Will you help us grow ASJMC?

Thank you for your continued support of ASJMC – a non-profit, educational association composed of journalism and mass communication programs at the college/university level. We have member programs from across the world, programs that benefit from ASJMC's continual efforts to increase excellence and innovation in journalism and mass communication education.

The more programs that join ASJMC, the stronger it will be. So, won’t you take a moment and invite a fellow administrative colleague or two to apply for program membership?

Membership benefits include the following:

- yearly subscription to ASJMC Insights magazine, which features topics for administrators in JMC Education;
- subscription to ASJMC Administrator newsletter;
- online subscriptions to AEJMC journals: Journalism & Mass Communication Quarterly, Journalism & Mass Communication Educator, and the AEJMC News newsletter;
- exclusive invitations and access to the live “Call for Leadership” video conference series;
- discounts on AEJMC Conference Program advertising and exhibit booths; and
- access to an annual workshop that includes administrative and development sessions.

When asking other administrators to apply for program membership, please keep in mind the following:

- Membership applications are considered by.
Dear Colleagues,

Welcome to a new issue of ASJMC’s Administrator! Thank you for the opportunity to reach you before the holiday break and at the midpoint of the academic year, which I hope is going well so far.

It’s an honor for me to be serving as president of our association this year. As we emerge from two very unusual years and start living in a post-pandemic reality, I hope ASJMC can help you navigate a changed (and changing) academic world.

To that effect, the theme for our annual conference this year is re-engagement. As an administrator, I often hear about our stakeholders’ and communities’ need to feel connected again. As program and unit heads, we play a critical role in facilitating this re-engagement. Our hope is that the ASJMC Annual Winter Workshop, scheduled for February 15-17, 2023, in Charlotte, NC, will give us an opportunity to reconnect in person and discuss topics and strategies that will help us achieve our goals.

I sent a letter to many of you a couple of weeks ago reminding us of the benefits of our ASJMC membership. As you contemplate the future, I hope you give some thought to keeping (or renewing) your program’s ties with our organization. We also sent a letter to our colleagues at institutions that are not yet members of ASJMC or have been members in the past but got disconnected for different reasons.

If you have the opportunity, please consider reinforcing the point with those colleagues, and invite them to join us at the upcoming annual meeting in Charlotte, which I’m also hoping you will be able to attend. At the conference, we are hoping to discuss not only ways to engage and re-engage with our stakeholders, but also how ASJMC member programs may leverage data to help us reach our student and faculty recruitment goals. Please also consider joining us for our spring “Call for Leadership” Zoom calls, another ASJMC membership benefit.

Once again, I really appreciate your engagement with our organization. Please share your ideas, suggestions and comments with me, our staff, and our board of directors. We are always looking for ways to improve the ways in which we serve your needs and goals. I look forward to reconnecting with all of you, and hopefully seeing you in person in Charlotte in February!

Warm regards,

Raul Reis
ASJMC President
Dean, Hussman School of Journalism and Media
University of North Carolina at Chapel Hill
ASJMC Looks to Expand...

Continued from cover

ASJMC's Executive Committee within three months of the receipt of application. A school or department administrator from a U.S. program becomes a voting member of ASJMC immediately upon approval of the application by the ASJMC Executive Committee. ASJMC membership runs Oct. 1 through Sept. 30 and is billed annually.

• The unit must offer a recognizable degree program in journalism/mass communication, which has reasonable support in terms of a qualified faculty and adequate resources.

• The program must include a substantial number of courses clearly identifiable as journalism or (mass) communications courses. Such identity is usually reflected in the prefix of the catalog number of each course. More specific prefixes such as Advertising, Public Relations and TV-Radio are acceptable.

• The program must be clearly identified and described as journalism/communications (or mass media) in the institutions' general catalog. (New programs not yet in the catalog must present evidence of approval by the institution for inclusion in the next catalog.)

ASJMC membership is based on the applicant's faculty size, not student enrollment. The application for ASJMC membership can be found online at https://asjmc.org/asjmc-membership/

Our goal this year and every year has been to meet the association’s three-pronged mission:

• to foster, encourage and facilitate high standards and effective practices in the process and administration of education for journalism and mass communication in institutions of higher learning;

• to cooperate with journalism and mass communication organizations in efforts to raise professional standards and promote a public understanding of the role of journalism and mass communication in a democratic society; and

• to support and participate in the accreditation process of journalism and mass communication units through the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

For questions concerning ASJMC membership, please contact Membership Coordinator Saviela Thorne at Saviela@aejmc.org. Please also visit our website at www.ASJMC.org.

We look forward to welcoming new programs to ASJMC membership and moving into 2023 with even more success and vitality!

Request for ASJMC Officers

ASJMC will be requesting nominations for the following officer positions: Vice President, Medium Programs Representative and two ACEJMC Council Representatives. A ballot link will be emailed to members to nominate ASJMC officers March 1-15, 2023.

Contact samantha@aejmc.org with questions.
ASJMC Insights
Call for Contributors

The Association of Schools of Journalism and Mass Communication is seeking writers for its nationally distributed publication Insights. ASJMC will pay $150 per article. This fee includes providing appropriate accompanying artwork. The length would be 2,000 to 2,500 words. Visit the following link to the current issue to get an idea of the publication’s style: http://asjmc.org/wp-content/uploads/2022/12/2022_spring.pdf.

We are looking for writers to take on the following stories:

- Issues faced by interim leaders
- Opportunities for diversity training
- Recruiting students (on- and off-campus, working with institution)
- Archiving student work and documents
- Recruiting the next generation of faculty
- Personality profile

If you are interested in becoming an Insights contributor, upload your article here: https://aejmc2.wufoo.com/forms/asjmc-insights-contributing-article-form

Please contact Insights editor James Stewart with questions at: james.stewart@nicholls.edu.

ASJMC Insights Advertising

Rates
Full color page - $500
Half-page (color)- $250

Ad Specs
ASJMC Insights is printed in an 8 1/2” x 11” 4 color process format. Ad sizes are 7” x 10” (full page), and 7” x 5” (half page horizontal). Ad content is subject to approval of the publisher. Advertisers are to submit copy as a high-resolution PDF. No bleed pages. Recommended screens are 120-150 with 133 preferred.

ASJMC Insights Advertising Link
https://aejmc2.wufoo.com/forms/asjmc-insights-advertising-reservation-form
Join us in the Queen City

WINTER WORKSHOP
CHARLOTTE
NORTH CAROLINA

February 15-17, 2023
(Wednesday-Friday)

Registration
$475

Breakfast, lunch & reception included

Location
Embassy Suites Charlotte Uptown
401 E. Martin Luther King Jr. Blvd.,
Charlotte, NC 28202

Hotel Information
Hotel reservation link on the ASJMC website

Hotel Rate:
$179.00 plus tax per night
Valet only parking $35 per vehicle per night

Hotel Reservation Cut-off Date:
Friday, January 27, 2023
(Book rooms by the cut-off date to receive discounted rate)
# ASJMC 2023 Winter Workshop Schedule

Charlotte, North Carolina • Embassy Suites Charlotte Uptown  
February 15 – 17, 2023

“Engaging and Re-engaging Our Stakeholders in a Post-Pandemic World”

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<thead>
<tr>
<th>WEDNESDAY, FEBRUARY 15</th>
<th>11:30 AM to 6:00 PM</th>
<th>Registration</th>
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<tbody>
<tr>
<td></td>
<td>6:00 PM to 7:00 PM</td>
<td>Light Reception at Hotel</td>
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<tr>
<th>THURSDAY, FEBRUARY 16</th>
<th>7:00 AM to 4:00 PM</th>
<th>Registration</th>
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<tr>
<td></td>
<td>7:00 AM to 8:15 AM</td>
<td>Breakfast</td>
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<tr>
<td></td>
<td>8:30 AM to 9:00 AM</td>
<td>“Welcome and Introductions” Raul Reis, University of North Carolina at Chapel Hill, ASJMC President</td>
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<tr>
<td></td>
<td>9:00 AM to 10:15 AM</td>
<td>Session 1: “Engaging ASJMC Internationally”</td>
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<td></td>
<td>10:45 AM to 12:00 PM</td>
<td>Session 2: “Engaging ASJMC: Organizing for Activism and Leadership”</td>
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<td></td>
<td>12:00 PM to 1:00 PM</td>
<td>Lunch</td>
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<td></td>
<td>1:00 PM to 2:15 PM</td>
<td>Session 3: “Re-engaging Our Faculty and Students”</td>
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<td>2:45 PM to 4:00 PM</td>
<td>Session 4: “Engaging with the Profession to Revitalize Local Journalism”</td>
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<td>5:00 PM to 6:30 PM</td>
<td>Reception</td>
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<thead>
<tr>
<th>FRIDAY, FEBRUARY 17</th>
<th>7:30 AM to 12:30 PM</th>
<th>Registration</th>
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<td></td>
<td>7:30 AM to 8:45 AM</td>
<td>Breakfast</td>
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<tr>
<td></td>
<td>9:00 AM to 10:15 AM</td>
<td>Session 5: “Engaging Alumni, Donors and Supporters”</td>
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<tr>
<td></td>
<td>10:45 AM to 12:00 PM</td>
<td>Session 6: “Enrollment Data Topics and Trends”</td>
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<tr>
<td></td>
<td>12:00 PM</td>
<td>“Grab and Go” Box Lunch</td>
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Workshop Concludes

*All times are listed in EST. This is a tentative schedule; times and topics may change slightly.*

The Accrediting Council on Education in Journalism and Mass Communications has elected two new officers: Del Galloway, APR, Fellow PRSA, is president, and Greg Pitts is vice president.

Galloway, senior vice president of Communications at Wells Fargo for its Atlantic and Pacific regions, is the first public relations and strategic communications professional to lead the Council in its 77-year history. The Council was previously led by journalists representing news organizations. Galloway has represented the Public Relations Society of America on the Council since 2018.

Greg Pitts is a professor and director of the School of Journalism and Strategic Media at Middle Tennessee State University. He represents the Broadcast Education Association on the Council.

Marie Hardin, dean of the Donald P. Bellisario College of Communications, was elected to serve a second term as ACEJMC Committee Chair.

To strengthen and advance its mission, the Council established at its August meeting five task forces:

- Strategic Planning, which will affirm, articulate and advance the Council mission in a society increasingly hostile to the First Amendment, journalism, strategic communications and social justice.
- Bylaws and Policies, which will affirm, update and modify bylaws, and consider new policies that support the Council’s mission.
- Membership, which will identify and recruit industry organizations to join the Council and identify and recruit schools to participate in accreditation.
- Brand Identity, which will refresh the Council’s brand identity and affirm its commitment to and investment in the First Amendment, journalism and strategic communications. Deliverables include a refresh of the Council logo, collateral and other communications materials – and a brand voice that reflects the Council’s role as an advocate for democratic values.
- Development, which will identify and solicit organizations for resources that advance our Council mission.

ACEJMC will conduct a workshop at ASJMC’s conference in February.
ASJMC 2022/2023 Executive Committee

President — **Raul Reis**, University of North Carolina at Chapel Hill

President-elect — **Johnny Sparks**, Ball State University

Vice President — **Emily Metzgar**, Kent State University

Past President — **Alan Stavitsky**, University of Nevada, Reno

AEJMC President — **Deb Aikat**, University of North Carolina at Chapel Hill

Executive Committee Representatives

**Felicia McGhee-Hilt**, University of Tennessee at Chattanooga

**Temple Northup**, San Diego State University

**Chris Roush**, Quinnipiac University

ACEJMC Representatives

**Brad Rawlins**, Arkansas State University

**James Stewart**, Nicholls State University

**Kathleen McElroy**, University of Texas at Austin

**Greg Luft**, Colorado State University

**Amanda Caldwell**, ASJMC/AEJMC Executive Director

**Felicia Brown**, ASJMC/AEJMC Assistant Director