



ASJMC

Administrator

The Newsletter of the Association of Schools of Journalism and Mass Communication | November 2013

Winter Workshop: “How Healthy Is Your Unit?”

The 2014 ASJMC Workshop, “Time for a Checkup? How Healthy Is Your Unit?,” will be held Feb. 27 - March 1, 2014, in San Antonio.

Join us as we explore the health and future of our journalism and mass communication units. In addition to chairs, directors and deans, we want to hear from your bosses, your staff, your students, your donors and your audiences to help you assess just how healthy your unit is today.

Drawing on the principals in the best-selling management book *The Advantage* by Patrick Lencioni, we will learn more about “Why organizational health trumps everything else.”

The workshop will begin Friday, Feb. 28, at 8:30 a.m. and end at noon on Saturday, March 1.

The workshop will also feature a track of sessions for development officers. Attendees for this track



can be a development officer from the JMC unit, or from the university's development office. There are also plans for two joint sessions, which administrators and development officers will attend together.

The meeting will be held at the Marriott Plaza, located in downtown San Antonio near the Riverwalk, The Alamo, La Villita, and Market Square.

Hotel rates are \$155 U.S. for single/double, plus 16.75% taxes (includes free internet access in room).

Individual attendees will make reservations by calling 1-800-228-9290. Callers will need to indicate they are making reservations to attend the Association of Schools of Journalism and Mass Communication Workshop to obtain the negotiated rate. Rooms are available at the conference rate from Wednesday, Feb. 26, through Sunday, March 2. January 31 is the cut-off date for reservations.

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A Note from the President



How Do We Improve Journalism Education?

We've been hearing a lot over the past few years from some

folks about how journalism education is lagging behind. I agree with some of what's being said; there's no doubt journalism education, really all communication education, has to incorporate seismic changes in our fields into what we teach.

But I also find the criticism to be very narrow and at times ill-informed to be honest.

I have the privilege to lead a school where we have revised every bit of our curriculum and are consistently looking to see if we are keeping pace with new developments.

I know that our institution is not alone. In fact, I do not know of a program or administrator that is not seriously working on updating and modifying curriculum.

In light of this, I have seven requests for those wanting to improve journalism education:

- (1) Visit more campuses. And not just the usual suspects. There are a number of smaller and lesser known programs doing interesting and exciting things across the country, and many have never had a visit from anyone in a foundation.
- (2) Teach a class. The best way to learn about education is to participate. Most schools are looking for excellent adjunct faculty. And by the

way, that class you teach should be filled with the tech tools you'd like us to be teaching (we'll help train you in those tools if you'd like).

(3) Talk less and listen more. There's something a bit embarrassing about people who control purse strings who want to always tell people what to do, instead of listening, taking advice and truly having a spirit of helpfulness. A true conversation takes two parties listening.

(4) Stop assuming digital natives have any clue how to use technology in media professions. We find students are engaged in digital technology, but are by no means experts.

(5) Realize the teaching hospital model is a decades-old and time-honored tradition in many programs.

(6) Come to terms with the fact that one size does not fit all. Each university, each unit within a university, is different and so one model for change will not fit all.

(7) Learn more about how to conduct good basic research. Understanding what a true random sample is would be a good starting point.

I have had the pleasure of working with folks at the McCormick Foundation the past few years. To me it's a model of a collaboration where there is dialogue, an exchange of ideas, and where both the foundation and our school are working together toward the goal of improving what we do currently and working toward training the next generation of students, both college and secondary school, why journalism is crucial.

In this field of teaching the next generation, no one has a corner on truth. We can only face the many challenges ahead if we work together, listen to each other and try our best to move forward.

— Don Heider, Loyola University of Chicago

ASJMC 2013-14 Executive Committee

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Nominate Now for Equity & Diversity Award

AEJMC is seeking nominations (self-nominations are welcome) for the 2014 AEJMC Equity & Diversity Award.

This award recognizes journalism and mass communication academic units – which may be an entire program, school or department, or a smaller sub-unit – that have implemented innovative approaches to increasing racial, gender and/or ethnic equity and diversity over the previous three years. Applications should provide evidence of demonstrable success in one or more of these areas: ensuring a climate free of discrimination; improving curriculum and programming; providing mentoring or other support for faculty, staff and students from under-represented groups; recruiting, hiring and retaining faculty and staff from under-represented groups; and other equity and diversity areas not listed above.

The 2014 AEJMC Equity & Diversity Award will be presented during the 2014 AEJMC Conference (Aug. 6-9, 2014) at Le Centre Sheraton in Montreal, Canada. The AEJMC president also will visit the winning academic unit to make an on-campus presentation of the award in the 2014-15 academic year.

Any AEJMC or ASJMC member may submit an application or nomination for an academic unit. **The application deadline is 5 p.m. (Eastern), March 18, 2014.**

Please address any questions to **Dr. Deb Aikat**, School of Journalism and Mass Communication, CB # 3365, University of North Carolina at Chapel Hill, Chapel Hill, NC 27599-3365; da@unc.edu; 919-962-4090.

The AEJMC Equity & Diversity Award Advisory Committee, composed of AEJMC members, will select the winner based on the award criteria. The advisory committee reserves the right not to present an award in any given year. The award was inaugurated in 2009.

The following application materials are required:

- a) A cover letter or emailed text that includes the contact person's name, phone number and email address; the title and address of the nominated unit and its parent institution; and the name and title of the unit's head.
- b) A completed EDA Demographics Form that describes the unit's faculty, staff and students, and the degrees it confers, among other information. The form is available at <http://www.aejmc.org/home/scholarship/aejmc-awards/>
- c) A narrative of no more than four double-spaced pages describing the equity and diversity efforts of the academic unit with attention to the points listed in the "Award Criteria" section of this call. The narrative may include goals, actions, steps and outcomes related to creating a work environment that promotes equity and diversity.
- d) A letter from the unit head in support of the nomination.
- e) Two additional letters of support.

Applications may include additional materials (no more than 10 pages total), such as description of specific institutional policies outlining diversity opportunities provided or barriers overcome, as well as documentation of other awards received. Complete applications **MUST BE COLLATED INTO A DIGITAL FILE** and sent as an email attachment to Dr. Deb Aikat (University of North Carolina at Chapel Hill) at da@unc.edu. Mention "AEJMC-Diversity" in the subject line of your email submission. Only emailed applications will be accepted. Incomplete applications will not be considered. Late applications will be included in the 2015 competition.

Previous applicants for the 2013 Equity & Diversity Award will be reconsidered in 2014 and are welcome to update their applications, if they wish, by sending an updated EDA Demographics Form plus a narrative (no more than two pages double-spaced) indicating any significant changes or achievements since the previous application; or submit a revised application altogether.

AEJMC Seeks Proposals for Knight Bridge Grants

AEJMC is again 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 two 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.U.s, Ushahidi, Selectricity, Politiwidgets, FeedBrewer and SnagFilms. To see these and other project products, visit Knightapps.org. Applicants should check to make sure that the platform/software they wish to use is still active.

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.
- 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 stipends 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) Saturday, Feb. 1, 2014, via email to AEJMCnews@aol.com.
- Grant recipients will be expected to report on their new applications during the 2014 AEJMC Conference in Montreal. (AEJMC will provide each selected project with an additional \$500 in travel assistance to attend that conference.)
- The final report and accounting of the grant funds are due Feb. 1, 2015. (Funds not used must be returned to AEJMC.)
- Questions? Contact Jennifer McGill, AEJMC executive director, at AEJMC HQ@aol.com or 803-798-0271.