



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | November 2006

2007 ASJMC Winter Workshop

ASJMC will gather in St. Louis for its next winter workshop Feb. 2 and 3. The day-and-a-half workshop will focus on “Tomorrow’s Media Today: Preparing Journalism and Mass Communication Students for the 21st Century.” Specific session topics are listed on the right.

We are again inviting development officers to join us for the workshop. The development officers will have a separate track of sessions on Friday afternoon, and will join the rest of the attendees for some of the Saturday sessions.

The program will begin on Friday at 1:30 p.m. and will wrap up around 5 p.m. on Saturday. The William Randolph Hearst Foundation Journalism Awards program will host a dinner for attendees on Friday evening.

The workshop will be held at the Adams Mark Hotel in St. Louis. Room rates are an incredible \$79 single or double plus taxes (special thanks to Fred Williams for that outstanding piece of work). These rates are good for three days before and after the meeting dates for those who want to make donor or alumni calls in conjunction with the meeting.

A mailing on the workshop with full details and a registration form will be sent to all ASJMC members in November. Materials will also be posted on the ASJMC website at www.asjmc.org.

Friday, Feb. 2

1:30-3:30 p.m. (Deans, directors, chairs) — The next generation of story-telling

1:30-3:30 p.m. (Development directors) — TBA

4-6 p.m. (Deans, directors, chairs) — Multimedia and community media: Lessons from the Batten Award and New Voices winners and The Knight Foundation’s “21st Century News Challenge”

4-6 p.m. (Development directors) — Building relationships, and D.O. concerns, specifics TBA

7 to 9 p.m. — William Randolph Hearst Foundation Journalism Awards dinner

Saturday, Feb. 3

8:30 to 10 a.m. — (For everyone) Turning over “rocks”: How to use reporting techniques and databases to find hidden donor prospects

10:15 to 11:45 a.m. — (For everyone) Google’s-eye view of the media future

Noon to 1:30 p.m. — (For everyone) Keynote speech: From radio to multimedia—Jay Kernis, VP for news and content for National Public Radio

2 to 3:30 p.m. — Roundtable on international J-school partnerships

3:30 to 4:30 p.m. — ASJMC name-change “debate”

A Note from the President

This year's ASJMC agenda reflects the many ways in which directors and deans of journalism and mass communication programs are being asked to lead.

At a time when high school journalism courses and student media are under attack, ASJMC's Secondary Education

Committee, chaired by Shirley Staples Carter, is planning to develop a "best practices" document on what universities can do to advance high school journalism. ASJMC also hopes to host a pre-convention summit next August, 20 years after a similar summit in New York, to address the challenges facing high school journalism.

Given the growth of globalization and the increased importance worldwide of Asia, schools of journalism and mass communication and ASJMC are trying to become less U.S.-centric. At meetings in Malaysia and Morocco, I have discussed global paradigms for journalism education and encouraged participation in the first-ever World Journalism Education Congress in Singapore on June 25-28, 2007 (see story on page 4). WJEC is timed to coincide with the annual conference of the Asian Media Information and Communication Centre also being held in Singapore.

A task force on ASJMC's international role, chaired by Judy VanSlyke Turk, ASJMC's vice president, is putting together program segments that should make the Singapore conference of special interest to ASJMC members. As a complement, Tom Kunkel, ASJMC's president-elect, is leading an effort to establish cooperative relationships with our Chinese counterpart, the China Association of Journalism and Communication Education. I look forward to seeing you in Singapore at what should be a historic meeting.

A third area of leadership for deans and directors,



Loren Ghiglione

given the challenges to affirmative action, involves diversity. Paul Parsons, who chairs ASJMC's diversity committee, is focusing on two topics — the parameters in establishing diversity programs that do not conflict with recent court decisions, and techniques for creating a JMC-unit diversity plan. Parsons' committee is addressing a range of questions, from the level of specificity or goal-setting required, to the very definition of diversity.

ASJMC continues to encourage a new generation of leaders for JMC programs. The Journalism and Mass Communication Leadership Institute for Diversity (JLID) has obtained a three-year, \$150,000 grant from the Ethics and Excellence in Journalism Foundation to train women and people of color interested in pursuing careers in administration. Forty-eight people have graduated from JLID and twelve of those have moved into administrative positions.

As part of a new Journalism and Mass Communication Leadership Institute for new deans and directors, ASJMC is convening an April 13-14 focus group of university presidents, chancellors and provosts on the future role of journalism and mass communication education within the university. Recognizing the timeliness and importance of the topic, Northwestern University President Henry Bienen and University of Illinois Chancellor Richard Herman will chair the meeting at the Cantigny Conference Center near Chicago. Jim Spaniolo, president of the University of Texas at Arlington, will serve as facilitator.

Two ASJMC committees — Administrative Affairs, chaired by Kit Rushing, and Membership, chaired by Bill Slater — are leading a drive to increase participation in the Association by smaller journalism and mass communication programs and historically black universities and colleges. If there are units ASJMC should be inviting to join, please let us know.

Tom Kunkel is planning a superb winter conference for St. Louis, February 2-3, that will touch

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ASJMC 2006/07 Committees

ASJMC Publications Committee

Beth Barnes, University of Kentucky; Pam McAllister Johnson, Western Kentucky University; Paul Voakes, University of Colorado-Boulder; Carol Pardun, Middle Tennessee State University; Jeanne Scafella, Murray State University; Tom Hodson, Ohio University.

ASJMC Nominating Committee

Pam Creedon, University of Iowa; Pam Johnson, Western Kentucky University; Anantha Babbili, Middle Tennessee State University; Diane Borden, San Diego State University; Jane Briggs-Bunting, Michigan State University

ASJMC Representative to Accrediting Council

Dean Mills, University of Missouri; John Pavlik, Rutgers University; Beth E. Barnes, University of Kentucky; Tim Gleason, University of Oregon; Pam Creedon, University of Iowa; Dianne Lynch, Ithaca College

Task Force on the Future of ASJMC

Michael Parks, University of Southern California; Lillian Lodge Kopenhaver, Florida International University; Douglas Anderson, Pennsylvania State University; Thomas Kunkel, University of Maryland; Kenneth Starck, Zayed University; Maria Marron, Central Michigan University; Klaus Schoenbach, University of Amsterdam; Richard Cole, University of North Carolina; Terry Hynes, University of Florida; R. Dean Mills, University of Missouri; Joe Foote, University of Oklahoma; Paul Parsons, Elon University; David Donnelly, Quinnipiac University; Peter Gross, University of Tennessee; Norma Green, Columbia College-Chicago; Anantha S. Babbili, Middle Tennessee State University; Leonard Teel, Georgia State University; Pam McAllister Johnson, Western Kentucky University; Judy VanSlyke Turk, Virginia Commonwealth University; Loren Ghiglione, Northwestern University; James Whitfield, Hawaii Pacific University; Meguerite Moritz, University of Colorado; Jennifer McGill, AEJMC

ASJMC Administrative Affairs Committee

Kit Rushing, University of Tennessee at

Chattanooga; Marilyn Weaver, Ball State University; Jerry Hudson, Texas Tech University; Russ Shain, Arkansas State University; Kingsley Harbor, Jacksonville State University; William "Bill" Click, Winthrop University; Lorraine Branham, University of Texas at Austin; Orly Shachar, Iona College

ASJMC Secondary Education Committee

Shirley Carter, University of South Carolina; Chris Callahan, Arizona State University; Tom Hodson, Ohio University; Patsy Watkins, University of Arkansas; Lillian Lodge Kopenhaver, Florida International University; James Stewart, Nicholls State University; Karen Flowers, University of South Carolina; Steve O'Donoghue, California Scholastic Journalism Initiative

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

World Journalism Education Congress • Singapore



New, important details are now available regarding the AEJMC-created World Journalism Education Congress (WJEC), the first international conference specifically designed for journalism educators

worldwide, which will take place June 25-28, 2007, in Singapore.

The WJEC, sponsored by some 23 journalism organizations worldwide,¹ including ASJMC, is being hosted by the Asian Media Information Centre (AMIC), an Asian media NGO, and the School of Communication and Information, Nanyang Technological University — both based in Singapore.

WJEC Conference Highlights

The Congress will feature original mass communication/journalism education research papers (paper competition deadline: Jan. 7, 2007), plenaries (and a press conference), panels and workshops for journalism education professors, administrators, journal editors and professionals and syndicates (attendee interactive, themed group meetings). In addition, WJEC convention attendees will also be given free access to AMIC convention research panels and sessions, which will all be based in the same convention hotel, often on overlapping days (see below WJEC/AMIC Join Forces section for details). Free and nominal-fee site-seeing tours should also be available.

The Research Competition

If you're planning to submit a paper to the WJEC's research competition, make sure to read the updated paper call (<http://www.amic-wjec.org>). Important updates include a new way to submit papers, via an electronic submission process, and significant cash prizes (in U.S. dollars) for top papers: first place, \$1,000; second place, \$500; and third place, \$250.

Plenaries

The Congress will kick off with a State of World Journalism Education plenary/press conference presenting initial findings of the first-known census of journalism education worldwide, including a comprehensive review of linkages among programs, and featuring the Congress' global Declaration of Journalism Education Principles.

The Congress also plans to offer several additional plenaries, including one, co-sponsored with AMIC, highlighting journalism education in Asia, and another examining today's journalists — who exactly they are — and how citizen journalists, bloggers and the Internet are influencing journalism education and the field.

Papers and Panel

Competitive research paper sessions will run side-by-side with a wide variety of panels, including those focused on research trends in mass communication/journalism education, curricular innovation and learning outcomes, accreditation and government regulation in higher education.

Workshops

Three one-half day workshops are being planned — one for teachers, one for administrators and one for journal editors. Each workshop will give colleagues worldwide an opportunity to learn from experts in their collective fields, including one another.

Syndicates

In hopes of making the WJEC as interactive as possible, it is developing a syndicate system, in which all conference attendees will be encouraged to join small, themed discussion groups of their choosing. Discussion topics will examine crucial journalism education issues that are likely to shape the future of mass communication/journalism education, such as the relationship between academics and practitioners, quality control in journalism education programs and the status of jour-

nalism education within the academy. ICD members wishing to contribute topic ideas should send them to WJEC Program Chair Robyn S. Goodman (fgoodman@alfred.edu). Such syndicate meetings should give WJEC attendees a valuable opportunity to discuss issues they find most important with international colleagues sharing their concerns.

The WJEC/AMIC Join Forces

Since AMIC conferences are well-known for bringing mass communication/journalism scholars and practitioners together to improve their shared field, the WJEC is especially pleased that both conferences will overlap. While the AMIC convention will run from June 25 to 27, the WJEC, as stated above, will run from June 25 to 28. (For details, see AMIC's website at <http://www.amic.org.sg> and WJEC's website at <http://www.amic-wjec.org>).

Attending the WJEC

The WJEC's organizers and hosts are continuing to work hard to ensure that this important international conference is as affordable as possible. When this article was submitted, the following special conference registration and group hotel rates were available.²

Those registering for the WJEC will be given free registration to the AMIC convention as well. The WJEC registration fee, for AEJMC and/or AMIC members, will be \$290 (all rates in U.S. dollars), with student rates discounted to \$150. As for discounted hotel rates, they should range from about \$102 to \$135 for singles (nightly rates). The conference's hotel, the Grand Copthorne Waterfront, at \$135 a night, is currently the most expensive hotel listed. Other discounted, near-by hotels, should cost, in descending-cost order, about \$131 for the Holiday Inn Atrium, \$106 for the Copthorne King and \$102 for the River View Hotel.

WJEC Updates

For updates, additional conference-related expenses and cost-saving tips, check the WJEC website (<http://www.amic-wjec.org>). WJEC updates

should also be available in future issues of the International Communication Bulletin and the AEJMC News. WJEC-related questions should be directed to WJEC Program Chair Robyn S. Goodman (fgoodman@alfred.edu).

¹WJEC supporters include: African Council on Communication Education (ACCE), Arab-U.S. Association for Communication Educators, Asian Media Information and Communication Centre (AMIC), Association for Education in Journalism and Mass Communication (AEJMC), Association for Journalism Education (U.K.), Association of Schools of Journalism and Mass Communication (ASJMC), Brazilian Society of Interdisciplinary Studies on Communication (Intercom, Brazil), Broadcast Education Association (BEA), China Association of Journalism and Communication Education, Chinese Communication Association (CCA), European Journalism Training Association (EJTA), Global Network for Professional Education in Journalism and Media (JourNet), Israel Communication Association, Journalism Education Association (Australia, New Zealand), Korean Society for Journalism and Communication Studies, Latin American Association of Communication Researchers (ALAIC), Latin American Federation of Social Communication University Programs (FELAFACS), Philippine Association of Communication Educators (PACE), Russian Association for Education in Journalism, Russian Association for Film & Media Education, Saudi Association for Media & Communication, South African Communication Association.

²Prices may vary.

From the President

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on many of the leadership challenges I've mentioned, including how JMC programs can pursue international opportunities. Please be sure to put the winter conference on your schedule.

Sincerely, Loren Ghiglione
ghiglion@northwestern.edu, 847-491-4837

Remarks from Judy Clabes, 2006 Sass Award Recipient

Speech delivered by Judith G. Clabes on August 3, 2006, in San Francisco during the ASJMC 2006 Gerald M. Sass Distinguished Service Award presentation.

Loren and I go back a long way – to one of our other lives as newspaper editors, ASNE board members, and fellow Russia travelers. So I was a little edgy about his introduction. I am grateful for his long friendship, his kind regard, his valuable counsel, and his generous words. I'm even more grateful that he didn't reveal all he knows.

I thank ASJMC for this meaningful honor. I am humbled to have an award given in Gerald Sass' name. To a person, those who have extended their good wishes to me have said, "He is a great guy – my mentor, who made a difference in my life." You have a long reach, Jerry, and an envious legacy. You should be reminded again tonight that you have touched the lives of so many who continue to touch the lives of others in meaningful ways. Now you have touched mine. Yours has been a gift that keeps on giving, and you should know that it matters.

Educators and journalists are at the top of my list of most admired people (I never get asked in those public opinion surveys) so my gratitude is doubled for recognition from an organization that represents both.

It was a teacher who turned me onto journalism in high school, where I was editor of the school paper. I went on to major in journalism at the University of Kentucky where Gene and I were married students living on love and 3-pounds-for-a-dollar hamburger meat. Canned goods were 10 cents each and our weekly grocery budget was \$10. We were lucky: We managed to spare ourselves Ramen Noodles I hear so many students talk about as a staple today. We had loans and jobs and full class loads. A six-year plan, something else so many students today talk about, was also not an option for us. We needed to get in, get out and get a job.

We were both first-generation college-going students from hard-working families who wanted a better life for us. (It amazes me to hear still today that so many students are still first-generation college-going.) My father, like others of his time, felt that a young woman going to college should go for nursing or teaching. In fairness he didn't see this as a gender issue but as a job and security issue. So to satisfy my father – which I truly wanted to do – I pursued the qualifications for a teaching certificate which meant I also had to qualify for an English major. I followed my

heart to the journalism major, and to do all that and still finish in four years meant heavy course loads. I did not then – and do not now – consider 12 hours a semester's full course load. For me, my choices meant full summers and intercessions, too – but that rigor fully prepared me for the real-life demands of both the classroom and the newsroom. The 40-hour work week is a myth in either place.

After graduation Gene and I went back home to Henderson, KY. — A town with fewer people than work at the pentagon – and I became a classroom teacher at my old high school – and advisor to the student paper – so I could have some of my student loans forgiven. I loved teaching and I loved the students – I still hear from some of them today – and I learned to appreciate even more the importance of what teachers do and are. My teaching years provided invaluable life lessons for me. I am convinced that good classroom teachers could be good at anything else they might want to do, and that we're very lucky that so many want to do that.

On behalf of Scripps Howard Foundation I'm honored to be able to work with you on our common objectives, always with our eyes on the prize. And the prize is the student. I greatly value the good and great teaching I see today in journalism and mass communication. I admire those willing to share their expertise, experience and lives with the next wave of eager young people out to save the world. I know that isn't easy as you strive for relevance and motivation against the challenges of the changing media landscape. But you aren't alone in trying to figure all that out.

Let's just take the Scripps Company as an example. Scripps is an established media company with deep roots in newspapers, thanks to founder E.W. Scripps who started his penny press in the late 1800s. His company has had to stay competitive in a rapidly changing world, over more than a century. Media has always evolved, of course. Consider Gutenberg and his famous press. But today change is all there is. It's at warp speed – a kind of speed not indigenous to academe.

Today Scripps is a diversified media company with interests in newspaper publishing, national cable television, networks, local broadcast television stations and interactive media. Today our company's leader-

ship talks about media platforms and the shifting of control from companies to consumers, about an explosion of opportunities that means divorcing traditional business models, delivering innovative advertising solutions, and reinventing ourselves. A decade ago, the company set a course that reflected the conviction that ‘Creating Content’ was Scripps’ core strength. So, gone was the cable system business and in its place were home and garden television, which the company built from the ground up, acquisitions of Food Network and Great American Country and start-ups of Fine Living and DIY. Not a bad strategy, it seems, given the networks’ \$1 billion revenue stream is 40% of the company’s total.

But it’s a what-have-you-done lately world, and the company’s ‘future talk’ about “interactivity and accountability” led to acquisition of Shopzilla and uSwitch. Both are specialized online search businesses that help consumers find products and services, compare prices and complete transactions. Each holds the promise for outsized returns on the company’s investment. I’m confident that – right now – the company is seeking its next catalyst for growth and competitiveness, all the while staying true to its core values and to its local newspapers and broadcast stations.

It surely keeps somebody up nights.

Why bring it up? Because the Scripps example is a thumbnail of how unrelenting change is impacting an industry we care about – and have to prepare the next generation for.

That keeps us up nights, too, — you and me — as we try to figure out how to respond from our own posts on the front lines.

From my perspective as head of the company’s independent philanthropic arm, it’s a dizzying task. As much as humanly possible, we like to stay in sync with our beloved parent. But the ability to respond – as the company must – to emerging market forces is sometimes beyond the reach of our static resources, both monetary and human. The fickle market isn’t helping either. And we make long-term commitments to core programs and to partner institutions that can’t be undone by the seduction of instant emerging media market forces.

So I take heart in the committed support of an understanding board and inspiration from these words of the company’s president and CEO Ken Lowe when he addresses the “Unrelenting Forces” of the market:

“What doesn’t change (he says) is fundamentals. No matter how our news and information is delivered, there will always be great demand for excellence, accuracy and integrity. The challenge for journalists and media professionals will be to adhere to our standards in an age when unrelenting demand for instant communication is the taskmaster . . . never be willing to sacrifice those fundamental core values for the sake of immediacy.”

Fundamentals? Principles? Integrity? Excellence? Accuracy? – This resonates. This is stuff we can hang our hats on. This stuff embraces what we have always done and can continue to do well. So it’s back to the future with back-to-basics for us – and, I urge, for you, too.

Luckily, our foundation’s board agrees; it has reaffirmed commitment to our core programs and relationships and it has strongly reaffirmed our commitment to the core values that drive our work. We will continue to keep our eye on the prize — the students — and minds trained on the end game — democracy. Our limited resources are focused and strategic so that every penny counts. We invest in students; we invest in programs that put students first; we invest in programs that expect students to master fundamental principles and skills.

As educators, you will never have all the resources you need or want. I hear your pain. Your programs are underfunded, investment lags in the physical infrastructure of your schools, you need space and technology. Personally, you are time-starved and over-subscribed and too often distracted by the bureaucracy of academe. You want steak, at least hamburger steak, which you should have, when the budget still allows only Ramen Noodles.

But none of these ‘lacks’ is a good excuse for putting students who can’t write a decent sentence into the job market, for not being part of the solution for a diverse media workforce, for not mentoring or training your successors in academic leadership, for not assuring that all journalism and communications students understand their responsibilities to democracy and citizenship and a free society. Fundamentals!

You worry about being competitive for students in the academic marketplace. You are concerned about attracting today’s students who are cyberspace savvy and technologically wired or wireless. You want all the stuff that says to them that you are on the cutting **continued on page 8**

Clabes Remarks Continued

edge, that you know exactly where the emerging media is going to emerge next.

And I hope you get everything you want. To a point.

What I really hope is that whether or not you have all the sexy do-dads, the high tech whatchamadoodles and the fancy folderobbles that you never lose sight of the fact that you are still the most valuable, the most important, the absolute indispensable weapon in the arsenal.

One individual. You. An educator. A real human being.

There is no substitute for what you can do for any student. Your ability to teach, your ability to inculcate the skills, provide the tools, awaken young minds to concepts and possibilities. Your willingness to share your experience and expertise.

Technology is great. It's fascinating and real, sometimes even useful. But what's an ipod without a Ray Charles to give it life? What's a blog without a blogger who has something worth our time? What is anything without substance?

Only the quality of the content gives value to the most sophisticated media technology.

And, guess what, the ball is back to your court – and back to basics. Your specialty. Your expertise. Your ability to nurture the student who will become the professional who delivers the content. No substitute.

Your teaching isn't just about the nuts and bolts, either. The basics of teaching embrace a human element at the heart of what makes a great teacher great. You may never know what it is you do that provides the spark to the tender. Maybe it's a kind word, a well-placed inquiry, a cheerful demeanor, a pointed suggestion, an open door at just the right moment.

Every young person needs an engaged adult in his or her life. They need teachers beyond knowledge of subject and skill in a classroom. They need understanding and compassion and caring of them as individuals – so that they can also become the kind of people – journalists and communicators — who will put their

knowledge to work in only the most exemplary way. Following your model, of course.

When my hometown newspaper back in that smaller-than-the-Pentagon town printed the story of this award, I received this email:

Hi, Miss Clabes. Jerry Pxxxx here. Just wanted to say it looks like you have made it big. If you forgot, I am from City High and I had a big crush on you. I have been married 37 years to the same girl, my old sweetheart from county high. We have two adopted children one is 27 and one special little girl who is 18. She just a sophomore making A's and B's with help from teacher aides. I also have one grand-daughter two years old.

Well, thank you for being my teacher. You did help me come out of my shell.

Congratulations. Do not get lost in the big city.
Your Old Student, Jerry Pxxxx

I share this only to emphasize your importance as educators. Your students will not forget you when you have truly touched their lives.

Let me share one last story:

“What are we going to do?” said baby tiger to mama tiger in the jungle. “Here comes a hunter, and he has five rifles, three special sighting scopes, and devices to allow him to see in the dark?”
“Hush!” answered mama tiger, and she taught her cub how to sneak up from behind and pounce.
The hunter was never heard of again.

Technology is fine and maybe wonderful and we're not ever going to live in a world without it. But it will never be a substitute for a good basic education — delivered by caring adults with a student's best interests at heart — or for knowing how to use it.

You are the high touch in a high tech world. No machine will ever replace you. No student will ever learn more from a machine than from you. For you, there is no substitute.

Thank you for all you do, and thank you for this really touching award.