



# ASJMC

## Administrator

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

## ASJMC Workshop to Convene in New Orleans

AEJMC will gather in New Orleans for its next winter workshop Feb. 22 and 23. The day-and-a-half workshop will focus on Administrative Issues. Tentative session topics are listed below. We are again inviting development officers to join us for the workshop.

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. 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](http://www.asjmc.org)

### *Friday, Feb. 22*

**10:30 a.m. – Noon** — Optional Accreditation Workshop

**1:30 – 5:30 p.m.** (Administrators) — “Diversifying our faculties”

**1:30 – 5:30 p.m.** (Development directors) — “Building relationships and other development concerns”

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

### *Saturday, Feb. 23*

**8 – 10 a.m.** — ASJMC Session: “Scholastic Journalism”

**8 – 10 a.m.** — Development Session

**10 a.m. – 12 noon** — ASJMC and Development Joint Session: “Beyond Foundation Support: Success Strategies for Grants, Contracts and Individual Gifts”

**12 – 2:30 p.m.** — ASJMC and Development

Lunch and Program: “New Media, New Methods: Advertising, PR and News Coverage in the 2008 Presidential Election Campaigns”

**3 – 4:30 p.m.** — “Administration 2.0: Increasing Your Effectiveness as an Administrator”

**3 – 4:30 p.m.** — “Development 2.0: Increasing Your Effectiveness as a Development Officer”

### **James Stewart appointed editor of *ASJMC Insights***

The ASJMC Executive Committee is pleased to announce the appointment of James Stewart of Nicholls State University as the next editor of *ASJMC Insights*. Stewart’s term as editor will run from Jan. 1, 2008, to Dec. 31, 2010.



Stewart is head of the Mass Communication Department at Nicholls State University in Thibodaux, LA. He joined the Nicholls faculty in 1990 and became department head in 1997. He has served as the chair of the ASJMC small-program members for the past three years. He is currently president of the Southwest Education Council for Journalism and Mass Communication and adviser of the Nicholls State chapter of Kappa Tau Alpha.

Stewart has served as editor for local newspapers and magazines. A former sports reporter, he also served as public relations director and student publication adviser at a community college. He received his PhD from Southern Mississippi.

# A Note from the President

Several years ago I was nominated for vice president, and thus the leadership ladder, of this organization.

The other candidate in the race was my friend Loren Ghiglione, then dean at Northwestern's Medill School of Journalism.



**Thomas Kunkel**

I don't know whom Loren voted for, but I know I voted for *him*. And he would go on to demonstrate what a well-judged decision that was. Loren just finished his presidency, one characterized not only by an unusual level of activity but the kind of initiatives that are helping move ASJMC confidently toward its future.

As his next in line (I managed to prevail when renominated the following year), I watched Loren's tenure quite closely, and indeed in his planning and actions he went out of his way to include both me and the person who will succeed *me* in 2008, Judy VanSlyke Turk of Virginia Commonwealth. That was to help ensure a continuity of organizational priorities, which is perhaps the single largest drawback to the leadership-ladder format.

One of Loren's goals was to promote more international involvement, and he led a substantive ASJMC delegation to the World Journalism Education Congress in Singapore, where American administrators presented a number of packed workshops and made invaluable contacts. He also helped lay the groundwork for another Congress within the next several years.

As a way of continuing that international momentum, there's an excellent chance we'll have the ASJMC winter meeting of early 2009 in Mexico City. That would mark the first time in nearly a decade that we've held our workshop in an international venue. As you may recall, we recently conducted an informal poll about the prospect of a Mexico-based conference and the replies were overwhelmingly positive. We'll know soon if that's the plan, and if so I really hope you'll be able to join us.

Loren also wanted to explore the role of JMC programs within the evolving university environment. Toward that end he convened a remarkable roundtable of university presidents, chancellors and provosts last spring in Chicago. I found what the presidents had to say about our programs not only reassuring but even inspiring. That was especially the case when they discussed the special role JMC programs must play in ensuring we hold fast to our democratic values in a media-saturated society.

We have plans to do another presidential roundtable, probably in late 2008, and with a focus on JMC and diversity. (For a summary and transcript of the 2007 conference, go to our web site at <http://asjmc.org> and click on the "What's New?" section.)

Speaking of which, the Committee on Diversity under Chair Paul Parsons has been doing great work in trying to pull together firm data on diversity in JMC faculty as well as getting a sense of "best practices" from unit diversity plans. I have asked Paul and his group to stay with this crucial work.

Indeed, as you might have guessed, I intend to stay with all the major priorities I've inherited. In addition to their specific merits, they all move us closer to another organizational priority—carving out a genuine leadership role in the media universe.

They are also consistent with the needs that were evident in the modest Web survey of ASJMC members that I conducted in advance of my presidency. As you may know, that study reinforced the desperate need to cultivate more women and colleagues of color for JMC leadership roles. The wonderful JLID program has made a dent in the problem, but the problem is such that a mere dent is nothing like a sufficient repair. (For more details on the survey findings, see the upcoming Fall 2007 issue of *ASJMC Insights*.)

The survey also ratified the feeling we all have that we're spending more time than ever fund-raising, and yes, that's largely because we *have* to. It went into some detail about the pressures to hire Ph.D.s when there is such a crying need for practitioners, especially those who can teach digital journalism.

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## ASJMC 2007/08 Committees

### ASJMC Publications Committee

Bob Lochte (Chair), Murray State; Beth Barnes, Kentucky; Carol Pardun, Middle Tennessee State; Tom Hodson, Ohio; Bradley Hamm, Indiana; Loraine Branham, Texas-Austin

### ASJMC Committee on Diversity

Paul Parsons (Chair), Elon; Sherlynn H. Byrd, Alcorn State; Brad Hamm, Indiana; JoAnn Lee, William Paterson; Arlene M. Morgan, Columbia; Susan Zavoina, North Texas

### ASJMC Secondary Education Committee

Lillian Lodge Kopenhaver (Chair), Florida International; Chris Callahan, Arizona State; Shirley Carter, South Carolina; Karen Flowers (ex-officio), South Carolina; Tom Hodson, Ohio; Peggy Kurh, Montana; Steve O'Donoghue (ex-officio), California Scholastic Journalism Initiative; Linda Putney (ex-officio), Kansas State; Birgit Wassmuth, Kennesaw State; Patsy Watkins, Arkansas

### ASJMC Administrative Affairs Committee

Marilyn Weaver (Chair), Ball State; Lorraine Branham, Texas-Austin; William "Bill" Click, Winthrop; Kingsley Harbor, Jacksonville State; Jerry Hudson, Texas Tech; Pam Kalbfleisch, North Dakota; Kit Rushing, Tennessee-Chattanooga; Orly Shachar, Iona College; Russ Shain, Arkansas State

### Task Force on the Future of ASJMC

Bradley J. Hamm (Chair), Indiana; Douglas Anderson, Pennsylvania State; Anne Brill, Kansas; Richard Cole, North Carolina; David Donnelly, Quinnipiac; Jean Folkerts, North Carolina; Joe Foote, Oklahoma; Norma Green, Columbia College-Chicago; Peter Gross, Tennessee; Pam McAllister Johnson, Western Kentucky; Lillian Lodge Kopenhaver, Florida International; Thomas Kunkel, Maryland; Maria Marron, Central Michigan; Marguerite Moritz, Colorado; R. Dean Mills, Missouri; Paul Parsons, Elon; Brian Richardson, Washington & Lee; Klaus Schoenbach, Amsterdam; Kenneth Starck, Zayed University; Leonard Teel, Georgia State; Judy VanSlyke Turk, Virginia Commonwealth; James Whitfield, Hawaii Pacific; Jennifer McGill, AEJMC

## A Note from the President

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And it has examples of how some of us are putting those digital formats and ideas into our curricula.

Needless to say, there is no shortage of issues to occupy a president, quite aside one who's a lame duck from the minute he takes over. And I haven't even gotten into other of my pet concerns, such as helping sustain the ethic of public-affairs journalism in a time when dramatic change is threatening it.

ASJMC might be considered a kind of media think tank, a collection of talented individuals with enough intellectual candlepower to illuminate the most difficult of these challenges before us.

In my time as your president, I will do my best—as Loren did his best—to work with all of you in harnessing that candlepower.

### ASJMC 2007/08 Executive Committee

#### ASJMC President

Thomas Kunkel, University of Maryland

#### ASJMC President-elect

Judy VanSlyke Turk, Virginia Commonwealth University

#### ASJMC Vice-president

Maria Marron, Central Michigan University

#### ASJMC Past President

Loren Ghiglione, Northwestern University

#### Executive Committee Representatives

Patrick Sutherland, Bethany College  
Patsy Watkins, University of Arkansas  
Ronald Yates, University of Illinois

#### ACEJMC Representatives Chair

Tim Gleason, University of Oregon

#### Publication Committee Chair

Bob Lochte, Murray State University

#### AEJMC President

Charles Self, University of Oklahoma

#### BCCA Representative

Jan Dates, Howard University

#### ASJMC Executive Director

Jennifer McGill

# Declaration of Principles of Journalism Education

World Journalism Education Congress • Singapore, June 2007



We, the undersigned representatives of professional journalism education associations, share a concern and common understanding about the nature, role, importance, and future of journalism education worldwide. We are unanimous that journalism education provides the foundation as theory, research, and training for the effective and responsible practice of journalism. Journalism education is defined in different ways. At the core is the study of all types of journalism.

Journalism should serve the public in many important ways, but it can only do so if its practitioners have mastered an increasingly complex body of knowledge and specialized skills. Above all, to be a responsible journalist must involve an informed ethical commitment to the public. This commitment must include an understanding of and deep appreciation for the role that journalism plays in the formation, enhancement and perpetuation of an informed society.

We are pledged to work together to strengthen journalism education and increase its value to students, employers and the public. In doing this we are guided by the following principles:

1. At the heart of journalism education is a balance of conceptual, philosophical and skills-based content. While it is also interdisciplinary, journalism education is an academic field in its own right with a distinctive body of knowledge and theory.
2. Journalism is a field appropriate for university study from undergraduate to postgraduate levels. Journalism programs offer a full range of academic degrees including bachelors, masters and Doctor of Philosophy degrees as well as certificate, specialized and mid-career training.
3. Journalism educators should be a blend of academics and practitioners; it is important that educators have experience working as journalists.
4. Journalism curriculum includes a variety of skills courses and the study of journalism ethics, history, media structures/institutions at national and international levels, critical analysis of media content and

journalism as a profession. It includes coursework on the social, political and cultural role of media in society and sometimes includes coursework dealing with media management and economics. In some countries, journalism education includes allied fields like public relations, advertising, and broadcast production.

5. Journalism educators have an important outreach mission to promote media literacy among the public generally and within their academic institutions specifically.
6. Journalism program graduates should be prepared to work as highly informed, strongly committed practitioners who have high ethical principles and are able to fulfill the public interest obligations that are central to their work.
7. Most undergraduate and many masters programs in journalism have a strong vocational orientation. In these programs experiential learning, provided by classroom laboratories and on-the-job internships, is a key component.
8. Journalism educators should maintain strong links to media industries. They should critically reflect on industry practices and offer advice to industry based on this reflection.
9. Journalism is a technologically intensive field. Practitioners will need to master a variety of computer-based tools. Where practical, journalism education provides an orientation to these tools.
10. Journalism is a global endeavor; journalism students should learn that despite political and cultural differences, they share important values and professional goals with peers in other nations. Where practical, journalism education provides students with first-hand experience of the way that journalism is practiced in other nations.
11. Journalism educators have an obligation to collaborate with colleagues worldwide to provide assistance and support so that journalism education can gain strength as an academic discipline and play a more effective role in helping journalism to reach its full potential.

# Acceptance Speech by Mark Goodman, 2007 Sass Distinguished Service Award Recipient

*Acceptance Speech by Mark Goodman, Executive Director, Student Press Law Center on August 10, 2007 in Washington, DC during the ASJMC 2007 Gerald M. Sass Distinguished Service Award presentation.*

Thank you, Tom, for those kind words. And my sincere thanks to the ASJMC for this much-appreciated recognition. But I have to tell you, when I heard the news, I was a bit perplexed: Judy Clabes, Jerry Ceppos, Hodding Carter ... and me? Are there some hanging chads somewhere?

The beauty of doing something for 22 years (and being about the only person in the world who does it – that is running an organization that defends student press freedom) is that people assume that you're good at it. So thank you for concluding my longevity reflects accomplishment!

But seriously, I am very touched by this and just so honored to be in the company of the other fine recipients of this award. And it has very special meaning to be receiving an award with the name of Gerald Sass on it. What many of you in this room probably don't know is that there was a time, back in the early 1980s, when the SPLC came this close to being no more because we had no money. Some dedicated board members and a handful of scholastic and collegiate press organizations emptied their pockets to give the organization enough to survive for a few more months. But that generosity would only have delayed the inevitable if it hadn't been for Jerry Sass and the then-Gannett Foundation. For several years, the Gannett Foundation provided virtually the only foundation support the SPLC received and that was because Jerry Sass was our strongest advocate.

Today, thanks to a challenge grant from the Knight Foundation and the generosity of many individuals, corporations and foundations represented in this room, the SPLC has an endowment of almost \$2.5 million. Can you believe that Jerry? (Remember when you told me, "diversify, diversify!") Well I'll tell you all, we would never have reached this level of security if it hadn't been

for this single man, who was way ahead of his time. Thank you, Jerry.

I've been very, very lucky to be associated with an organization these last two decades that I love so much. This award is really about the work of the Student Press Law Center, which I've had the honor to represent, and the Center's ongoing efforts to make the promise of the First Amendment a reality for young Americans.

For so many years, the high school and college journalists our organization serves didn't get much respect. Their battles to overcome censorship when they attempted to cover important but controversial issues or to get access to public records that revealed the less appealing side of academic institutions were often ignored by their professional counterparts or disregarded as "play journalism."

But with the help of groups like AEJMC and some of the schools represented in this room, that attitude has begun to change. More and more working journalists and concerned citizens have begun to ask the question that the SPLC has been raising since 1974. How can we expect the next generation of citizens to be defenders of free expression and a free press when their experiences in school teach them to disregard such values?

What do you say to that high school journalist who's been told she can't publish a story about what it's like to be a gay teen in America today? Or to the student who's editorial against gay marriage is banned because it might offend someone?

What lessons do college journalists learn when they see their adviser fired because the newspaper published a letter to the editor critical of a coach or because a journalism school director decided the paper didn't have enough coverage of "diversity" issues without explaining why his definition of "diverse" was the one that mattered or why the adviser should be held responsible for content decisions student editors make in the first place?

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This reality (and I've just described a tiny but very real portion of our recent life at the SPLC) is warping the way young people perceive press freedom. I'm sure many of you heard about the Knight Foundation study reported over the last two years regarding high school students' knowledge of and attitudes towards the First Amendment. Only 51 percent of the more than 100,000 students surveyed believed that community newspapers should be allowed to publish freely without government approval of their stories. How can we expect anything different when for many, their experiences of press freedom are more reminiscent of life in pre-war Iraq than the U. S. of A.?

Over 2,500 student journalists and media advisers contact the SPLC for help each year, and about 60,000 visit our Web site each month. We try to teach them both their rights and responsibilities and how to stand up for the right of everyone to have their voice heard.

And I have to be honest: it is a real challenge to give young people, let alone their dedicated and put-upon advisers, hope given the legal landscape of the day. It's easy to joke about the Supreme Court's recent decision in what's become known as the "Bong Hits 4 Jesus" case. Although the Court ultimately only concluded in *Morse v. Frederick* that high school student speech advocating illegal drug use during a school activity was punishable (in this case, a banner held up during the passing of the Olympic torch relay), when you read the Court's multiple opinions you realize how fragile any First Amendment protection of student expression remains. Three justices, including the chief justice, took a position that would have allowed much greater restrictions of independent student speech even when there was no evidence of disruption. And one justice, Clarence Thomas, said he rejected the idea that the First Amendment protected student rights in school altogether and wanted to overrule the Supreme Court's 1969 *Tinker* decision.

It's easy for some to dismiss decisions like this as just about "kids," minors who aren't deserving of rights even vaguely approaching those of adults. All they need to do is wait until college; then they'll get a taste of what the First Amendment is all about.

Well don't presume that's the case. A growing number of judges and courts are almost as antagonistic to First Amendment protections for college students as they are to those in high school. Only a few short years ago, the U.S. Court of Appeals for the Seventh Circuit

in Illinois ruled in the case *Hosty v. Carter* that a college dean requiring prior approval of a student newspaper was constitutionally permissible unless the students could prove the school had explicitly designated the publication a "public forum."

And just last month, a judge on the U.S. Court of Appeals for the Second Circuit in New York wrote one of the most appalling opinions I've ever seen. Lucky for us, it was in dissent. The case, *Husain v. Springer*, arose after a public college student newspaper editorially endorsed candidates for student government. When the opposing candidates got upset, the college president voided the election results. The student newspaper's editors sued, saying that punitive action taken in response to their editorial had both the intention and affect of chilling the speech of the student newspaper and any future editorial endorsements. Two judges agreed with the students, but Chief Judge Dennis Jacobs said in dissent, "this is not a case that should occupy the mind of a person who has anything consequential to do. ... This is a case about nothing."

Would a judge say that same thing if the election at issue was one for city council and the publication a community newspaper? I can't imagine it. But I would never have imagined this opinion about a college newspaper 20 years ago.

If history has taught us anything about the protection of our rights it is that all are connected. For every curtailment, every limitation of the free expression rights of young people, the First Amendment protections of other Americans, including the journalists you're working so hard to produce, are that much more vulnerable.

And our shared values of editorial independence, commitment to the truth and serving as a watchdog of those in power *will not* survive if we produce a generation of First Amendment illiterates.

But there are things all of us can do to create a different future. Do you know if the student newspaper at your local high school is being censored? (Do you even know if your local high school has a student newspaper?) Has your university offered any programs for high school journalism teachers or offered advice or support to help them traverse the minefield that their position forces them into? Have you *really* supported

your faculty or staff who engage in that effort? Have you called or written your state legislators, urging their support of a student free expression bill (which over 30 states have considered seven have now made into law)? Have you spoken out when a college president or student government officer threatens a campus student news organization based on what they've published or broadcast even when you don't agree with the choices student editors have made? Have you, I'll ask in a shameless plug, contributed to the work of the Student Press Law Center? (Despite our endowment, almost 80 percent of our annual budget comes from gifts from people just like you.)

Not just your dollars, but it's your hearts and minds and voices that the student press needs so much.

I will tell you, in my 22 years at the Student Press Law Center, no censorship conflict has been more disappointing to me than what has happened at Kansas State University. An adviser, removed from his position based *in significant part*, according to the district court's findings of fact, on a "content analysis" of the newspaper conducted by the director of the school of journalism. In contesting the student editors' claim that this punitive action has an incredible and ongoing chilling effect on their work, the university argues it can never be a violation of student First Amendment rights to replace an adviser, even if that removal is based on the protected content decisions student editors have made.

Thanks to the spirited battle *against* the First Amendment Kansas State University has waged, the 10<sup>th</sup> Circuit Court of Appeals ruled just two weeks ago that once a student graduates, any First Amendment claim becomes moot. Now thanks to Kansas State University, every high school or college journalist in the six states of the 10<sup>th</sup> Circuit will be practically precluded from ever bringing a First Amendment claim to completion.

What an embarrassment to the good people who teach at that institution and the students who chose to attend it expecting so much more.

I have to ask, if we as journalism educators aren't willing to defend student press freedom, who will?

But when the world of student journalism seems

bleak and neither courts nor colleges are on our side, there are always reminders of how important it is that we keep fighting. And those usually come from the young people who inspire us every day.

One story I'll never forget: in 2000, a high school newspaper editor from Queens, N.Y., named Matthew called the SPLC with a problem. His school principal had just censored a story about the sorry state of the school's bathrooms. The students had reported that during many parts of the day there were only two bathrooms available to the entire 4,000-student population of the school because they couldn't get teachers to monitor them. As a result of overuse, the open bathrooms were filthy and the lines would wind out the doors. Many students had no choice but to "hold it" until a next class break or the end of the day because there just wasn't time to do their business. Using their excellent reporting skills, the students included as a source in their story a local public health official who commented on the health risks of not being able to empty your bladder when it was time to do so.

Matt's call to us began a negotiation with his school principal that eventually allowed the story to run, but in an edited version. For example, the students had to take out a quote the principal had given them in an interview in which she said that if there wasn't toilet paper in the bathrooms, students should bring it from home. (She never denied the accuracy of the quote; she just thought better of having it appear in print.)

Anyway, the story eventually ran, but the censorship battles continued and Matt struggled on, attempting to do his best as a journalist covering his school.

The following summer, I got a post card from Matt. He and his family had taken a family vacation here to Washington, D.C., visiting the tourist sites. But he said when he visited the national archives and saw the monuments and the Constitution, dim and under glass but very real, he realized something for the first time. It was about me, Matt wrote in his post card. The constitution is about me and people like me who deserve to have a voice.

And that's what it's all about.

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As I said before, I may be the face and name most often associated with the SPLC, but it takes a dedicated, hard-working staff and board of directors to make our work happen. To our current staff members Mike Hiestand, Adam Goldstein, Abbie Gibbs, Sam Wilder, and Michael Beder, and an ever-changing cast of wonderful interns as well as to our hard-working, committed and passionate board of directors (current and former), this award is, plain and simple, because of them.

We've had so many great allies over the years. I have to thank the Reporters Committee for Freedom of the Press, which has been our suite-mate and cohort in First Amendment fun since 1983 (we have an EXTREMELY competitive office Bake Off every summer) and to all of the AEJMC and ASJMC leaders who have made student media issues a priority. And thanks to our funders, those foundations, corporations and a lot of individual teachers and students, journalists and attorneys. And special thanks to every lawyer who agreed, at our request, to provide *pro bono* representation to a student journalist in need.

And finally, I have to thank the people who helped me find my way to the SPLC and allowed me to continue there for the last 22 years. To my amazing parents, who from rural Missouri taught me to stand up for what was right (and who at one point in my childhood subscribed to eight different newspapers, leaving me to conclude that journalism was important – and they were a little bit nuts), to people who've been my mentors and role-models including two former board members whose passing this year has been a great sadness:

Ball State journalism professor Louis Ingelhart, who defended student press freedom for over 50 years and David Adams, the Indiana University student media adviser whose joyous support for young people's voices took him around the world to speak and teach.

And, to the family of friends who still claim me even though I'm almost never around and always seem to be traveling to talk to another group of students or teachers, and to my partner, who in 16 years hasn't refused any of my many *pro bono* graphic design requests for the SPLC and both tolerates my frustration when the censors are out in force and gives me a loving home to return to.

And finally, a special thanks to my soon-to-be new family at Kent State University. As many of you know, I'm going to be leaving the SPLC this fall to become the first Knight Chair in Scholastic Journalism at Kent State. As sad as I'll be to walk out the door of the SPLC for the last time as executive director, I'm thrilled to be joining a faculty so committed to the education of young journalists. For those of you who know Jeff Fruit and Jim Gaudino, or the amazing whirlwind of activity that is Candace Perkins Bowen, you know that I'm blessed to be entering the alternative universe of academia with such allies.

Twenty-six years ago, when I was a college journalist, I learned what the First Amendment could mean to a young reporter. Thank you to ASJMC for demonstrating your belief, through this award, that student journalists today deserve the same opportunity.

## ASJMC Midwinter Meeting 2009

ASJMC is discussing an international location for its 2009 winter workshop. The Executive Committee is considering holding the workshop in Mexico City. Several members have contacts that would help us develop programming. The dates would likely be Jan. 29 to 31, 2009, a Thursday through Saturday.

The proposed meeting is in keeping with the charge to the Task Force on the Future of ASJMC by immediate past president Loren Ghiglione to expand the organization's international focus and outreach. This venue would provide ASJMC members an opportunity to coordinate the program with Mexican educators and media organizations.

We plan to continue this discussion via email this fall. Share your comments on this idea with Jennifer McGill at [aejmchq@aol.com](mailto:aejmchq@aol.com).