



ASJMC

Administrator

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

ASJMC 2007 Officer Election Slate Announced



Mary Arnold



Maria Marron

The ASJMC Nominations and Election Committee announces the slate of candidates for the 2007 Officer Election. The ASJMC Election will be held from early April to early May. Results will be announced in the July newsletter. ASJMC members will receive an official ballot and return mail envelope via First Class mail.

Mary Arnold of South Dakota State and Maria Marron of Central Michigan are candidates for Vice President. The Vice President elected for 2007-08 will move into the President-elect's position in 2008-09 and the President's position in 2009-10.

Following the Washington, D.C. Convention, Thomas Kunkel of Maryland will automatically move into the President's position and Judy VanSlyke Turk of Virginia Commonwealth will move into the President-elect's position.

The association will fill two seats to the Accrediting Council during the election, one seat for a representative from accredited programs and one seat for a representative from non-accredited

programs. Candidates for the accredited seat are Corley Dennison of Marshall and Angela Powers of Kansas State. Candidates for the non-accredited seat are Ardyth Sohn of Nevada-Las Vegas and Pamela Kalbfleisch of North Dakota. The person elected in each category will fill a three-year term on the Council. All ASJMC members vote for all representatives to the Accrediting Council.

Two people are running to represent small-sized programs on the ASJMC Executive Committee. Candidates are Patrick Sutherland of Bethany and David Donnelly of Quinnipiac. The person receiving the most votes will serve a three-year term. The representatives from the medium (Patsy Watkins of Arkansas) and large (Ron Yates of Illinois) programs continue. Only small-sized programs will vote for this office.

The slate is presented by the Nominations Committee: Pam Creedon of Iowa (chair), Pam Johnson of Western Kentucky, Anantha Babbili of Middle Tennessee State, Diane Borden of San Diego State and Jane Briggs-Bunting of Michigan State.

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A Note from the President

Cracker Jack Column: A \$10,000 Prize at the Bottom

Consider this column a Cracker Jack box with words and questions in place of the caramel-coated popcorn and peanuts at the top and \$10,000 in cash prizes for lucky ASJMC members at the bottom. You are expected, of course, to read my priceless (but prizeless) prose and answer three questions before getting to the prizes. No cheating.



Loren Ghiglione

QUESTION 1 — ASJMC has scheduled a fourth and final forum on the future of journalism and mass communication education—this one on April 13-14 at the Cantigny Conference Center outside Chicago featuring a dozen university presidents, chancellors and provosts.

Co-hosted by President Henry Bienen of Northwestern and Chancellor Richard Herman of the University of Illinois at Urbana-Champaign, the forum will be moderated by James D. Spaniolo, former ASJMC member and president of the University of Texas at Arlington. If there are questions you would like Spaniolo to raise with the university leaders about journalism/communication education in colleges and universities of the future, please e-mail me at ghiglione@northwestern.edu or Spaniolo at jds@uta.edu.

QUESTION 2 — A major reason for considering an ASJMC name change is the feeling that the organization should lead more and the name should reflect that fact. Given the diversity of opinion of ASJMC members, on what issues should or could ASJMC lead? I offer three possibilities:

1. The recent court decision in which the Dow Jones Newspaper Fund's wrist was slapped for its training programs to increase the diversity of journalism students and journalists suggests we should speak out on redoubling efforts to overcome the fault lines of American society.
2. The encroachment of institutional review boards for

the protection of human subjects at some universities into areas unintended—including journalism and mass communication—suggests we should address that issue.

3. The need for universities and news organizations to support the strategic training necessary to prepare the current generation of journalists for the digital future suggests we should speak to that concern. A statement might read something like this:

- The digital revolution is not only transforming journalism but also calling on journalists to reinvent themselves. To do that, journalists, their news organizations and journalism and mass communication schools need to rouse themselves, without delay, to undertake sophisticated, strategic, solution-oriented training.
- Professional development has to be viewed not as a frill to be cut from newsroom budgets at the first sign of an economic downturn but as an investment that pays dividends in more engaging journalism and more adaptive news organizations. The traditional audience members for journalists are becoming producers as well as consumer of news. The individual news media—whether newspaper, magazine, radio or television—are evolving into innovative multimedia providers of interactive maps and other products that improve the quality of the news.
- These new realities demand that educators and professionals alike emphasize training for journalists as never before. There are hopeful signs: the recent publication of “News Improved,” which shows how newsrooms can remake themselves, and The Learning Newsroom, Tomorrow's Workforce, NewsTrain, and News University programs. We call on all those who care about the role of journalism in educating the citizens of a democracy to embrace change and welcome strategic professional training in a way that it has never been welcomed before.

Please e-mail me about what topics warrant ASJMC leadership and statements and the form that leadership and those statements should take. Is the draft statement on training, for example, acceptable to you?

QUESTION 3 — The World Journalism Education Congress and Asian Media and Communication

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Goodman to Receive 2007 Distinguished Service Award



Goodman

ASJMC will present Mark Goodman, Executive Director of the Student Press Law Center, with its 2007 Gerald Sass Award for Distinguished Service to Journalism and Mass Communication. The presentation will take place Friday, Aug. 10 at a dinner during the AEJMC Convention in Washington, DC.

Goodman is an attorney and has been director of SPLC since 1985. Each year he speaks to more than 25 groups of students, teachers, school administrators and attorneys around the country about the legal issues confronting the student press. A long-time champion for student journalists, he has received many awards for his work with the student press including the First Amendment Award from the Society of Professional Journalists, the Louis Inglehart First Amendment Award from College Media Advisers and the Gold Key from the Columbia Scholastic Press Association. A graduate of the Duke University Law School, Goodman also received a journalism degree from the University of Missouri.

By late April all ASJMC members will receive an invitation to the dinner. Others wishing an invitation should contact Janet Harley at aejmccassistant@aol.com

Assessment Workshop

ASJMC and the AEJMC Committee on Teaching are sponsoring a pre-convention assessment workshop during the Washington, DC Convention. Titled "Macro and Micro Issues in Assessing Journalism and Mass Communication Education," the workshop will be held from 1 to 6 p.m. Wednesday, Aug. 8. There will be optional roundtable sessions from 7 to 9 p.m. for attendees who would like to have someone look at individual plans and answer general questions.

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, which will be available in late April.

Call for Editor for *ASJMC Insights*

The ASJMC Publication Committee is calling for applications for the editor of *ASJMC Insights*. The editor is expected to provide oversight of the journal, work closely with the ASJMC Publication Committee to select themes for each publication, and have a good grasp of current administrative issues. The editor would be expected to aggressively recruit articles for the publication and keep it on a regular publishing schedule of two issues per year. The editor will be appointed to a three-year term, which will run from Jan. 1, 2008 until Dec. 31, 2010.

The editor is expected to report to the Publication Committee once a year, maintain the adopted design for the journal, and meet publishing deadlines. The editor will receive a small travel budget to support attendance at ASJMC meetings. All desktop publishing and printing for the journal will be handled by the ASJMC Central Office staff. No equipment will be provided to the editor.

To apply for the position, please send a two-page plan for the journal, including how you would increase submissions, a letter of support from your school and a vita. Mail applications to the ASJMC Central Office, Editor Search, 234 Outlet Pointe Blvd., Suite A, Columbia SC 29210-5667 by **May 1, 2007**.

Contact Jennifer McGill at 803-798-0271 with questions about the position.



WJEC Tentative Schedule

Visit http://www.amic-wjec.org/conf_factsheet.htm to get the latest panel and workshop information on the World Journalism Education Congress June 25 to 28 in Singapore. ASJMC members receive a special \$290 registration fee if you register by May 15. (Non-member fee is \$340.) Headquarters hotel is the Grand Copthorne Waterfront Hotel. See website for hotel information and a convention registration form. Book rooms early before the block fills.

SCHEDULE OF EVENTS

June 25 (Mon)

8:30 - 9:30 a.m. — AMIC's Inaugural Session, welcome remarks and opening keynote address (open to all)

10 a.m. - noon — Third AMIC Distinguished Forum

10 a.m. - 5 p.m. — Official WJEC delegate meeting (invitation only)

7 - 10 p.m. — Gala Dinner (AMIC/WJEC — price included in attendance fee)

June 26 (Tues)

8:30 - 10 a.m. — Plenary 1: State of Journalism Education Worldwide

Featuring: Presentation of the WJEC's Global Declaration of Universal Journalism Principles

10:30 a.m. - noon — Plenary 2: UNESCO model journalism curriculum (joint with AMIC)

1:30 - 3 p.m. — WJEC Research

3:15 - 6:15 p.m. — Teachers' Workshop: Global Best Practices (open to all) Sponsored by the Canadian Committee for Education in Journalism and the Broadcast Educators Association

3:15 - 6:15 p.m. — Journal Editors' Roundtable (by invitation only) Sponsored by Australian Journalism Education

June 27 (Wed)

8:30 - 10 a.m. — Plenary 3: Who is a Journalist? (joint with AMIC)

10:30 a.m. - noon — Plenary 4: Assessment, Accreditation and Government Regulation in Higher Education

1:30 - 3 p.m. — WJEC Panel

3:15 - 6:15 p.m. — Administrators' Workshop: Funding, Assessment and Strategic Planning (open to all) Sponsored by ASJMC

June 28 (Thurs)

8:30 - 10 a.m. — Panel: Institutional Initiatives and Partnerships: Enterprise, Energy, Exchanges and Innovation in Journalism Education

10:30 a.m. - noon — Panel: Hot Topics in Journalism Research

3:30 - 5 p.m. — Syndicate group presentations for all conference attendees

5 - 6 p.m. — WJEC Wrap-up

A Note From the President

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Centre Conference on June 25-28, 2007, in Singapore present ASJMC members with a great chance to address issues important to them (thanks to a program crafted by Judy VanSlyke Turk and her committee) and diminish their ignorance about journalism in increasingly important Asia (story on this page). The generosity of the Scripps Howard Foundation permits ASJMC to distribute \$10,000 to members to help defray the cost of travel to the Singapore meeting.

The foundation's intention is to begin by helping administrators at smaller programs, historically black institutions and other ASJMC programs faced with economic challenges. With a maximum award amount of \$1,500, up to seven ASJMC programs will benefit from the grant. Please let us know if you need our help in getting to the Singapore meeting and what dollar amount would permit you to make the trip. Contact Jennifer McGill at aejmchq@aol.com. Requests are due by **April 16**.

And thanks for not cheating and reading through to the very end.