



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | November 2009

Winter Workshop heads to Atlanta

ASJMC's winter workshop, "Leadership in Tough Economic Times," will be held Feb. 19 and 20 at the Omni Hotel at CNN Center. The workshop will feature an administrative track as well as a separate track of sessions for university development officers. The special room rates at the Omni are \$139 plus taxes, and include in-room Internet access at no additional charge.

The Administrative Track will start Friday with presentations on building morale and carving out some successes while your program copes with less income and increasing demands. The next day the workshop will explore online education and Advisory Boards and the role they play in development. The Saturday afternoon session will feature small group discussions, and share some tools for working through leadership issues.

The featured speaker for the Administrative Track is Dr. Steve Olson, Director of the Center for Ethics and Corporate Responsibility at Georgia State University. Olson will conduct our opening session on Friday, and come back for the closing session on Saturday. His presentations will be more valuable if you attend both sessions. Please make your plans so you arrive in time for the 1:30 p.m. start on Friday and stay through the 5:30 p.m. close on Saturday.

The Development Track program is still being developed, but it will follow the same basic schedule as the Administrative Track. More information on this set of sessions will be available shortly.

Full workshop materials and a registration form will be mailed to all ASJMC members later in November.

Friday, Feb. 19

1 to 6 p.m. — ASJMC Workshop

1 to 1:30 p.m. — Welcoming coffee break

1:30 to 3:00 p.m. — *Session One* —

Administrative

"Building Morale in Tough Economic Times"

Speaker: **Dr. Steve Olson**, Georgia State University

Session One — Development — TBA

3:15 to 4:30 p.m. — *Session Two* —

Administrative

"Landing on Your Feet in Tough Economic Times"

Session Two — Development — TBA

4:30 to 6 p.m. — evening activities — TBA

Saturday, Feb. 20

8 to 9 a.m. — Breakfast

9:15 a.m. to 5 p.m. — Workshop continues

9 to 10:30 a.m. — *Session Three* —

Administrative

"Online Education"

Session Three — Development — TBA

10:45 a.m. to Noon — Joint Session —

Administrative/Development

"Advisory Boards and Development"

12:30 to 2 p.m. — Joint luncheon with speaker

2:30 to 5:30 p.m. — *Session Five* —

Administrative

"Renewing Your Leadership Clarity: The Vital Role of Peer Consultation, Demonstrated and Applied" (Small group discussion)

Speaker: **Dr. Steve Olson**, Georgia State University

A Note from the President



Dear Deans, Directors and Chairs:

I hope your fall semester is going well, replete with the rituals of football games, Homecomings and the advance of winter.

ASJMC is gearing up for the mid-winter conference in Atlanta (Feb. 19 and 20) with the theme, “Leadership in Tough Economic Times.”

President-elect Paul Parsons is planning excellent sessions on dealing with budgets, faculty morale, technology and change; a workshop for development officers; visits to CNN and a session with media professionals in Atlanta.

The latter will be an ideal opportunity for you, the leadership of journalism and mass communication programs nationwide, to liaise with industry professionals about the declining newspaper industry, the emerging new media and the transition between the two in terms of employment practices, engagement with niche media and select social networks, the business model, the implications for democracy and so forth.

As USC’s Dean Ernest Wilson noted in a PoynterOnline column some months ago, there are “scattered practices and internal conversations” with various segments of the media and journalism/mass communication stakeholders, but these discussions are “not finding their way into the public discourse.”

If ever there was a call to action to ASJMC to engage more publicly and meaningfully as a collective, this column was it.

A few years ago, then-ASJMC President Pam Creedon charged a task force with re-examining the mission and goals of the organization. The findings, adopted in 2006, were that ASJMC needs to:

- be positioned and perceived as THE leadership organization for journalism/mass communication educators;
- be distinguished from the alphabet-soup of similarly named organizations by a branding campaign and a name change; [Update August 2007— after a year of discussions about a possible name change for the association, members were unable to develop a better name, and approved keeping the current name.]
- be the convenor of conversation about issues in journalism/mass communication education with the academy, the profession and industry, members of the public, corporate and foundation executives;
- and share in the full-time resource of an AEJMC public relations/marketing/advocacy person.

ASJMC successfully shares in the time and talents of public relations/marketing specialist Mich Sineath. But the organization has not succeeded in being THE go-to leadership organization for journalism/mass communication educators, and it has not become the convenor of conversation about issues in j/mc education with public stakeholders.

Rapidly revolving presidencies, differing agendas and demands on everyone’s time probably do not help in this regard.

But I believe it is timely, yet again, to explore what ASJMC can do to focus attention on the collective of YOU — the deans, directors and chairs — as THE go-to leadership organization in j/mc education. Toward that end, I have called on Vice-President Pam Johnson to lead a task force to again explore how this objective can be achieved. There will be more on this Task Force on Prominence initiative in the next newsletter.

Within the next couple of weeks, you will receive the annual faculty survey and survey of student enrollment. Lee Becker, director of the Cox Center at the University of Georgia, who conducts these surveys each year, will appreciate your help in providing data. Some changes have been made in the surveys through the support of the McCormick Foundation. Because these surveys are costly for AEJMC/ASJMC, the matter of conducting the faculty survey every other year was raised at the ASJMC business meeting. If you are interested in having the survey conducted every second year rather than annually, please e-mail Jennifer McGill at aejmchq@aol.com.

The eponymous task forces on news literacy and on international initiatives will continue this year, the former partnering with ASNE for its annual conference in April, and the latter supporting the second World Journalism Education Congress, which will be held in Grahamstown, South Africa, from July 5 - 7.

I am grateful to all of you who have agreed to serve on committees and task forces this coming year.

The committees are:

Administrative Affairs: Beth Barnes (chair), Don Heider, Jerry Hudson, Pam Kalbfleisch and Lee Thornton

Diversity: Jan Dates (chair), Lori Bergen, Sherlynn H. Byrd, Jerry Ceppos, Gail Baker McCarty, Paul Parsons, Loy Singleton, Dwight Brooks and Diane Borden

Publications: Jean Folkerts (chair), Diane Borden, Lorraine Branham, Corley Dennison, Brad Hamm and Lynn Zoch

Secondary Education: Lillian Lodge Kopenhaver (chair), Helen Fallon, Jim Foust, Peggy Kuhr, Robert Nanney, John Pauly, Birgit Wassmuth, Candace Bowen (ex-officio), Karen Flowers (ex-officio), Brooke Kroeger (ex-officio), Carol Mawyer (ex-officio), Steve O'Donoghue (ex-officio) and Linda Puntney (ex-officio)

The task forces are:

News Literacy: Jerry Ceppos (chair), Fred Blevens, Chris Callahan, Deborah Gump, Elizabeth Hansen, Lillian Lodge Kopenhaver, Peggy Kuhr, Pam Johnson and Nikhil Moro

International Initiatives: Joe Foote (chair), Anne Brill, Richard Cole, Peter Gross, Pam Johnson, Brad Hamm, Paul Parsons, Brian Richardson and Mike James

Prominence: Pam Johnson(chair); members to be announced

I look forward to working with all of the committees and task forces; with President-elect Paul Parsons; Vice President Pam Johnson; and immediate Past President Judy VanSlyke Turk who has worked tirelessly on behalf of ASJMC; Executive Director Jennifer McGill and the wonderful AEJMC/ASJMC staff; and indeed with all of you this coming year. I sincerely hope we will make 2009-2010 a year of accomplishment, particularly as we seek to position ASJMC as THE leadership organization.

*Every good wish,
Maria*

Maria Marron, 2009-10 ASJMC President
Central Michigan University

2009-10 ASJMC Executive Committee

President, *Maria Marron*, Central Michigan University • **President-elect**, *Paul Parsons*, Elon University • **Vice-President**, *Pam Johnson*, Western Kentucky University • **Past President**, *Judy VanSlyke Turk*, Virginia Commonwealth University • **Publication Committee Chair/ Executive Committee Representative**, *Jean Folkerts*, University of North Carolina • **Executive Committee Representatives**, *Maryanne Reed*, West Virginia University; *Patrick Sutherland*, Bethany College • **ACEJMC Representatives Chair**, *Tim Gleason*, University of Oregon • **AEJMC President**, *Carol Pardun*, University of South Carolina • **BCCA Representative**, *Jannette Dates*, Howard University • **Executive Director**, *Jennifer McGill*, AEJMC/ASJMC

2009 Sass Distinguished Service Award Speech

Newspaper's Lost Decade;

Moving Away from the Cliff's Edge: The Need to Pay for News

**By Charles Overby,
CEO, Newseum**

This is a special honor for me to receive the Gerald M. Sass award for Distinguished Service to Journalism and Mass Communications from ASJMC.

It is special for many reasons:

First, because it bears the name of Jerry Sass. When I joined our foundation, then the Gannett Foundation, as CEO 20 years ago, it became obvious to me that Jerry Sass WAS the Gannett Foundation.

Second, because I have been given the privilege of working with so many of you in this room on projects that range from Chapel Hill to China and points in between. In some cases we were breaking new ground together. In others, we were just trying to uphold the important basics of a free press.

Third, because of the outstanding list of winners that I join, from Al Neuharth to Bob Giles to last year's winner, Suzanne Shaw.

I especially want to single out my friend Will Norton, who has just returned to my alma mater, the University of Mississippi, as dean of the new Ed and Becky Meek School of Journalism and New Media. His service as a trustee of the Freedom Forum and Newseum while at the University of Nebraska has been invaluable.

I want to make clear that I accept this award not as a personal achievement but on behalf of the dedicated staff of the Freedom Forum, the Newseum and the Diversity Institute.

The Newseum as a Teacher

Many of you have been kind enough to ask me

since I arrived in Boston: How is the Newseum doing?

The reaction has been great, both in numbers of visitors and in their descriptions of their experiences.

We attracted more than 700,000 visitors in our first year, considerably more than the Newseum's best year in Arlington, when 480,000 visited and it was a free experience.

We believe this \$450 million Newseum is already paying dividends. The best thing about the Newseum may well be the 74-foot high marble wall on the front of the building with the First Amendment emblazoned on it.

But there are other, equally satisfying tangible results. We get scores of letters from visitors after they return home that can only be described as highly enthusiastic. Consider these two examples from teachers:

A middle school teacher recently wrote this: "I was so impressed with how much my students learned during our visit, not just about communicating, but they learned so much that will help them in Social Studies and Civics. It looks like we will be returning for many years to come."

Another teacher wrote this: "It was absolutely the best field trip I have taken with students. (The Newseum) has done a marvelous job for teachers and the public at large."

This is just a sample of the letters we get every day. I read these excerpts to emphasize that the Newseum is a teaching institution. At a time when the First Amendment is greatly misunderstood, it is important that we reach young people before they develop fixed mindsets.

We believe and hope that in good times and bad, the Newseum can stand as a beacon for a free press, not a shrine, but a place where people can go to see how and why a free press works, warts and all.

Perhaps along the way, it will help inspire more than a few young people to enter your journalism schools to prepare for careers in journalism.

A Fragile Time for News Business

I want to take a few minutes to talk about those journalism careers at what seems like a fragile time in the business of journalism. The question we are probably asking ourselves: What kind of jobs are today's journalism students going to have after graduation? If we really wanted to personalize it, would we recommend a journalism career for our children?

Peering into the future is risky business. Adam Powell put it well this morning in his excellent presentation when he said, "No one knows the future, except that we can't predict it."

The underlying principles of news have not changed: Seek the truth. Tell the story as fully and fairly as possible.

Paying for News

There has been one other constant, until recently. Over the years, people have understood that you pay for news. That now seems to be a debatable concept. People paid for news with the Colonial Press. They even paid for news during the Penny Press era.

Unfortunately, those who think people should pay for news are often characterized as Luddites, hopelessly out of touch.

The dilemma has brought newspapers to the edge of a cliff. The future of newspapers and journalism as we know it hangs in the balance.

I recognize that some people, including some in this room, have already written off newspapers. Some of you may have already compared newspapers to dinosaurs. But I believe that is a mistake.

And I believe you as leaders of journalism education have an important vested interest in the future of newspapers and especially newspaper newsrooms.

The Lost Decade

It is difficult for me to comprehend how steep the decline in newspapers has been in the last decade. I consider the last decade to be the lost decade for newspapers.

Virtually everything about newspapers has gone down in the last decade:

Circulation is down.

Advertising is down.

Profits are down and in some cases completely gone.

News hole, or the amount of space available for news stories, is down.

The number of reporters and editors is down.

These negative trends are largely the result of the disastrous decision about 10 years ago by newspaper publishers to put virtually all of the newspaper's content on the internet for free.

The thinking 10 years ago went like this—we have to be on the internet. We can't miss this opportunity. We'll figure out the business strategy as we go along. The optimists thought the move to the internet might ultimately allow newspapers to eliminate their two biggest expenses—printing and distribution. The optimists also thought the internet would bring in new readers that would result in new and more advertising.

Free is Seductive

This move to free content is a very trendy thing, very seductive, particularly with young people. There is even a book on the best-seller list called Free. I'll point out that the book is not free. It cost me \$26.99 at the bookstore.

This move to the internet has affected many busi-

2008 DSA Remarks Continued

nesses, some positively, some negatively. The music industry, for instance, faces its biggest business crisis ever as young people have grown accustomed to downloading music for free. It is illegal but they continue to do it anyway.

Ken Paulson, the president of the Freedom Forum and Newseum, gets students' attention when he tells them the First Amendment guarantees free press and free speech but not free music.

The music industry recognized from the beginning that free downloads of music threatened their future. Newspaper publishers are only now beginning to realize that they cannot survive in a viable way if they continue to give away their product.

Internet ad rates are less than one-tenth the rate of newspaper print ads. Those rates won't come close to paying for newsrooms. If the free content trend continues, you can bet the size of newsrooms will decrease even more. That is bad for local communities. It is bad for journalism. And it is bad for our democracy.

Paying for Value

The question is can this trend be reversed? Will people pay for news content after growing accustomed for a decade of getting it for free?

I believe that the trend can be reversed and that people will pay for news, perhaps in combination with print and internet. But readers have to see and understand the value. They will not pay for a newspaper or its equivalent that continues to shrink in size and resources.

Walter Hussman is the publisher of the *Arkansas Democrat-Gazette* in Little Rock. I think he is one of the smartest newspaper publishers in the country. He has resisted the trend toward free content on the internet and, as a result, his circulation has gone up in the last 10 years while the circulation of most newspapers has gone down. He has a big newshole with ample space for news stories. And he has the paper delivered on people's porches.

In a talk to newspaper editors last week, Walter cited an annual survey by USC Annenberg's Center for the Digital Future. It found that 22 percent of users said they had stopped their subscription to a print newspaper or magazine because they could get the same content for free online.

This is not rocket science.

Think about your own situation. If students suddenly could get a journalism degree for free online that offered everything that you offer in the classroom, how long would it take for students—or parents—to quit paying tuition.

News is a Business

Free is not a business model. And news is and always has been a business. We need to do a better job of teaching that.

A free press does not mean free news. The survival of a free press as we know it depends on the public paying for it. Understand what I am saying: If we want newspaper – sized newsrooms, people have to pay for it. If robust-size newsrooms are not the issue, then it doesn't matter.

This is an important concept for you as leaders in journalism education.

If the jobs in journalism continue to dwindle, this will surely have a negative impact on future enrollments in journalism schools. The connection is clear: If people won't pay for news, there won't be as many jobs in journalism, and many students won't choose journalism as a major if it won't lead to a job.

You know better than I do, if enrollments go down, teaching positions go down.

Preserve Robust Newsrooms

We must resist the notion that the internet, social networking, and Twitter can adequately replace

newspaper-size newsrooms This doesn't mean that you have to be against those new media. They are nice add-ons, but they are not a substantive replacement. Generally speaking, the only news source spending serious money for robust newsrooms covering local news is newspapers.

The issue is not narrowly the preservation of newspapers. It is the preservation of adequately-funded newsrooms. We're not talking about boosting profits of newspaper companies. We're talking about funding serious newsrooms.

Adam Powell said this morning that there are a few local news web sites that make money. He hastened to say that these sites have only two or three fulltime staffers, with stringers.

Local communities need more than two or three fulltime news people.

Waking Up to Reality

Rupert Murdoch announced this week that News Corporation plans to start charging for news content on the internet at all of its properties. Immediately, Murdoch was labeled as technically illiterate. It's interesting to me that when cable companies charge \$50 or more a month to consumers, they are not seen as technically illiterate.

This whole situation is upside down. Even the terminology is ominous. As publishers consider charging for internet content, they discuss setting up paywalls. How intimidating is that? You don't hear Amazon talking about paywalls. Let's get rid of the pejorative term.

I believe newspaper publishers are waking up to reality. I think you are going to see many other legacy media outlets charging for their content. And it's about time they did so.

Not everybody will choose to pay for content. That's ok. Not everybody subscribed 10 or 20 years ago. The issue then – as it should be today – was creating perceived value for readers so they

would want to pay for their news.

David Westphal gave an excellent presentation this morning and he wondered aloud if people in the near future might ask the question: Who lost the news media? In other words, if traditional media disappear as we know them, whose fault will it be?

I think it will be the fault of those who worried more about extending their brand for free on the internet than those who focused on preserving the value of their brand.

Let's hope it doesn't come to that.

New Models

I think there are new models out there, perhaps similar to Kindle, that will allow readers to easily view – and pay — for their news.

I own a Kindle and like it very much. It has not stopped me from buying books in print. But it is an added convenience, and I am buying more books overall than ever before.

I think the emerging social networks have a place in today's society, just not as a primary source for news.

So my message is: don't be seduced by free new media, as a modern-day answer for serious journalism.

All of you are in a position to play a key role in shaping the future by speaking out in your spheres of influence. You are in a better position to speak your minds than local newspaper editors are.

We must not be wedded to the past, but we must be guided in the future by realities that will sustain serious journalism.

Acceptance Speech delivered by Charles Overby on August 7, 2009, in Boston, MA, at the ASJMC Convention, Sass Award presentation.

ASJMC 2010 Workshop • February 19-20 • Atlanta, GA

Call for Nominations AEJMC Equity & Diversity Award

AEJMC is calling for nominations for the 2010 AEJMC Equity & Diversity Award, which recognizes JMC academic units that are increasing equity and diversity among their faculty. Specifically, units will be awarded for progress and innovation in racial, gender, and ethnic equity and diversity.

The selection committee will evaluate efforts over the past three years in the following areas:

Hiring and Recruitment: The academic unit illustrates efforts in recruiting or hiring qualified faculty from groups historically underrepresented in U.S. academia and/or from groups that reflect the communities that the unit serves. Evidence should include changes in salary levels; and hiring packages.

Status of Current Faculty: The academic unit illustrates equitable representation among full-time and part-time faculty that include groups historically underrepresented in U.S. academia and/or groups that reflect the communities that the unit serves. Evidence should include retention efforts, recent tenure and promotion rates, mentoring; and faculty participation in service/activities.

Climate: The academic unit illustrates a supportive climate. The unit strives to be free of discrimination. Evidence should include curriculum and programming; faculty/student perceptions; and decreasing number of grievances.

Institutionally Embedded Support: The academic unit offers formal support for equity and diversity initiatives. Evidence should include mentorship activities; and graduate student support.

Applications must be e-mailed, and may be submitted by any AEJMC or ASJMC member, by any faculty member within the nominated unit, or by the head of the nominated unit. The following application materials are required:

- a) A cover letter or e-mailed text that includes contact person's name, phone numbers and e-mail address; title and address of nominated unit and institution; and name and title of unit's head.
- b) A completed EDA Demographics Form that provides a description of the unit's faculty and students, its degrees conferred, graduate student support, and accreditation information. The form will be available on the

AEJMC website by December 1, 2009.

c) An attached narrative, not to exceed four (4) double-spaced pages, which describes the equity and diversity efforts of the academic unit. The narrative might include goals, actions steps, and outcomes toward achieving a work environment that promotes equity and diversity.

d) One letter from the unit head acknowledging nomination.

e) Two (2) additional letters of support/recommendation.

Applications could include additional materials, such as: description of specific institutional policies or legislation outlining diversity opportunities or barriers, and documentation of other awards received.

Complete applications must to be received by February 1, 2010. Materials should be emailed to AEJMC at aejmchq@aol.com. Only e-mailed applications will be accepted. Applications that are incomplete will not be considered.

Contact Jennifer McGill, AEJMC Executive Director, at 803-798-0271, or aejmchq@aol.com if questions. *Selection of the winner is determined by the Equity and Diversity Award Advisory Committee, composed of AEJMC members. The committee reserves the right not to present an award in any given year.*

ACEJMC Fall Meeting: A Conversation on the Changing Media Landscape

During the Accrediting Council meeting in late August, Council members spent some time discussing the future of journalism education. John Lavine, dean of the Medill School of Journalism at Northwestern University delivered keynote remarks on a "Look at the Future." A panel of professionals followed Lavine's remarks with a discussion of the changing media landscape.

Both presentations are available on the ACEJMC website. Visit www.ku.edu/~acejmc (the links to the presentations are in the second section of that front page, headlined "2009 Fall Council meeting in Chicago"). Both presentations are QuickTime videos, and load slowly.