ASJMC
Administrator
The Newsletter of the Association of Schools of Journalism and Mass Communication | October 2005

ASJMC 2006 Workshop in Chicago

ASJMC will gather in Chicago for its next winter workshop February 3 and 4. The day-and-a-half workshop, starting at 1:30 p.m. Friday, Feb. 3, will have a three-prong focus:

• **Meet the J-Foundations** — several journalism and mass communication foundation presidents and program officers will discuss their current initiatives and the type of proposals they are seeking. A wrap-up session on "How To Work with Foundations and Alums" will feature a panel discussing how to locate the right potential funder for your project and tips for selling your ideas.
• **New Accrediting Standards** — this panel will feature reports from several schools who had accrediting visits this fall, the first ones under the new revised standards. ACEJMC officers will also be speaking on efforts to create consistency within the site team visits.
• **Future of ASJMC** — a follow-up conversation will continue the discussion from the San Antonio convention on the mission of ASJMC. See more details on this effort in the ASJMC President's column on page 2.

The program should wrap up around 5 p.m. Saturday, Feb. 4. The William Randolph Hearst Journalism Awards Program will be hosting its annual dinner either Friday or Saturday evening.

ASJMC is again inviting program development officers to join us for the workshop. The development officers will have a separate track of sessions during the accreditation and ASJMC mission discussions, but will join with administrators for the Foundation segment of the program.

The workshop will be held at the InterContinental Chicago Hotel on North Michigan Avenue in downtown Chicago. Room rates are $145 single/double (plus taxes). The workshop fee will be $150 per person and includes a coffee break on Friday, and breakfast and lunch on Saturday.

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**

ASJMC Special Reminders

• *Return 2006 Gerald M. Sass Distinguished Service Award nomination forms to Loren Ghiglione by December 9.*

• *Nominations for the Scripps Journalism Teacher of the Year Award and Scripps Journalism Administrator of the Year Award are due to Scripps Howard Foundation by January 31, 2006. See the complete call under the "Breaking News" section of the ASJMC website at www.asjmc.org.*

A Note from the President

Pam Creedon

As written in 1991, the ASJMC Strategic Plan states that we are to provide leadership for excellence in journalism and mass communication education. Our mission states: "Leadership implies an affirmative, proactive, activist, influential, catalytic role in journalism and mass communication education."

In our recent membership survey, 79.1% of respondents said that ASJMC should take a more public role in the discussion. As I thought about our stated mission and the desire of our membership, the time seemed ripe for a more thorough discussion of our shared vision for our future role in journalism education.

At our business meeting in San Antonio, we began what I believe will be an extremely important dialogue about the future of ASJMC. During the discussion, members supported the idea of ASJMC playing a larger role in the discussion of journalism education. Yet, no one wanted to lose ASJMC's important role in helping administrators do their jobs more effectively.

Several members of the audience wondered what ASJMC would say IF it were part of the larger discussion. How would ASJMC formulate positions and disseminate them? Can ASJMC be a programming and an advocacy organization simultaneously?

Others wanted to know how to put ASJMC on the radar screen of outside groups, if we are to fulfill our stated leadership mission statement. Conversely, others said, if we choose not to fulfill the mission statement, we should change it.

Some members wondered why ASJMC, not individual members of ASJMC, was absent from large initiatives to address the future of journalism education such as the Carnegie/Knight Initiative, which now includes 10 universities. However, ASJMC is a member of the Council of National Journalism Organizations, founded in 1991, which includes RTNDA, SPJ, NLGJA, APME, ASNE and 37 other professional journalism groups. ASJMC also is participating in a new organization, Council of Communication Associations, which was founded in 1996.

Still another suggested that AEJMC, ACEJMC and ASJMC are a virtually indistinguishable alphabet soup to outsiders. Should ASJMC change its name so we are distinct among these organizations?

We need to consider our future and develop a shared vision for what ASJMC should be. I have appointed a Task Force to start the process and to make recommendations at the February meeting in Chicago about next steps. They are:

· Maria Marron, Central Michigan, chair;
· Jane Briggs-Bunting, Michigan State University;
· Cole Campbell, University of Nevada-Reno;
· Jeff Fruit, Kent State University;
· Pam Johnson, Western Kentucky University;
· Dianne Lynch, Ithaca College;
· Judy Turk, Virginia Commonwealth University.

I personally appreciate their willingness to help in this important discussion about the future direction of ASJMC. Please contact them directly if you have ideas for how we can remain a leadership organization in journalism and mass communication education.

ASJMC Website

Visit the ASJMC Website often. New content has been added and a new section "Breaking News" will be updated several times a month.

www.asjmc.org

Former ASJMC President Dies at 88

Warren Agee

Warren K. Agee, dean emeritus of the Grady College of Journalism and Mass Communication, died June 14, 2005, at St. Mary's Hospital in Athens. Agee was 88. He was president of the American Society of Journalism School Administrators in 1956.

Agee served as Grady's dean from 1969 to 1975 and was a leader in American journalism higher education. After resigning as dean in 1975, Agee returned to teaching, writing and research at Grady. Following his retirement in 1987, he continued to teach classes and write textbooks.

Agee started his career as a cub reporter at the *Fort Worth Star-Telegram* where he worked for 11 years. He then served as a World War II combat correspondent with the U.S. Coast Guard.

After earning master's and doctorate degrees from the University of Minnesota, Agee chaired the Department of Journalism at Texas Christian University, served as dean of the School of Journalism at West Virginia University and dean of the William Allen Mite School of Journalism at the University of Kansas. He also was national executive officer of the Society of Professional Journalists (SPJ) and associate editor of the society's magazine, *The Quill*.

In 1973 Agee was awarded the Wells Key, the highest honor accorded a member of the Society of Professional Journalists, and was given the society's Distinguished Teaching in Journalism Award in 1987. In 2001 AEJMC honored Agee with the Distinguished Leadership Award. In 2004 Agee was named one of the first inductees to the Alumni Hall of Fame at Texas Christian University.

Agee is survived by his wife, Edda; two daughters, Kim Kendall of Austin, Texas and Robyn Ansley of Athens; and three grandchildren, Kelly Stimnert of Atlanta and Claire and Adam Ansley of Athens.

ASJMC 2005-06 Committees

ACEJMC REPRESENTATIVES: Judy VanSlyke Turk, Virginia Commonwealth (2006)(chair); Beth E. Barnes, Kentucky (2008); Terry Hynes, Florida (2008); Dean Mills, Missouri (2007); John Pavlik, Rutgers (2007); Shirley Staples Carter, South Carolina (2006).

PUBLICATION COMMITTEE: Beth E. Barnes, Kentucky (2008)(chair); Edward "Jay" Friedlander, South Florida (2006); Tim Gleason, Oregon (2006); Pam McAllister Johnson, Western Kentucky (2007); Carol J. Pardun, Middle Tennessee State (2008); Paul Voakes, Colorado at Boulder (2007).

NOMINATING COMMITTEE: Russell Shain, Arkansas State (chair); William "Bill" Click, Winthrop; Kingsley Harbor, Jacksonville State; Lillian Lodge Kopenhaver, Florida International; Marilyn Weaver, Ball State.

2005/06 ASJMC Executive Committee

PRESIDENT
Pamela J. Creedon, University of Iowa

PRESIDENT-ELECT
Loren Ghiglione, Northwestern University

VICE PRESIDENT
Thomas Kunkel, University of Maryland

PAST PRESIDENT
Russell Shain, Arkansas State University

EXECUTIVE COMMITTEE REPRESENTATIVES
Ron Yates (2008), University of Illinois
James Stewart (2007), Nicholls State University
Patsy Watkins (2006), University of Arkansas

ACEJMC REPRESENTATIVES CHAIR
Judy VanSlyke Turk, Virginia Commonwealth Univ.

PUBLICATION COMMITTEE CHAIR
Beth Barnes, University of Kentucky

AEJMC PRESIDENT
Sharon Dunwoody, Univ. of Wisconsin-Madison

BCCA REPRESENTATIVE • *TBA*

EXECUTIVE DIRECTOR
Jennifer McGill, ASJMC Central Office

2005 Sass Award Remarks

By Karen Brown Dunlap
President, The Poynter Institute

Karen Brown Dunlap

Dunlap received the 2005 Gerald M. Sass Award for Distinguished Service to Journalism and Mass Communication on Aug. 11 in San Antonio. This is an edited version of her acceptance speech.

Thank you for this award. I'm honored. To have been selected by colleagues for this outstanding award is something special. I'm very pleased to accept an award that bears the name of Gerald Sass. I remember meeting him years ago. I was impressed with his attitude and his special work. And delighted to be associated with him through this award.

I have to say that I'm struck that this is a lifetime achievement award.
"Lifetime" means you've been here a while.
"Achievement" suggests that you focus on how you've used those years. It's also a reminder that someone is watching.

I've thought a lot about life.
You get up morning after morning, jump out and commune with everyone else in traffic.
Your "Things to Do" list seems to keep you busy 24/7/365 days a year, and yet things get done. Small victories lead to the achievement of bigger goals.
Write a few paragraphs a day and one day the book is finished.
You look up and the child that was on your lap is now the parent of the child on your lap.
Students who seemed eternally lost become peers and valuable colleagues.
Memories from your past seem like ancient history—like reading hot type.
(How many of you know what I'm talking about in reading hot type?)
I had a flash back to teaching about something new and big coming along in media.
It would change society.
That big technological change was something called Cable TV.
Days pass into weeks.
You lose a pound one month, and gain two the next.
Over time it all adds up to a lifetime.

I've had bumps, but I've been blessed.
I thank God for the past 54 years, and I thank you for causing me to hit pause and reflect on my life.
And I look ahead.

When I look at the title: Gerald M. Sass Distinguished Service to Journalism and Mass Communication Award, the word that draws me is journalism.

Over a year ago, a large letter "J" dominated a portion of the space across from my office at Poynter. I think it was left over from the retirement party for my predecessor, Jim Naughton. All the other decorations were put to rest, but the J lingered on. At some point, Vice President Roy Peter Clark awarded it to a new employee, J. Paige West, a talented producer for NewsU. Maybe she thought of it as part of her rookie hazing, because she kept this 3- to 4-foot letter on her desk until she moved to a nearby office.

It is appropriate to have a big "J" at Poynter, because Poynter is all about journalism. These days I'm concerned about journalism, as are many of you. One of the most important commitments for journalism and mass communicators as another school year begins is to support the value and values of journalism. We need to make the case that journalism matters.

Public confidence in news media has declined, according to surveys and audience measures. My mind is not on audiences. It's on owners and senior executives, on newsroom journalists, and even on our role as journalism and mass communication educators.

Some owners assign their news operations about as much value as bread on a grocery store shelf. They measure success by the numbers. Instead of counting inventory, the measure is quarterly profits.

When numbers are down, they change the wrapping, the design or format. They change the price. They cross-promote with the other products, combining news and entertainment as easily as putting bread near the meat in a store. They move things around on shelves in a grocery. In the case of media, they move people. They cut deliveries in certain areas that don't seem profitable. Some owners see news operations as just another product in a big store.

That's a long way from Nelson Poynter's concept that "ownership, or participation in ownership, of a publication or broadcasting property is a sacred trust and a great privilege." Poynter was publisher of the *St. Petersburg Times* and founder of the Poynter Institute. He believed news operations should be sound businesses producing reasonable profits. He believed in quality journalism. He saw profits as necessary to produce exceptional journalism. Now it seems the goal is marginal work on the way to producing large returns. Poynter believed in the value of independent news organizations, free from both external forces and internal pressures. He believed in the value of serving a community. That requires a long-term investment and focus to build the needed connection with citizens.

You know bread doesn't have to connect with other items in the store, but a news organization needs to connect in its community. With all due respect to bakers, the content of bread is only important up to a point. It should be tasty and do no harm. After that, it's just white bread. The content of news reports matters a lot.

In turning back the clock to Nelson Poynter, I'm not longing for some imagined good old days. History shows that through the years many owners only cared about profits. And I'm not painting all media leaders today with one stroke. Many owners, publishers, general managers and other senior executives uphold sound values in difficult times. They are upholding a special trust, and we should help them in our teaching and in addressing the public on the role of media. We can help build an understanding of the value of news and the values that journalists uphold.

I'm also concerned about journalists. In its 30th year, Poynter continues to draw journalists and media leaders, but something is different now. As we debrief after programs, Poynter faculty note a growing number of participants who talk of getting out of this business. They are worn from budget cuts and demoralized by messages that say what they do doesn't matter. They came to journalism to make a difference, but now they produce unsatisfying reports: unsatisfying to the public and to the journalists who produce them.

Let's face it. A good bit of daily journalism needs to be better. Many organizations offer a muddled definition of news with stories that repetitively report on topics of little importance. Too many stories show inadequate reporting. Too many stories are unclear and not compelling.

Why does this happen? Newsroom journalists will tell you that they don't know enough about complex topics. They don't have opportunities for professional development and they don't have enough time to do a good job. In short, they don't have the support to produce exceptional journalism.

Colleges and universities have a role in encouraging training. They can help individuals improve by coaching and devising study plans, including readings and online courses such as those on NewsU. They can offer group development through workshops and special programs. They can provide longer training through courses and partnerships with training organizations such as Poynter.

Educators can also point out avenues of hope. Two recent deaths offer lessons on improving journalism. ABC anchor Peter Jennings' death was part of the changing of the guard at television's evening news. As you watch the work of Rather, Brokaw and Jennings, you sense that they understood news; they covered tough stories, and knew how to report clearly and compellingly. We find models for journalists today.

In the death of John H. Johnson, founder of *Ebony* magazine, we find lessons from an entrepreneur who understood how to connect a community. His community was African-Americans, and in the 1940s he built readership of *Ebony*. Studies probably would have said blacks didn't have the interest, literacy rate or income level at that time to support

continued on page 6

the magazine, but Johnson found success. His publication allowed people to see themselves and their aspirations in the coverage. That's something news organizations could learn about today.

Another reason to celebrate is the courage and competence displayed by thousands of journalists each day. Yes, a lot of journalism needs to be improved; but there are journalistic jewels all over each day. Just look at award-winning journalism from television, online, radio and newspaper examples. Poynter publishes works by the winners of the American Society of Newspaper Editors' Distinguished Writing Awards annually. In the 2005 edition of "Best Newspaper Writing," you read about:

- *The Washington Post*'s coverage of the southeast Asian tsunami, including reports by a bureau chief in the area, a reporter on vacation in the area and photojournalists who capture the scenes and see death all about them;
- A *New York Times* reporter who traveled with Marines in Iraq;
- A former *St. Petersburg Times* reporter who followed a very modern East Indian college student for three years as the young woman made decisions about the tradition of arranged marriages;
- A columnist for the *Sarasota Herald-Tribune,* who has Lou Gehrig's disease, who wrote about trying to communicate with his family. When the family dog sleeps on a sofa, he says "smack the dog." They debate whether he's saying "Magna Carta" or "Madagascar";
- A *Washington Post* photojournalist who created a visual narrative of a former delinquent making the choices that lead to his high school graduation;
- An *L.A. Times* photojournalist who captured a woman who had a hysterectomy to prevent the spread of cancer, only to learn the doctor was wrong. She didn't have cancer;
- An editorial writer at the *Arkansas Democrat-Gazette* who led by asking what nicknames fathers might have called three teenage girls killed in a car accident, an accident that might have been prevented if officials had responded to repeated requests for a better traffic signal at a dangerous intersection;
- An obituary writer at *The* (Cleveland) *Plain Dealer* who brings citizens to life through her writing of their obits. Here's an example of how one begins:

> The retired parish housekeeper, who died Aug. 2 at age 96, routinely walked around the dining table in the rectory, offering coffee to each priest.
>
> "Would Father like regular or decaf?" the 4-foot-something Werfel asked them one by one.
>
> Regardless of the priests' individual preferences, she filled all their cups with coffee from the same pot. The coffee drinkers silently accepted what they got, as though Werfel really could turn regular coffee into decaffeinated, much the way that the biblical Jesus turned water into wine.

Outstanding journalism appears in stories from near and far places; in once-in-a-life events and everyday occurrences; in large news organizations and small ones; on television, radio, newspaper and online.

We need to remind the public and journalists of examples of greatness every day. A quality news report forms the glue that holds a community together. It keeps a community in conversation with itself when so many forces would pull it apart. It helps us understand the things that matter and act responsibly as citizens.

If journalism falters, democracy is in danger.

I have another concern. I'm concerned about our role as educators in supporting the value and values of journalism.

In our role of critiquing journalism, it's easy to focus on lapses and forget to celebrate what's working; in informing students about the future of news media, we can linger on predictions of the demise of news and forget to ground them in the mission of journalists. The mission is helping citizens in a

democracy. It is through developing a personal mission that journalists can find fulfillment.

We can devote so much attention to the latest technology, trying to be sure that we keep up, that we skimp on the basics of craft, basics that will transcend media platforms; we can get so dangled up in administration and curriculum and activities, and forget about the "J."

ASJMC is experiencing an unusual number of changes in deans and other unit leaders. Leadership changes often mean program changes. In all the changes, I hope we don't forget the "J."

The Gerald M. Sass Distinguished Service to Journalism and Mass Communication Award reminds me of journalism, my professional passion since the seventh grade, but it stirs two other thoughts. I'll mention them quickly. The award stirs memories of Gerald Sass, a man who cared about those who needed a boost.

I was a young faculty member at Tennessee State University when I attended a meeting for Historically Black Colleges at the Freedom Forum and met Gerald Sass. After the meeting, a circle surrounded Gerald Sass. I stood there looking at the tall, calm gentleman; and I thought of his work reaching out to others. He was involved in helping those who needed a boost.

That was something I could understand. I was blessed to have wonderful parents, parents who appreciated education. Charles and Mary Fitzgerald both had master's degrees, but they weren't wealthy or even middle-class. My father regularly told his two daughters, "You girls need to go to college; and you need to earn a scholarship."

I'm grateful for those who helped me. When I finished high school, Delta Sigma Theta Sorority gave me a scholarship. The *Nashville Banner* gave me a summer job. Michigan State University provided a package to help: a journalism scholarship, a work/study job that let me work at the radio station and at the student newspaper, *The State News,* and a student loan.

Years later, Tennessee State University offered a graduate assistantship that allowed me to become a teacher. Later, they provided a grant to assist my doctoral study, and the University of Tennessee provided a Bickel Fellowship.

I'm grateful for those who provided a way for me, and I hope paths are still available. University costs are rising. Sometimes it seems concern is diminishing for those who aren't the top tier of students. Some students can't throw down a credit card to register; some struggle with costs even when they have financial aid. Some need to know that college is an option. Many need the creative efforts of a university to open doors. The task can be messy, but it is worthwhile. I hope we all help those who need a boost.

Finally, this award speaks of Distinguished Service. As teachers we are in the service business. Let us recommit to another year of distinguished service.

Elnora Martin was the seventh grade teacher who said I'd become a journalist. She said it casually because I had impressed her in a word game. She did what so many teachers do well: they name the calling in a student's heart.

Dr. Jamye Williams was chair of the Delta Sigma Theta Sorority Scholarship Committee that gave me an award as I finished high school. She was also head of the Department of Communication at Tennessee State University. When I started my freshmen year at Michigan State, I wrote a note to her, and we're still communicating. Over the years, she became head of my master's study at TSU and she hired me to teach. She and her husband, Dr. MacDonald Williams, became my mentors and were a major reason that I undertook study for the doctorate. Outside of my parents, they have been a major force in my life. Great teachers can turn your life around.

Stan Soffin was a very junior faculty member at Michigan State when I took his scholastic journalism class. His casual, upbeat manner made me feel included. Many of our students don't feel included. They feel that they are tolerated, maybe even accepted, but not included.

Philip Korth was a history teacher at MSU who directed an independent study that I sought on the

continued on page 8

2005 Sass Award Remarks continued

Harlem Renaissance. I thought I knew more about the Harlem Renaissance than he did but he knew a lot more about the library than I. He'd give me an assignment and I'd come back excited by what I had learned. Then he'd share in my excitement. Good teachers learn with their students. This was the best class of my formal education. I accepted science, history and other classes intellectually; my spirit soared in my journalism classes; but the study of the Harlem Renaissance touched my soul.

George Everett was my advisor at the University of Tennessee and the one who encouraged me when some didn't think I could make it. He wasn't flashy, but he was a steady, good guide. He made a difference when I needed it.

When I taught at the University of South Florida, I was surprised to receive a teaching award. It was a reminder that teaching matters.

I have been surrounded by distinguished teachers, and journalism and mass communication programs are full of distinguished teachers. Another school year is beginning. I encourage you to:

- Look for new ways to support the value and values of journalism
- Find ways to help students who need a boost
- And look ahead to a year of even greater service

And by the way, there's a big "J" in my school. I hope there's a big "J" in yours.

Preview Forum

Privacy, Security and Community Concerns

"Preview Forum" is a national media and dialogue initiative that brings together news professionals, leaders, and citizens in local forums to discuss social issues relevant to the community.

This fall, Preview Forum features excerpts from recent and forthcoming videos to focus on who has access to what information. Four years after 9/11, four years after the Patriot Act, and several years into a data-industry revolution, have we found the right balance among security, privacy and freedom of information? And how can journalists help our communities better understand the tradeoffs?

The project will provide FREE RESOURCES (including videos, topic guides, publicity materials, and more) to organizations and schools. The materials feature excerpts from:
NO PLACE TO HIDE — Explores the unprecedented marriage between the revolution of private data collection and the government's vastly expanded surveillance authorities in the wake of September 11. **Produced by PJ Productions and the Center for Investigative Reporting**
THE DAILY SHOW — So You're living in a Police State — A satirical look at the tradeoffs between security and privacy. **Produced by Jon Stewart and Ben Karlin**
FRONTLINE — The Persuaders — Annually, marketers spend billions convincing us what to buy and whom to trust. The Persuaders reveals how advertisers—and politicians—are using the latest database technology to better persuade targeted audiences. **Produced by Frontline/WGBH**
DEMOCRACY ON DEADLINE — The Global Struggle for an Independent Press — Go on the investigative beat with a *New York Daily News* reporter as he investigates a judge with a potential conflict of interest. **Produced by Lumiere Productions**

Information: contact Julia John at jjohn@roundtablemedia.com or 781-893-3336 x24. Visit the Web site at www.previewforum.com. *The Preview Forum project is funded entirely by the Ford Foundation and is not a commercial venture.*