Representative

One candidate was elected to represent medium-sized programs on the ASJMC Executive Committee: Mary Arnold, South Dakota State. Arnold received 13 votes while David Arant, Memphis, received 5. This representative will serve for three years.

A total number of 168 ballots were emailed to eligible ASJMC members. Fifty-one ballots were returned with a response rate of 30%. The slate was presented by ASJMC's Nominations Committee: Paul Parsons, Elon (chair); Tim Gleason, Oregon; and Carol Pardun, South Carolina.

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A Note from the President



Greetings from Cape Town, South Africa

I'm sitting in the sunlit breakfast room of a B&B in Cape Town,

South Africa, as I write this. I've just passed the halfway point of a study abroad course in which seven University of Kentucky students are getting a close-up look at the challenges of audience identification and strategic communications campaign development in a culture that's still working to define itself 18-some years after the end of apartheid.

Even as many of our programs continue to struggle with budget cuts and ever-increasing demands on administrators' time, we have many, many success stories in journalism and mass communication education. One of the purposes of ASJMC is to provide a means for us all to share those successes with other members, as well as to brainstorm on ways to address the challenges we face.

The ASJMC sessions during the upcoming AEJMC conference in Chicago will provide a forum for a lot of that sharing to take place face-to-face.

Information on those sessions is included in this issue of the newsletter (see pages 4 and 5), and I

hope you'll take the time to look over that material and, if you're going to be in Chicago, make plans to attend the ASJMC sessions.

I want to make a particular pitch for the ASJMC Business Meeting. I know the words "business meeting" aren't very inspiring, but that session is a really good forum for getting caught up on what ASJMC is working on, to volunteer to serve on ASJMC committees during the coming year (I know that Peggy Kuhr, our president-elect, would be delighted to get volunteers), and to raise issues that you'd like the organization to address.

I mentioned my study abroad course at the outset because one of the things the ASJMC Task Force on International Initiatives is working on is gathering examples of international programs from ASJMC members. That's one example of the information-sharing I mentioned. We're also continuing to solicit examples related to the FCC Information Needs of Communities report, that called on journalism schools to help fill the information gap in their service areas. If you have examples on either of these topics that you'd like to share with your fellow ASJMC members, please send them to Jennifer McGill at aejmchq@aol.com.

We have a terrific line-up of sessions and topics for Chicago, and I hope to see many of you there as ASJMC helps AEJMC celebrate its 100th birthday. For now, sobonana from Cape Town!

– Beth Barnes, University of Kentucky

Reminder: Leadership Resources Expanding on ASJMC's Website

The page on ASJMC's website featuring Resources for Contemporary Leadership continues to grow. Resources include links to articles and documents, publications and reports, and a special look at issues that fellow administrators are working on. Visit asjmc.org/contemporary/index.php often!



Collegiality & Community



"What Am I Working on Today?"



Education & Equity



Recruitment & Retention



Leadership & Loyalty



Administration & Assessment

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. This program is funded by the John S. and James L. Knight Foundation.



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 Knightsapps.org.

Proposal guidelines:

- Projects would need to be fully 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 Challenge Fund software/platform being used, and how this will benefit students on your campus. The application developed should also be used by the school in future years, after the grant is over.
- 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) **Monday, September 10, 2012**, via email to AEJMCHQ@aol.com.
- Grant awards will be announced by **Friday, September 28, 2012**.
- Grant recipients will be expected to report on their new applications during the 2013 AEJMC Conference in Washington, DC. (AEJMC will provide each selected project with an additional \$500 in travel assistance to attend that conference.)
- Grants will be paid in mid-October with the final report and accounting of the grant funds due September 30, 2013. (Funds not used must be returned to AEJMC.)
- Questions? Contact Jennifer McGill at AEJMCHQ@aol.com or 803/798-0271.

ASJMC Chicago Conference Sessions

Wednesday, August 8

5:30 to 9 p.m. — New Deans, Directors and Chairs Workshop: “Communicating Effectively and Building Strong Teams”

Moderator: Jennifer McGill, AEJMC/ASJMC Executive Director

Speaker:
Derek Lane, Leadership Consultant, Kentucky

Pre-registration required; limited to the first 20 people.

Thursday, August 9

10 to 11:30 a.m. — “Assessment and the Becker Surveys”

Moderator: Beth Barnes, Kentucky

Speakers:
Lee Becker, Georgia
Al Tims, Minnesota
Wilson Lowrey, Alabama
David Arant, Memphis

This session will focus on ways to use the Annual Surveys for assessment, peer institution benchmarking, tracking recent graduates, and new opportunities for opt-in, over-sampling and supplemental instrumentation.

3:15 to 4:45 p.m. — ASJMC Presidential Panel: “Putting the ‘Ad’ in Administration: J/MC



Leadership Opportunities and Challenges for Those from Advertising and PR Backgrounds”

Moderator: Beth Barnes, Kentucky

Speakers:
“Strategic Planning” — Roger Lavery, Ball State
“Administrative Job Search” — Carol Pardun, South Carolina
“External Communications” — Brad Rawlins, Arkansas State
“Fundraising” — Jan Slater, Illinois

Friday, August 10

7 to 10 a.m. — ASJMC Executive Committee

1:30 to 3 p.m. — “Top Fundraisers Share Their Secrets,” sponsored by ASJMC and the Council of Affiliates

Moderator: Jerry Ceppos, Louisiana State

Speakers:
Ann Brill, Kansas
Chris Callahan, Arizona State
Sonya Duhe, Loyola New Orleans
Brad Hamm, Northwestern

3:15 to 4:45 p.m. — ASJMC Business Meeting

Moderator: Beth Barnes, Kentucky

Installation of 2012-2013 ASJMC President — Peggy Kuhr, Montana



Saturday, August 11

8:15 to 9:45 a.m. — “Mass Communication Education: A Changing Mission?”

Moderator: Andrew Mendelson, Temple

Panelists:

Jeremy Harris Lipschultz, Nebraska at Omaha
Jerry Ceppos, Louisiana State
Lynn Zoch, Radford University

Mass communications programs have been called upon to reach beyond their majors and their campuses to create projects that offer entrepreneurial skills to students, engage local community-based organizations, and provide service-based learning opportunities and professional clinics. This panel will focus on how various programs are developing such projects. In addition, this panel will feature discussion of some of the numerous challenges including integration with existing curricula, partnerships with other schools and departments, and issues of accreditation and funding.

12:15 to 1:30 p.m. — “Managing Change in a Small Department”

Moderator: Mary Jean Land, Georgia College & State University

Speakers:

Maureen Croteau, Connecticut

Pam Luecke, Washington & Lee
Greg Pitts, North Alabama

This panel will focus on managing change in a small Mass Communication/Journalism Department. Speakers will discuss some of the major challenges of handling change within their departments, including curriculum and technology changes, as well as what worked for them.

1:45 to 3:15 p.m. — Gerald M. Sass Award for Distinguished Service to Journalism and Mass Communication: “Turning Your Graduates into News Innovators and Entrepreneurs”

Moderator: Peggy Kuhr, Montana

2012 Award Recipient:

Vivian Vahlberg, director, Community News Matters program, The Chicago Community Trust

Speakers:

Vikki Porter, director of the Knight Digital Media Lab @ USC Annenberg

Jean Gaddy Wilson, owner of Position the Future Consultants; founder of New Directions for News
Jan Schaffer, executive director of J-Lab

This all-star panel will discuss helping your graduates envision and then create their own futures — and in the process transform the field of news and information.

Recent Administrative Appointments

- Lucy Dalglish to dean, Philip Merrill College of Journalism, University of Maryland (August 1, 2012)
- Brad Hamm to dean, Medill School of Journalism and Integrated Marketing Communications, Northwestern University (July 1, 2012)
- Susan King to dean, School of Journalism and Mass Communication, University of North Carolina Chapel Hill (January 2012)
- Brad Rawlins to dean, College of Communications, Arkansas State University (July 1, 2012)
- Raul Reis to dean, School of Journalism and Mass Communication, Florida International University (January 2012)
- Jeff Rutenbeck to dean, School of Communication, American University (July 1, 2012)
- Alan Stavitsky to dean, Reynolds School of Journalism, University of Nevada Reno (April 1, 2012)
- Daniel Stout to director, Greenspun School of Journalism and Media Studies, University of Nevada Las Vegas (January 2012)

2012 Accrediting Council Decisions

The Accrediting Council made 25 accrediting decisions at its April 27-28 meeting in Arlington, Va.

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

The new members are Jennifer Sizemore, vice president and editor-in-chief at MSNBC Digital Network and executive producer of NBC News; Raul Ramirez, executive director for news and public affairs at KQED Public Radio in San Francisco; Marie Hardin, Pennsylvania State; and Brad Rawlins, Arkansas State.

Jan Slater, Illinois at Urbana-Champaign, was re-elected to a three-year term. John Paluszek, senior counsel at Ketchum, was elected to fill the one-year unexpired term of Ron Culp, Culp and Company, who resigned.

Will Norton, Mississippi, was elected as chair of the Accrediting Committee, and Chris Callahan, Arizona State, was elected Committee vice chair. Both were re-elected to the Committee for three-year terms.

The following decisions were made:

Undergraduate programs removed from provisional and recredited:

- University of Alaska, Fairbanks
- North Carolina A&T
- University of Wisconsin, Oshkosh

Provisional reaccreditation of undergraduate program:

- Southern University – noncompliances: Standard 4 and Standard 5
- Auburn University – noncompliances: Standard 2 and Standard 6

Provisional accreditation of graduate program:

- South Dakota State University – noncompliances: Standard 2 and Standard 9

Denial of reaccreditation of graduate program:

- Southern University – noncompliances: Standard 4, Standard 5 and Standard 9

Receiving initial accreditation:

- University of Puerto Rico-Rio Piedras, undergraduate program – noncompliance: Standard 9
- Elon University, graduate program – compliance with all standards

Reaccredited undergraduate programs:

- South Dakota State University – noncompliance: Standard 9
- University of Arizona – noncompliance: Standard 9
- University of Montana – noncompliance: Standard 3
- New York University – compliance with all standards
- University of Oregon – noncompliance: Standard 9
- Virginia Commonwealth University – noncompliance: Standard 7
- Eastern Illinois University – compliance with all standards
- Elon University – compliance with all standards
- Florida A&M University – compliance with all standards
- University of Florida – compliance with all standards
- University of Georgia – compliance with all standards
- University of Louisiana at Lafayette – compliance with all standards
- Nicholls State University – compliance with all standards

Reaccredited graduate programs:

- University of California at Berkeley – noncompliance: Standard 9
- New York University – noncompliance: Standard 9
- University of Florida – compliance with all standards