

AEJMC NEWS

The Newsletter of the Association for Education in Journalism and Mass Communication

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AEJMC Members Elect Voakes as 2014-15 Vice President

Paul Voakes, Colorado, has been elected AEJMC vice president for 2014-15.

Voakes received 387 votes while Dwight Brooks, Middle Tennessee State, received 367. In the election, which began March 10 and ran through April 10, 873 ballots were returned, 852 online and 21 paper, with a response rate of 33.4%.

Elizabeth Toth, Maryland, will be installed as 2014-15 AEJMC president during the AEJMC Conference in Montreal, Canada, while Lori Bergen, Marquette, will become president-elect.

Also in the election, Tim Gleason, Oregon, was elected to serve on the Accrediting Council on Education in Journalism and Mass Communications. Gleason received 410 votes while Marianne Barrett, Arizona State, received 346 votes.

Four AEJMC members were elected to serve on AEJMC's Publications Committee from six candidates. Elected committee members include Julie Andsager, Iowa (373 votes); Pat Curtin, Oregon (359 votes); and Karen Miller Russell, Georgia (331 votes), who will serve full three-year terms, while Carolyn Lin, Connecticut (277 votes), was elected to a one-year term. Other candidates included Wat Hopkins, Virginia Tech (272 votes); and Amy Jo Coffey, Florida (267 votes).

Three members were also elected to serve on AEJMC's Professional Freedom and Responsibility Committee. Those include Jane Singer, Iowa/City University (492 votes); Deb Aikat, North Carolina at Chapel Hill (435 votes); and Amy Reynolds, Louisiana State (347 votes). Other candidates were Scott Reinardy, Kansas (278 votes); Lisa Burns, Quinnipiac (253 votes); and Heloiza Herscovitz, Cal State Long Beach (156 votes).

The election filled three seats on AEJMC's Research Committee. Those elected include Kimberly Bissell, Alabama (409 votes); Victoria Ekstrand, North Carolina at Chapel Hill (337 votes); and Guy Golan, Syracuse (325 votes). Other candidates were George Sylvie, Texas at Austin (303 votes); Rachel Davis Mersey, Northwestern (271 votes); and Doug Hindman, Washington State (240 votes).

Three seats were also filled on AEJMC's Teaching Committee. Elected to serve are Earnest Perry, Missouri (400 votes); Natalie Tindall, Georgia State (363 votes); and Anita Fleming-Rife, Northern Colorado (299 votes). Other candidates were Dan Haygood, Elon (290 votes); David Bulla, Zayed (176 votes); and Mary Dedinsky, Northwestern Qatar (150 votes).

All AEJMC regular, retired and international members in good standing were eligible to vote; Survey Monkey, an online survey tool, provided the online ballot.



Voakes

Update — Montreal Conference

The AEJMC Keynote session will feature **Jill Abramson**, former executive editor of *The New York Times*. Abramson's remarks will focus on "Challenges to Journalism in a 24/7, Mobile, Twitter World." The keynote session will take place on Wednesday, Aug. 6, at 6:45 p.m.

Le Centre Sheraton Montreal Hotel, official hotel of AEJMC's 2014 Conference Aug. 6-9, is sold out of both the Regular Block and the Student Block. Please refer to the Conference website, <http://aejmc.org/events/montreal2014/>, for availability of other nearby hotels.

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FROM THE PRESIDENT



By Paula Poindexter
2013-14 AEJMC President
University of Texas at Austin

Diversity Matters More Than Ever

When I began my term as the 2013-2014 president of AEJMC, I wasn't sure that I would devote one of my five presidential columns to diversity. What new observations could I share with an association that has diversity woven into its DNA, from its mission and organizational structure to its programming, awards, fundraising and nominating process for elective office?

Diversity is so much a part of AEJMC that I am not even the first African American to be elected to serve as president. I am the fourth — the first served in 1993. Two Asian Americans, including my immediate predecessor Kyu Ho Youm, have been president of AEJMC, and a Native American was president in 2002. Once Mary Gardner broke the glass ceiling in 1979, 17 women have served as AEJMC president.

If placed side by side with other academic communication associations, news organizations, and journalism and communication colleges and departments, AEJMC would rank among the best in terms of its diversity record and commitment. This began 44 years ago with the founding of the MAC Division by the late Dr. Lionel C. Barrow, the namesake of an AEJMC doctoral student scholarship and an AEJMC award that recognizes distinguished achievement in diversity research and education. Year after year, AEJMC has demonstrated that it is a model of diversity, which is why I wasn't sure if I had anything new to say. That is, until *Journalism & Mass Communication Educator* published "Ethnic/Racial Minorities' Participation in AEJMC: How Much and What Type of Progress?"

The study by AEJMC members Mia Moody of Baylor, Federico Subervi of Kent State, and Hayg Oshagan of Wayne State found that women have been successful in reaching the highest levels of leadership in AEJMC, but people of color have not. It was a shocking finding because I had just started my term as president, but it was also a much-needed wake-up call. If AEJMC members of color have trouble moving into the highest levels of leadership positions in an organization that is a model of diversity,

imagine the problems in other institutions that don't have the diversity record or commitment of AEJMC.

While moving up the leadership ladder was found to be a diversity problem within AEJMC, we mustn't forget there are diversity problems outside of AEJMC that, despite our best efforts, can stand in the way of achieving diversity goals. These intractable diversity issues include racial profiling; re-segregation of K-12 grades; racial flashpoints on college campuses; discrimination in faculty hiring, tenure and promotion; what Attorney General Eric Holder calls "subtle racism;" declining newsroom diversity; diversity shortcomings in news content, digital startups and tech companies; lack of a sustained commitment to diversity by the very institutions most in need of a diversity overhaul.

These intractable diversity issues may weigh us down but they should not prevent us from carrying out our mission. That's why we must recommit to holding ourselves, AEJMC-member universities and colleges, news and communication industries, and foundations to a higher diversity standard. And we must get tech and social media companies, including Google, Facebook, and Twitter that

now share space in the journalism and communication landscape, to commit to a diversity standard in step with AEJMC's.

These intractable diversity issues may weigh us down, but they should not prevent us from carrying out our mission."

As a leader in diversity, AEJMC must identify solutions to the lack of diversity at the highest levels of leadership that the Moody, Subervi and Oshagan article found. And AEJMC must do more than lead from within. AEJMC must also become a leader in diversity beyond the confines of our association. In March, when I stood shoulder to shoulder with over 50 journalism leaders representing news organizations, associations, and foundations at Unity's Diversity Caucus in Washington, D.C., I realized that as others publicly grappled with diversity, we in AEJMC have vast experience and expertise that we have a responsibility to share. If we curated that expertise into a digital resource about race, ethnicity, gender and LGBT and posted it on the AEJMC website, our impact on diversity could begin to extend far beyond our association. More importantly by sharing our diversity expertise, we would help other organizations, institutions and society as a whole reach their diversity potential at the same time that we contribute to the component of our mission that calls for "better professional practice, a better informed public, and wider human understanding."

References:

Moody, Mia, Federico Subervi and Hayg Oshagan. "Ethnic/Racial

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Members to Vote on Bylaws Revision during Annual Business Meeting

AEJMC members will vote on the following Bylaws revision during AEJMC's 2014 General Business Meeting on Friday, Aug. 8, from 10 a.m. to noon at Le Centre Sheraton Hotel in Montreal, Canada.

If approved, the revision would create a new membership category for adjunct faculty from the profession. Benefits of adjunct membership would include receiving issues of *Journalism & Mass Communication Educator* and *AEJMC News*; access to the AEJMC website; and membership rates for the annual AEJMC Conference.

Annual dues for adjunct faculty members would be \$75 for 2014-15.

Words being added to the Bylaws are **boldface** and underlined. No words are being removed from the Bylaws.

Bylaws Article II — Membership

Section 1

Classifications of membership, with their respective qualifications, are: Regular members, who shall be university or college faculty members engaged in education for journalism and mass communication; Retired Regular members; Associate members, who shall be other persons engaged in journalism and mass communication education or shall be persons with professional interests, whose qualifications are acceptable to the Committee on Membership of AEJMC; Student members, who shall be students in journalism and mass communication and who are not eligible for Regular membership; International members, who shall be persons in journalism and mass communication education at institutions above the preparatory level outside the United States and Canada; **Adjunct members, who have professional credentials serving as adjunct faculty at the college level**; Affiliate members, which are educational or professional journalism and mass communication organizations.

Section 4

Membership is on a continuing basis from year to year. A member in good standing is one whose dues of any year are paid in advance. The membership year for each new member of the corporation shall extend for 12 months from the date payment of dues is received by the central office. Dues notices shall be sent annually from the central office at least 30 days before membership expires. If, after being sent an appropriate second notice, members fail to pay dues within two months after they are due, the members are no longer in good standing and lose all membership privileges, including voting, publications, and the right to hold office. All paid-up members, **except adjunct members**, shall receive *Journalism & Mass Communication Quarterly*, *Journalism & Mass Communication Educator*, *Journalism & Communication Monographs*, *Journalism & Mass Communication Directory*, and *AEJMC News*. **Adjunct members shall receive *Journalism & Mass Communication Educator* and *AEJMC News***. Memberships are subject to approval by the Committee on Membership as provided in Article VII, Section 9 of the Bylaws.

AEJMC NEWS

Newsletter for the Association for Education
in Journalism and Mass Communication
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the editor's views or the association's policies.

AEJMC Launches Innovative Book Publishing Venture with Peter Lang Publishing

The AEJMC Board of Directors has approved a joint book publishing venture with Peter Lang that may revolutionize how scholarly book projects are proposed, peer-reviewed, and approved for contracts. Through this initiative, called Scholarsourcing, any interested AEJMC member can propose a book idea and receive peer-review feedback that may lead to a book contract.

The initiative was proposed to the AEJMC board by President Paula Poindexter after discussions with Peter Lang Senior Acquisitions Editor Mary Savigar, who suggested book proposals could follow a crowdsourcing-type model. Poindexter was intrigued by the idea because it elevated crowdsourcing to a scholarly level and opened up the book publishing process that can be hard to penetrate.

"Instead of a single acquisitions editor and a limited number of peer reviewers determining a book's fate," Poindexter said, "through Scholarsourcing any AEJMC member can propose a book and the fate of the book will be determined by as many AEJMC members who choose to register their assessment of the proposed book and an editorial committee appointed by the president of AEJMC."

Savigar says she is "delighted to work with AEJMC on this exciting and innovative new book series." She adds Scholarsourcing "will challenge us to rethink the commissioning and review process in this time of relentless change in the journalism and publishing industries."

AEJMC's Scholarsourcing book publishing partner, The Peter Lang Publishing Group, is an international scholarly press with offices in the United States, Switzerland, the United Kingdom, Ireland, Germany, Austria, Poland and Germany. All profits from The Peter Lang Publishing Group, founded in 1970, support the philanthropic efforts of the Peter Lang Children's Trust which provides assistance and support for economically and educationally disadvantaged children in England with the eventual goal of helping children around the world.

How Scholarsourcing Will Work

Scholarsourcing will begin with AEJMC issuing a call through email, social media, the newsletter and the AEJMC website, inviting members to submit abbreviated book proposals relevant to journalism and communication and speak to AEJMC's mission. These proposals will be collected in an online system that allows AEJMC members to browse, comment and vote on proposals. Using these votes and comments, an AEJMC Scholarsourcing editorial committee will select the top proposals. The authors of the top proposals will be invited to submit complete book proposals to be reviewed by the AEJMC Scholarsourcing editorial committee. Once reviews have been evaluated, the editorial committee and publisher will decide which proposals receive book contracts.

Benefits to AEJMC

The Scholarsourcing joint book publishing venture will benefit AEJMC and its members in a variety of ways, according to Poindexter, who negotiated the contract with Peter Lang. In addition to offering members a new path to a book contract, AEJMC will establish itself as a scholarly association on the cutting edge of book publishing. AEJMC's visibility and stature will be enhanced worldwide because the association's name and logo will be imprinted on the book cover and on a series page in the prelims. Additionally, AEJMC will receive royalties on all editions of the books published through Scholarsourcing.

From the President

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Six AEJMC Members Receive Scripps Howard Foundation Grants

Facebook, Twitter, Instagram, YouTube, Pinterest, Storify — how are these and other social media platforms transforming the communications industry?

Six AEJMC members will find out this summer as the newest recipients of Scripps Howard Foundation Visiting Professors in Social Media Grants.

The grants, funded by the Scripps Howard Foundation and administered by AEJMC, enable faculty to travel to different media outlets for two weeks during the summer to experience first-hand how media outlets are using social media to deliver and enhance their communications. Educators then take these updated skills and knowledge back to their classrooms, sharing with students what they have learned. The second phase of the program funds the travel of an outlet representative to the faculty's campus for a three- to five-day visit.

Recipients for 2014-15 include (in alpha order) **Adedayo "Dayo" Abah**, Washington and Lee, who will visit Zero Dot marketing agency in Chicago; **Holly Easttom**, Oklahoma Baptist, who will visit WCPO-TV and WCPO-Digital in Cincinnati, Ohio; **Kyle Heim**, Seton Hall, who will visit the *Knoxville News Sentinel* in Knoxville, Tenn.; **Scott Maier**, Oregon, who will visit the Scripps Washington Bureau in Washington, D.C.; **Lynn Owens**, William Peace, who will visit C-SPAN in Washington, D.C.; and **Adam Peruta**, Syracuse, who will visit Digitas advertising agency in Chicago.

The grant provides \$3,000 for each visiting professor's travel, housing and other expenses for the two-week summer visit to the media outlet and \$1,000 for expenses related to the outlet representative's campus visit.

This is the fourth year the Scripps Howard Foundation has funded the program. This year 43 applications were received from AEJMC members for the six slots. Applications were reviewed by an AEJMC panel who scored applicants based on the value/need of the program for the applicant, impact of the visit on the applicant's home campus, strength of ideas for the professional's visit and the overall quality of the application.

Abah is an associate professor in Washington and Lee's Department of Journalism and Mass Communications, where she teaches courses in media law, media and society, crisis communication and global communication.

Easttom began teaching at Oklahoma Baptist in 2000 as an adjunct and became a full-time faculty member in 2002. She serves as advisor for the weekly student newspaper and yearbook as well.

Heim is an assistant professor in Seton Hall's Department of Communication and the Arts, where he teaches courses in social media, communication research and journalism history. His research explores the influence of social media on journalistic practice.

Maier is an associate professor in Oregon's School of Journalism and Communication. He co-founded CAR Northwest, an industry-academic partnership providing training in computer-assisted reporting. A leading researcher on media numeracy and accuracy, Maier conducts workshops on newsroom math and fact-checking.

Owens is an associate professor and department chair of Peace's communication program. Owens' research focuses primarily on newsroom best practices and diversity issues in broadcast news.

Peruta is an assistant professor in Syracuse's Newhouse School of Public Communication and specializes in creative strategies in advertising, with a strong concentration in new media and interactive media. He teaches courses in graphic design, interactive design, advertising art direction and brand design.



Abah



Easttom



Heim



Maier



Owens



Peruta

How Are AEJMC's Officers Nominated and Elected?

by C. Ann Hollifield, Georgia, AEJMC Nominations Committee Chair

Once again, AEJMC celebrates the election of an outstanding group of new leaders and board members. If you have not previously met our incoming officers and committee members, you will have the chance at this year's conference in Montreal. They will assume their new offices officially in October.

This year, as every year, AEJ brought to its members an outstanding group of candidates for all of the open positions on Standing Committees and the Executive Board. It's often hard to decide how to vote because there are so many excellent people on the ballot.

As a largely volunteer organization, the association depends heavily on members to step forward and volunteer their time to keep things running. AEJMC has an outstanding professional staff working for us full-time, but many critical tasks and policy issues must be handled by representative groups from the membership. Selecting the individuals who will handle those tasks is what the election process is all about.

For some organizations, finding enough people willing to put in the tremendous amount of time required for such work is a problem. Fortunately, AEJMC has many members who are deeply committed to the organization and ready and willing to serve. For us, the bigger question is making sure that people know how to get involved.

This year, Paula Poindexter, AEJMC president, asked me to serve as chair of the AEJMC Nominations Committee, which I was honored to do. Having now completed that task, I'd like to use this opportunity to clarify how the association's nominations and election processes work, and encourage even more people to step forward and become involved.

Developing skilled association leadership is always a key concern of the AEJMC Board of Directors. The decision to move to an electronic chip auction has heightened that interest because historically, the Midwinter meeting and chip auction was where members got to know one another across divisional interests and future AEJMC leaders emerged. With the new procedures for the chip auction now in place, the association will be looking for new ways beyond the Midwinter meeting to identify and encourage those who would like to have greater engagement with our organization.

What those new venues for leadership development will be will become more apparent in the next few years, but there always will be the need for an association-wide election. That's where the AEJMC Nominations Committee comes in and, with it, the



Hollifield

question of how the association's nominees for each standing committee, board and elected office are selected.

As most members are aware, AEJMC calls for nominations to the various Standing Committees and oversight boards throughout the annual AEJMC conference, through each division, and in the association newsletter and online. The call for nominations is circulated as widely as possible.

When the Nominations period closes, Jennifer McGill, AEJMC executive director, compiles all the nominations and screens the nominees for eligibility.

Anyone who is not a current member of the association at the time the Nominations window closes is automatically ineligible to be selected to stand for election. Additionally, only one representative from any given college or university is permitted to be on a committee, so anyone from an institution that already has someone serving on that committee is declared ineligible for that election cycle. Additionally, no one person can serve on more than one association Standing Committee or oversight board at a time.

Once Jennifer has screened the nominees for each committee, she forwards the full list of nominees for each position to the members of the Nominations Committee. The committee reviews the lists of names, and members of the nominations committee are allowed to add additional names for consideration for any position. In many years, however, including this past year when I served as chair, there was such a rich pool of nominees for all of AEJMC's elected positions that the Nominations Committee worked strictly from the list of nominees put forward from the membership.

This year, a total of 156 people were nominated to run for the available 14 seats on AEJMC Standing Committees and oversight boards. Of those 156, 28 were ineligible for the position for which they were nominated.

Although some people mount campaigns to generate multiple nominations for their candidacy, all nominees are considered equally by the Nominations Committee, whether they are nominated once or a dozen times.

Once nominations are closed, members of the Nominations Committee spend several weeks researching each nominee to determine the particular background and interests each would bring to the position to which he or she was nominated. The committee then meets via a conference call to discuss each candidate and selects 30 people from the list of potential nominees to actually run in the election. The committee also selects 12 alternate nominees to be contacted, if the initial people selected decline to stand for the position.

AEJMC procedures require the Nominations Committee to consider a number of things when selecting the people who will be asked to run. A primary consideration is the diversity of membership on each Standing Committee. Diversity includes ethnic and gender balance; balance between representation of large, medium and small universities; balance between research and teaching institutions; and inclusion of both U.S. and international members or representatives. In selecting the final nominees for each committee, the Nominations Committee looks first at who will be continuing on the Committee for the next term — and then tries to select nominees who represent different constituents and points of view from those of the incumbents.

The Nominations Committee then, of course, looks at the background of the nominees to ensure they have the necessary expertise and record of engagement and dependability that will make them good officers or board members. After the conference call, the committee contacts each person selected and asks him or her to run. If an initial nominee declines to stand, we contact the alternates. The Nominations Committee's work concludes only when each Standing Committee, office and oversight board has a full slate of eligible nominees, who have agreed to serve on that body, if elected.

Several people have asked how they can be sure they have the chance to run for election. Here are some tips:

- (1) Nominate yourself, or have a friend nominate you.
- (2) Be sure that you have a personal website or that your college or university has a detailed profile of you up on the web. Be sure that profile emphasizes your background and expertise in the area covered by the committee or position that interests you. Also make sure your current CV is available online.
- (3) Recognize that if you are not asked to stand for election for the position you want in a given year it does not mean the Nominations Committee thought you were unqualified. More

likely, it means that too many of the continuing incumbents on the committee had backgrounds similar to yours. Ensuring that AEJMC's very diverse membership is represented on all of the association's key committees, offices and boards is the Nominations Committee's greatest challenge. So nominate yourself again the following year, and the year after that, and the year....

(4) Be active and prove yourself in division leadership. The committees, offices and boards subject to association-wide election all have key roles to play in the organization and require substantial work on the part of their elected members. People who have proven themselves to be engaged and dependable at the division and interest-group level are more likely to be selected by the Nominations Committee to run for office and more likely to be elected by the membership than those less well known or without a track-record of service work in the association.

The Nominations Committee works hard to put together a slate of candidates for every office, board and committee such that all of the choices are so outstanding that it's impossible to predict the winner on any race until the last vote is counted. This year, certainly, the committee succeeded, and we would like to thank everyone who agreed to stand for election to one of these critical positions. We hope that those who were not elected this year will stand for election again in the near future.

Thanks also go to members of the Nominations Committee, who spent so many hours on the process and, above all, to Jennifer McGill, who is chiefly responsible for making sure that the nominations and election processes run smoothly.

AEJMC is deeply dependent on the commitment of its members and their willingness to volunteer their time to make the association work. We hope that all AEJMC members will consider committing their time and energy to the organization and its success. The association will always need passionate, committed leadership.

New Editor Appointed for *Journalism & Mass Communication Quarterly*

The AEJMC Board of Directors has appointed Louisa Ha, Bowling Green State, as the incoming editor of *Journalism & Mass Communication Quarterly*. Her term begins October 1 and runs until Sept. 30, 2017.

Ha is professor and chair of the Department of Telecommunications in the School of Media and Communication. She has served as an associate editor of *Journalism & Mass Communication Quarterly* since 2007. She is a JLIID fellow and a recipient of teaching and book awards from the Media Management and Economics Division. She is the founder and chair of the Emerging Media Research Cluster in the School of Media and Communication. A current project of the cluster she is leading is a university- and industry-funded four-year Northwest Ohio Media Use project. She created the International Advertising Resource Center website, <http://www.bgsu.edu/departments/tcom/faculty/ha/intlad1.html>.

Her research interests are media management and media convergence, new media business models, new media technologies, webcasting, international advertising and marketing, media diversity and audience research. Ha received her Ph.D. in Mass Media from Michigan State University.

Ha plans to do a survey as she begins her term to collect feedback from members. The Publications Committee has recommended the journal move to APA style for references as well as create theme issues.



Ha

Proposals Sought for Senior Scholar Grants

The **AEJMC Senior Scholar Research Program** will award up to two \$4,000 grants to senior scholars to fund innovative and timely research projects in journalism and mass communication. This is a project of the AEJMC Strategic Plan.

Senior scholars who are AEJMC members may submit proposals for these grants in the fall of 2014, and selections will be announced by early January 2015.

The AEJMC Senior Scholar Research Program is designed to support researchers in a wide area of study. These funds may support research assistants, travel to research centers or relevant locations, or pay for supplies and services associated with the research. This program seeks to recognize senior (typically tenured) scholars who aim to engage in extended research projects. For at least one of the two awards, priority will be given to a project that requires travel. Members holding an endowed professorship or an endowed chair are not eligible to apply.

Proposals should outline the applicant's significant research project. Proposals may also be submitted by a team of scholars who would share the award if selected.

AEJMC will showcase initial results from the projects selected for the 2015 grants at a special session at the AEJMC 2015 Conference in San Francisco. In addition to the \$4,000 grant, AEJMC will also provide \$750 for each selected proposal to assist scholars with travel expenses to that conference.

Deadline for submitting proposals is Tuesday, Oct. 7, at 4:59 p.m. Eastern Time. All application materials should be emailed as one attachment to Jennifer McGill at AEJMCHQ@aol.com (attachment **MUST** have a document suffix, such as .doc, .docx or .pdf). **All material should come in ONE file** in the order outlined under the "Application Process" section of this call. Incomplete proposals will NOT be reviewed.

PROPOSAL CRITERIA

- The proposed topic should center on Journalism and Mass Communication and related disciplines. Topics in related disciplines should also include a central element within mass communication.
- **Applicants must be current AEJMC members.** Check your membership status before you submit your proposal. Proposals submitted by non-members, or members whose memberships are not current, will be eliminated from the competition.
- Only one proposal per person will be considered. (If you submit as part of a team, that is the only proposal you may submit.)
- The program is looking for proposals from senior faculty members teaching full-time (preferably tenured).
- The proposal should include a demonstration of past research success and the likelihood that this project can be completed by February 2016.
- For the proposals selected, a five-page interim report is due to AEJMC by July 15, 2015, and will be part of the 2015 Conference session. Applicants should submit proposals for projects on which they would be able to make significant progress by that time.

APPLICATION PROCESS

Applications should contain five sections and include the following materials:

I. **A cover sheet** that lists the following information: (a) name, address, telephone number and email address; (b) a 200-word bio of applicant(s); and (c) a 300-word abstract of the project.

II. **A proposal** written for a general mass communication scholarly audience, of no more than 1,500 words (excluding endnotes) describing the project, which must include the following: (a) scope and purpose of project; (b) how the project will expand knowledge; (c) detailed description of the project, including methods, survey information (if used), etc.; (d) current status and timeline for completion; (e) anticipated outcomes; (f) a list of potential publication venues for the finished project. **(Proposals that exceed this word count will NOT be reviewed.)**

III. **A one-page, detailed budget** that fully explains the expenses necessary to complete the project. Maximum grant amount is \$4,000. Funds may not be used for university indirect costs or PI stipend. If project will cost more than the maximum grant amount, explain where you will get the remaining funds to complete the project.

IV. **One letter of support** from your immediate supervisor

V. **A three-page curriculum vitae**

SELECTION PROCESS

All proposals will undergo peer review by JMC scholars. After a competitive judging process, applicants will be notified of the status of their proposals by early January 2015.

Questions about the AEJMC Senior Scholars Program should be directed to Jennifer McGill at AEJMCHQ@aol.com or 803/798-0271.

Emerging Scholars Program to be Offered Again

The **AEJMC Emerging Scholars Program** will award \$2,500 research and teaching grants to up to four research or teaching proposals to encourage innovative and timely projects in journalism and mass communication. This is a project of the AEJMC Strategic Plan. AEJMC members may submit proposals for these grants in the fall of 2014, and selections will be announced by early January 2015. **Deadline for submitting proposals is Wednesday, Oct. 1, 4:59 p.m. Eastern Time.**

The AEJMC Emerging Scholars Program is designed to develop and nurture JMC teachers and researchers by fostering an intellectually stimulating environment. This program's mission is to identify, encourage and recognize some of AEJMC's most promising emerging scholars by providing funding for research or teaching projects. If requested, proposals selected for funding will be matched with a recognized scholar to serve as a mentor throughout the project. The mentor would serve as a resource and sounding board for the project. Proposals should outline an individual's own significant research or teaching project. Proposals may also be submitted by a research team, which would share the award amount if selected.

AEJMC will showcase initial results from the 2015 grants during a session at AEJMC's 2015 Conference in San Francisco. In addition to the \$2,500 grant, AEJMC will also provide \$500 for each selected proposal to assist with travel expenses to the Conference.

PROPOSAL CRITERIA

- The proposed topic should center on Journalism and Mass Communication and related disciplines. Topics in related disciplines should also include a central element within mass communication.
- **Applicants must be current AEJMC members.** Check your membership status before you submit your proposal. Proposals submitted by non-members or members whose memberships are not current will be eliminated from the competition.
- Only one proposal per person will be considered. (If you submit as part of a team, that is the only proposal you may submit.)
- The program will not provide support for dissertation research.
- Graduate or undergraduate students are not eligible for this program.
- The program is looking for proposals from junior faculty members teaching full-time who have not yet achieved tenure, who are likely at the assistant professor level. Media professionals who have recently transitioned to full-time work in the academy are also welcome to apply.
- Proposals for teaching projects must include a research component or be research-based. This research component must be specifically explained in the proposal.
- For the proposals selected, a five-page interim report is due to AEJMC by July 15, 2015, and will be part of a Conference session. Applicants should submit proposals for projects on which they will be able to make significant progress by that time. Projects must be completed by Feb. 7, 2016.

APPLICATION PROCESS

All application materials should be emailed as one attachment to Lillian Coleman at aejmcnews@aol.com (attachment **MUST** have a document suffix, such as .doc, .docx or .pdf). **All material should come in ONE file** in the order outlined here. Incomplete proposals will NOT be reviewed.

Applications should contain five sections, which should include the following materials:

I. A cover sheet that lists: (a) name, address, telephone number, email address; (b) a 200-word bio of applicant; and (c) a 300-word abstract of project.

II. A proposal written for a general mass communication scholarly audience, of no more than 1,500 words (excluding end-notes) describing the project, which **must** include: (a) scope and purpose of project; (b) how the project will expand knowledge; (c) detailed description of the project, including methods, survey information (if used), etc.; (d) current status and timeline for completion; (e) anticipated outcomes; (f) a list of potential publication venues for the finished project. (Proposals that exceed this word count will NOT be reviewed.)

III. A one-page, detailed budget that fully explains the expenses necessary to complete the project. Maximum grant amount is \$2,500. Funds may not be used for equipment, software, PI stipend, university indirect costs or conference travel. If project will cost more than the maximum grant amount, explain where you will get the remaining funds to complete the project.

IV. One letter of support from your immediate supervisor.

V. A three-page vita — edit it so it is only three pages.

SELECTION PROCESS

All proposals will undergo peer review by JMC scholars. After a two-stage judging process, applicants will be notified of the status of their proposals by early January 2015. Questions should be directed to Jennifer McGill at AEJMC HQ@aol.com or 803/798-0271.

ACEJMC Accredits Five News Schools at May Meeting

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) accredited five new schools at its May 2 meeting in Arlington, VA.

The new schools are the School of Mass Communication at Loyola University in New Orleans; School of Journalism and Mass Media at the University of Idaho; department of communication and journalism at Tecnológico de Monterrey, Monterrey, Mexico; Graduate School of Journalism at the City University of New York; and the department of journalism and mass communication at California State University, Long Beach.

David Boardman, dean of the School of Media and Communication at Temple University, will become the Council's president effective with the Aug. 22 meeting in Chicago. He succeeds Peter Bhatia who served seven years as president. Bhatia will remain on the Council as the representative for the American Society of News Editors.

The Council made 23 accreditation decisions. ACEJMC now accredits 116 schools in the United States and outside the country. ACEJMC conducts voluntary reviews for schools with professional journalism and mass communications programs.

The Council elected two new members to a three-year term on the Accrediting Committee: Heidi de Laubenfels, director of communications and external relations, McKinstry, Seattle, and Wanda Lloyd, chair of the department of mass communications, Savannah State University. Vincent Duffy, news director at Michigan Public Radio, Ann Arbor, was elected to serve the one-year unexpired term of Raul Ramirez.

Re-elected to serve three-year terms were Kathryn Christensen, professor of practice at the College of Journalism and Mass Communications at the University of Nebraska, and Charlotte Hall, retired senior vice president and editor of the Orlando Sentinel.

The department of journalism and public communication at the University of Alaska Anchorage received provisional reaccreditation. The program was in noncompliance with Standard 6 Student Services and Standard 9 Assessment of Learning Outcomes. Schools that receive provisional reaccreditation do not lose any rights or privileges of accreditation but must correct the weaknesses within two years.

Montreal Program App Available for Conference Attendees

AEJMC is once again offering a free conference app for the August Conference in Montreal Aug. 6-9.

Attendees will be able to download the mobile app featuring the Conference Program, maps of meeting rooms and much more. The app will allow users to view the program, build day-by-day schedules and view sessions by category or division/interest group.

The app will be available via email at no charge to registered delegates by mid-July and will work on iPhones, iPads and Android phones. Other devices will be able to access the app via a mobile website.

New features include a comprehensive search option, in app messaging and attendee "check-in." Look for an email coming soon with instructions on how to download the official AEJMC Conference App.



TEACHING TIPS CORNER



By Linda Aldoory
AEJMC Standing Committee on Teaching
Director, Horowitz Center for Health Literacy
Associate Professor, Behavioral & Community Health
School of Public Health
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Laldoory@umd.edu

Montreal: The Best Programming on Teaching at an AEJMC Conference

When I was in graduate school at the University of Texas at Austin, I started a newsletter for the graduate students in the College of Communication, and one of my first articles listed what I thought was the top five steps to better teaching. That was 1990, and I feel I have come full circle as I write this article describing what I think will be the top five teaching programs at AEJMC's Conference this year in August in Montreal, Canada. Starting with number five...

(5) Pre-conference workshops! As custom dictates, the pre-conference options include several teaching topics, and this year, these collaborative workshops drill down into specific and current challenges. For example, a special workshop on Advertising Teaching by Sheri Broyles addresses the impact that technology and everyday culture has had on consumer buying behavior, and how to teach in order to "invite...interact...and engage" with consumers in today's highly interactive and user generated online world. Another workshop is a "Teach-In" for school journalism educators and advisors. This will be an all-day event for secondary school and post-secondary journalism educators in the AEJMC conference host's region. The workshop will be coordinated and hosted by the Scholastic Journalism Division, area professionals and professors from the host university (Concordia). Topics include student press freedom, diversity of story platforms and multimedia production. A unique pre-conference workshop will be focused on the effective use of adjuncts by journalism and mass communication programs to teach skills classes. Topics will include "how to guide adjuncts in syllabi development, grading and classroom management as well as how to hire, monitor and evaluate adjunct faculty to ensure high standards."

(4) Wednesday's highlighting of the "traditional" forms of communication! One panel called, "Using Television and Movies to Teach Students about Multicultural Connections and Diversity," addresses race, gender, ethnicity and class issues in teaching. With television programming continually featuring stereotypes, the need to teach students about diversity and multiculturalism continues to grow. "Such instruction can be the catalyst for continued lifelong dialogue about discrimination, diversity and inclusion that hopefully will promote greater understanding," according to panel organizers.

(3) Thursday's cultural understandings for teaching race, gender, ethnicity and cultural diversity! For example, the panel titled, "International Engagement: Projects and Partnerships that Globalize Education," will explore projects and strategic partnerships that allow educators to incorporate globalization and diversity that fosters cultural engagement. There will also be a special session honoring the 60th anniversary of "*Brown v. Board of Education* - Its Meaning: Yesterday, Today and in the Future." According to planners, "While some have a very narrow definition of the historic 1954 Supreme Court decision, its reach is broad and not limited to K-12 schools. The decision overturned the Separate but Equal Doctrine established in 1896 by *Plessy v. Ferguson*, which by extension, makes *Brown's* subtext justice and equality throughout the academy. This panel will explore the meaning of *Brown*, the status of African Americans in higher education, continued threats to *Brown's* essence and the future of AEJMC's commitment to diversity."

(2) Friday's teaching innovations programming! The early morning session on "Teaching Innovations" reflects the framework for the day and showcases a panel of academic leaders who share their "inventive approaches to teaching journalism and mass communication in an age characterized by ever-changing technology, increasingly diverse classrooms and global publics." A later session of the day, "A Year Through Glass: How We Used Google's Newest Gadget in the Classroom," features professors who were selected to test Google Glass during its beta phase.

And the Number One Choice in AEJMC Programming in Teaching...

(1) Teaching Plenary Session! Thursday, 10 a.m. – 11:30 a.m. Are you one who resists or embraces online teaching? Regardless of your answer, online teaching is touted as the future of journalism and mass communication education, and this plenary offers understandings from national leadership and field experiences. The session, "The E-Learning Transformation: Promise and Challenge for Our Times," features keynote speaker Larry Ragan, co-director for the Center for Online Innovation in Learning at Penn State University. Since 2008, Ragan has lead the design and development of Academic Outreach Faculty Development, which offers a range of professional development programming for World Campus and Penn State faculty preparing for online and continuing education teaching success. Ragan has also served as the co-director of the Institute for Emerging Leadership in Online Learning, and as co-director and faculty of the EDUCAUSE Learning Technology Leadership program. The session will address issues such as increased access from students to the online classroom, systems that adapt to the learner, global enrollments, learning experiences delivered through mobile devices, defining the role of faculty in the blended and online classroom, controlling the development and delivery costs, and quality. Following Ragan's remarks are panelists from the field—Sharon Bramlett-Solomon, Rosental Alves and James Hamilton—who will offer lessons learned and best practices for online learning within journalism and mass communication.

 aejmc.com/home/resources/teaching-resources

Conference Session to Focus on Predatory Publishing

AEJMC's Elected Standing Committee on Research will sponsor a panel at the Montreal Conference Thursday, Aug. 7, 5 p.m. to 6:30 p.m., **"Publish...and Still Perish?: Faculty Perspectives on Open Access, Online and Predatory Journals in Relation to Scholarship and Promotion & Tenure."** David Perlmutter, Texas Tech, will moderate the discussion featuring a report introduced here by Jeffrey Beall, Colorado, Denver, with speakers Linda Steiner, Maryland; Julie Andsager, Tennessee; Dan Stout, Brigham Young-Hawaii; and Bradley Hudson, Missouri.

There is no question that the world of scholarly publication has and will continue to change in response to the challenges and opportunities of emerging digital and social forms of media. Young scholars especially are seeking new ways to disseminate their research. The traditional "paper" journal will not die—not soon, anyway—but slow acceptance-to-publication times and high costs have made everyone explore alternative or additional modes and methods of "publication." Publishers, universities and faculty alike are experimenting with the open-access journal (OAJ) concept. Unlike the subscription and closed-access model, in an OAJ anyone can see the published item, but publication is supported by some sort of subsidy or author payment. The OAJ can work—if it is run by responsible publishers, scholarly societies or universities themselves.



Perlmutter

A huge danger looms, however: In a digital/internet age, anyone can create a "journal" and try to make money by publishing anything, for a fee. Imagine if your grad student "publishes" in a prestigious sounding journal only to find: (a) it has a 100% acceptance rate—that is, no one is turned down, (b) none of the accomplished scholars on the editorial board are actually on it, (c) it is put out by a lone non-scholar in his basement in a third-world country, and (d) your student receives a surprise bill for thousands of dollars. Welcome to the predatory journal! To focus on this topic, the Research Committee solicited comments by Dr. Jeffrey Beall, a professor of library science and the world's leading expert on the predatory journal phenomenon.

— David D. Perlmutter, chair, AEJMC Standing Committee on Research

Don't Let Predatory Publishers Get You Down

by Jeffrey Beall, University of Colorado Denver

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Scholarly communication can take many forms, both formal and informal. Some informal types of scholarly communication include academic blogs and social media websites such as Twitter. Formal scholarly communication is distributed generally through scholarly journals and monographs as well as conference presentations and conference proceedings. The subset of scholarly communication that includes journals and scholarly books falls in the realm of scholarly publishing, the focus of this paper.

Specifically, this article examines a group of scholarly publishers known as "predatory publishers," those that exploit scholarly authors for their own, gratuitous profit. These predatory publishers want your money, and they will use some very clever tricks to get it from you.

The advent of the Internet has greatly affected the economic and financial aspects of the news media, and it has affected the scholarly publishing industry as well. However, unlike the mass communications industry, the scholarly publishing industry has seen an organized coalition of scientists and others that have been promoting specific distribution models for scholarly content—to the exclusion of others. The open-access movement, composed of a vocal group of activists who oppose scholarly journals employing the subscription or "toll-access" model, has been promoting open-access publishing since the movement started in 2002. The movement's goal is to make all published scholarly research free for all readers, regardless of location. The only requirement, they say, should be Internet access.



Beall

While at first this might sound like a noble goal, the solutions promoted by the open-access movement have been wrought with significant unintended consequences. Moreover, the movement, although launched over a dozen years ago, has only achieved moderate success—indeed, there are still many successful subscription journals, including both online and print subscription journals, an indication that many scholars are comfortable with the traditional model, and that academic libraries continue to subscribe to the journals.

Predatory Publishers

One of the distribution models promoted by open-access advocates is called the gold open-access model. Using this model, scholarly publishers make research openly available on the Internet, with the model financed by charges imposed on authors upon publication of their manuscripts. These charges are called article processing charges or APCs. These APCs can range from a couple hundred dollars to as high as \$5,000. Various factors influence the actual charges, such as a particular journal's impact factor or a journal's exclusivity within a given scientific field.

Open-access advocates have promoted the gold open-access model as a means of achieving universal open access to scholarly literature. However, the model has been corrupted by a large group of new and unscrupulous publishers that exploit the model just for their own profit. These are the predatory publishers. These publishers have a built-in conflict of interest, for the more papers they accept and publish the more money they earn through the article processing charges. Unfortunately, many new publishing operations have been set up only for the purpose of earning the income generated from the APC, flooding the academy with questionable and low-quality scholarly publishers.

Operating Manual for Predatory Publishers

Predatory publishers are counterfeit scholarly publishers. They are set up to look as authentic as possible. They have important-sounding names that often use terms such as *global*, *world* and *international*, and their journals have legitimate-sounding titles, such as *International Journal of Advanced Technology and Science*. They spam researchers, soliciting article submissions, and sometimes the spam messages fail to mention the article processing charges. Unlike in traditional scholarly publishing, where necessary quality-control mechanisms such as peer review and copyediting tend to slow down the process, predatory publishers generally have a quick and easy publishing process. They cater to the needs of authors, many of whom need multiple publications to achieve tenure, promotion and a favorable annual rating.

Overall, predatory publishers use deception and lack of transparency to attract article submissions and to hide their weaknesses. Many are based in Asia or Africa but use the addresses of mail-forwarding services in western countries to make it appear they are based in the west. Many are one-man operations that conduct their business from a dwelling. Over time they've learned to mimic legitimate publishers extremely well, and they take advantage of the lack of time busy researchers have to fully analyze them before submitting manuscripts.

In order to speed up the process, most predatory publishers do not perform a proper peer review, instead accepting papers with a minimal peer review or no review at all. The papers are quickly published even though they often contain many flaws. When the papers are published and the article processing charges paid, the deal is complete for the publisher. The needs of the readers are secondary to them because they do not earn revenue from readers or libraries. Thus many predatory publishers pay little attention to reader-oriented considerations such as digital preservation—the process of backing up content according to established standards—and their content is at risk of being lost.

Why Predatory Publishers Are a Problem

Predatory publishers are harming professional communication among scholars in many ways. First, because they do so little peer review, there is an apparent increase in the amount of research misconduct that is making its way into scholarly journals. This misconduct includes plagiarism and self-plagiarism, and it likely also includes image and data manipulation. It is generally very easy to find instances of plagiarism in predatory journals, and sometimes its extent is significant, including articles that are completely copied from earlier articles but with the authors' names changed.

Because predatory publishers do a fake or insufficient peer review, they regularly publish pseudo-science. Peer review is science communication's chief quality control mechanism, used to separate out non-science from authentic science. Increasingly, many wanting to promote non-scientific ideas are using predatory publishers as a platform for publishing those ideas in a scientific context. I've seen so-called scientific articles published promoting unscientific theories about global warming and the etiology of autism.

Many predatory publishers also organize bogus scholarly conferences, so be prepared to receive spam emails for these conferences as well. Spam email has become more sophisticated, with predatory publishers and conference organizers pandering to the egos of young researchers. In many cases they will send an individualized spam praising an author's earlier works and inviting another. For the uninitiated, this praise may influence them to submit papers, but the publishers really only want their money. In fact, some predatory publishers will quickly accept and publish a submitted manuscript, only to send the author an unexpected invoice a week later. They then use pressure tactics to get the surprised authors to pay the APCs.

Continued on page 14

Predatory Publishing

Continued from page 13

Predator Identification

Identifying predatory publishers is not easy, for they have gained much expertise in masquerading as authentic publishers. However, if you look closely, you may see how predatory publishers betray themselves through their weaknesses. Their lack of transparency and use of deception are also their calling cards. Be suspicious of publishers that hide their headquarters' location or lie about it. Many publishers based in India claim to be from London, and they even have journals whose titles begin with "*British Journal of...*" Poor grammar and usage in spam email and on publisher websites often indicate a predatory publishing operation.

If you are thinking about publishing in a particular journal, have a look at the articles already published there. Examine the quality of the copyediting. If it is poor, do you really want your article to appear among such articles? Their low quality will affect the respectability of later work published in the journal. Look at the publisher's website. Does the publisher list twenty-five or more relatively new journals, and are their home pages all created from a template? If so, this may be a predatory publisher, and you probably ought to find a more professional venue for your work.

Finally, be on the lookout for publishers that try to use scholarly metrics to promote themselves as a good place to publish. Many journals have impact factors, a measure of a journal's impact within its field. These numbers are assigned by the company Thomson Reuters through its product *Journal Citation Reports*. Predatory publishers often lie about having impact factors, or they claim to have a valid rating by an impostor metric, such as the Universal Impact Factor, or other such bogus metrics. Around a dozen bogus scholarly metrics companies have emerged since 2012.

Writers and Communicators in an Open-Access, Author-Pays World

The change from subscription journals to journals financed through author payments is a big one for authors. Authors using author-pays, open-access venues need to be on the lookout for scams. Be wary of simplistic arguments favoring open access in all areas of scholarly communication—the realities of financing scholarly publishing are generally a lot more complex than the pro-OA arguments reveal. Demand much from publishers that charge you to publish in their journals. Be wary of exploitation. Insist on keeping your copyright if you are charged to publish, granting at most a non-exclusive license to the publisher releasing your work.

The open-access movement is expanding into areas of scholarly publishing where authors have traditionally been paid for their work, such as textbook writing, threatening the practice of compensating scholarly authors. But just because some forms of scholarly communication are written without author compensation doesn't mean they all have to be. There have been many instances where publishers and authors have collaborated to produce excellent material available only through purchase, and this profit motive will continue to motivate authors and publishers to produce timely, top-quality work. In time, free and open may become synonymous with low quality and outdated.

In short, be aware of scholarly publishing scams. Be a wary consumer of scholarly publishing services, including the services of open-access publishers who will only publish your writing for a fee. Keep on top of the changes in the scholarly publishing industry both as a producer and consumer of scholarly communication.

Jeffrey Beall is the Scholarly Communications Librarian at the University of Colorado Denver's Auraria Library. An academic librarian for 24 years, Beall is currently focusing his research efforts on scholarly publishing.

Abstracts from 2014 AEJMC Conference Research Papers Available Online

All abstracts from 2014 AEJMC Conference Research Papers may be found online at
<http://www.aejmc.org/home/2014/06/2014-abstracts/>

Pre-conference Workshop to Focus on Writing for Scholarly Journals

Editors of refereed academic publications in media economics, media and religion, and media ethics will present a pre-conference workshop “Writing for Scholarly Journals—Tips from the Editors,” at AEJMC’s Montreal Conference Tuesday, Aug. 5, 1:30 p.m. to 4:30 p.m. (no charge).

Journal editors will discuss (1) how best to submit research for possible publication; (2) the uniqueness, scope and vision of each of their publications; (3) a behind-the-scenes view of editing, reviewing and article selection to help answer the question “what are editors of scholarly journals looking for from contributors?” and (4) how editors and contributors may together improve scholarship, research and cooperation within their fields.

The journal editors listed below represent a cross-section of mass communication journals. Thus participants will receive information about how to be published in the journals that are represented as well as general information about standards for publication throughout the field. The panelists, discussant and moderator will remain up to one hour following the panel (i.e., 3 p.m. to 4 p.m.) to speak with and advise individuals who have questions and ideas for possible articles. For AEJMC Conference registrants, there is no charge for either the panel or the advising.

Participants should contact Tom Cooper (twcooper@comcast.net) to reserve a space.

This panel is part of a larger workshop entitled “Writing It Right for Academic and Scholarly Audiences” which includes a morning session focusing upon the mechanics of writing research. The workshop is tri-sponsored by the Media Management and Economics Division, the Media Ethics Division, and the Religion and Media Interest Group. **Registration for the overall workshop is available at <https://aejmc2.wufoo.com/forms/2014-mmec-etch-and-rmig-workshops/>**

Panelists include Hugh J. Martin, co-editor, JOURNAL OF MEDIA ECONOMICS, Ohio University; Patrick Plaisance, editor, JOURNAL OF MASS MEDIA ETHICS, Colorado State University; Daniel Stout, co-editor, JOURNAL OF MEDIA AND RELIGION, Brigham Young University, Hawaii; and Judith Buddenbaum, co-editor, JOURNAL OF MEDIA AND RELIGION, professor emerita, Colorado State University. Lee Wilkins, past editor, JOURNAL OF MASS MEDIA ETHICS, Wayne State University, will serve as discussant, and Tom Cooper, founding editor and co-publisher, MEDIA ETHICS Magazine, Emerson College, will serve as moderator. (Panel co-created and advised by Clifford Christians who will not be able to attend AEJMC)

Poynter to Present Core Skills Research during Montreal Conference

Old-fashioned. Slow to innovate. Afraid of change. Not cutting edge.

Stereotypes about journalism educators are easy to list, but the Poynter Institute’s 2014 research on what journalism educators actually value undercuts these assumptions. More than 3,000 people contributed their thoughts about journalism’s core skills in a survey the institute conducted in 2013. Poynter’s 2014 white paper, “Core Skills for the Future of Journalism,” reveals that journalism professionals place much less importance on digital and multimedia skills than do educators.

Knowledge of government, understanding the business of media and interpreting statistical information were all scored as less important by professionals than by educators. These results can be interpreted in a variety of ways, of course, but it’s possible, Howard Finberg wrote in a Poynter.org article about the white paper, that “educators have listened to the debate about the need to change, at least enough to acknowledge the importance of new skills.”

Poynter’s Finberg and Lauren Klinger crafted the 37 core skills by building on academic research. At AEJMC’s Montreal Conference, they plan not only to discuss the findings of their core skills research but also to highlight ways educators can use the list of skills to evaluate their curricula and bring the innovation they value to their classrooms. The panel will be presented at the conference Wednesday, Aug. 6, 11:45 a.m. to 1:15 p.m.

Poynter’s 2014 white paper, “Core Skills for the Future of Journalism” is free and available to download here: <http://poy.nu/1kcw7rk>. Finberg and Klinger also explained their research in a free NewsU Webinar, www.newsu.org/journalism-core-skills.

Bergen Named Scripps Administrator of the Year

Lori Bergen, dean of the Diederich College of Communication, Marquette, has been named the 2013 Scripps Howard Foundation Journalism & Mass Communication Administrator of the Year.

This award showcases excellence in the administration of a journalism and mass communication program, recognizing vision, leadership and creativity. Bergen will receive the award and a \$10,000 cash prize at AEJMC's Montreal Conference Wednesday, Aug. 6, during the keynote session that begins at 6:45 p.m.

"As Dean of the Diederich College of Communication since 2009, Lori has demonstrated a remarkable ability to create a distinctive learning environment for our students. She thinks beyond traditional boundaries to cultivate a creative, diverse, collaborative, and academically rigorous culture for learning," wrote Robert Wild, Marquette University president, in his recommendation letter for Bergen.

"Lori guides the college as teacher, scholar, administrator, leader, and agent for change and innovation. She has worked collaboratively with the faculty to restructure the academic curriculum to better prepare students for twenty-first century careers. A recent re-organization of student media to a 'digital first' model is a prime example of change for the future that happens under her leadership," he added.

Finalists for the award were Jerry Ceppos, Manship School of Communication, Louisiana State; and Al Tims, School of Journalism and Mass Communication, Minnesota.

Before coming to Marquette, Bergen was director of the School of Journalism & Mass Communications at Texas State-San Marcos, 2006-2009, and associate director of the Miller School of Journalism & Mass Communications, Kansas State, 2000-2006. She received her Ph.D. from Indiana in 1991, M.S. from Kansas State in 1983, and B.S. from Kansas State in 1981.



Bergen

Scripps Howard Teacher of the Year Announced

Cindy Royal, associate professor, School of Journalism and Mass Communication, Texas State-San Marcos, has been named the 2013 Scripps Howard Foundation National Journalism & Mass Communication Teacher of the Year.

Only one award is presented each year. Royal will receive the award and a \$10,000 cash prize at AEJMC's Montreal Conference Wednesday, Aug. 6, during the keynote session that begins at 6:45 p.m. The award recognizes a full-time faculty member teaching in a journalism and mass communication program who, over a period of years, has consistently demonstrated an environment of excellence by ongoing contributions to the improvement of student learning.

Royal, who was nominated by Judy Oskam, director of the School of Journalism and Mass Communication at Texas State-San Marcos, specializes in teaching the practical and theoretical concepts of New Media. During the 2013-14 academic year, she was selected for the Knight Journalism Fellowship at Stanford University, the first full-time academic to be accepted in the program in its 47-year history. She is working on a platform to teach programming skills to journalists and journalism students.

"Dr. Royal has been instrumental in developing the digital media curriculum that we offer to both graduate and undergraduate students," said Oskam. "She is technically advanced but also has a strong perspective on the nature of the digital and social media environment. Because of Dr. Royal's leadership Texas State has developed a reputation for providing our students with a strong technology background that emphasizes the role of communication."

Finalists for the award were Carolina Acosta-Alzuru of Grady College, Georgia; and Janna Anderson of the School of Communications, Elon.



Royal

Ovaitt Honored as Distinguished Service Recipient

The 2014 Gerald Sass Award for Distinguished Service to Journalism and Mass Communication has been awarded to Frank Ovaitt, president and CEO of the Institute for Public Relations (IPR).

Presentation of the award will take place Thursday, Aug. 7, 5 p.m. to 6:30 p.m., during the AEJMC Conference in Montreal, Canada; this will be followed by a panel discussion led by Ovaitt.

The Sass Award is given annually by ASJMC to pay tribute to outstanding achievement and service to the field of journalism and mass communication.

IPR is a nonprofit foundation that has focused its efforts at studying “the science beneath the art of public relations.” It has funded and distributed dozens of studies on measuring public relations, ethics, trust, managing relationships, social responsibility and other valuable topics.



Ovaitt

Academics as well as professionals have published their research on the institute’s site, and IPR makes all of this information free to all. Several of these publications have been used in dozens of classrooms and have even helped create research agendas for young faculty.

Ovaitt was nominated by Brad Rawlins, dean of the College of Communications at Arkansas State. “Frank is serving his second time as president and CEO [of IPR]. He is a consummate professional and is passionate about improving the education and training of public relations ‘professionals,’” Rawlins noted in his nominating letter.

Previously, Ovaitt was executive vice president for Makovsky + Company and managing director of Cross International Inc. He helped clients implement mergers, create re-brandings, and carry out other critical changes for new corporate objectives. He also has been an adjunct professor in the George Washington Graduate Program in Strategic Public Relations.

Upcoming Issue of *NRJ* to Focus on Preserving Content

The *Newspaper Research Journal* (*NRJ*) is issuing a call for submissions for a special issue focusing on “Capturing and Preserving the ‘First Draft of History’ in the Digital Environment.” The issue will be published in the summer of 2015 with a deadline for submissions of Aug. 1.

Preservation of news content has always posed troublesome problems for media organizations, libraries, archives and other institutions concerned about storing the “first draft of history.” The issues now are even more pressing with the growth of “born digital” publications, that is digital-only publications, “big data” projects, interactive visualizations, social media content, user-generated content and comments, and all the other formats and platforms on which news content is created and delivered. In addition, the traditional linear news cycle has been replaced with a “continuous loop of gathering, processing, versioning, output, response and update,” as outlined by the Center for Research Libraries in its initiatives on preserving digital news.

This call is for manuscripts that will provide insights into the many challenges and issues facing news organizations as they try to develop methods to capture their daily news production, efficiently store it and make it accessible to users inside and outside the newsroom. Articles also may offer suggestions that would help news organizations adapt to the changing environment in which information can be stored and accessed. Researchers may want to deal with many different aspects of the process—from managerial to organizational, economic and technological perspectives.

Both social-scientific and cultural/critical approaches will be considered, as will mixed-methods approaches. Because *NRJ* attempts to provide a bridge between academia and members of the profession, preference will be given to research submissions that will provide solutions industry professionals can use. Submissions will undergo *NRJ*’s usual peer-review process and must be original research that is not under review with any other publication, although modified conference papers will be considered. *NRJ*’s published guidelines regarding length, citation style and formatting of tabular material will apply. Direct queries or submissions to Kathleen A. Hansen, k-hans@umn.edu, or Nora Paul, npaul@umn.edu.

Old and New Skills Top 2014 Skills List for College Journalism Graduates

Accuracy, ethical principles and good news judgment top the list of the most important skills this year's college journalism graduates should possess, according to journalism educators and news professionals.

Those were the preliminary findings in a survey conducted by Bernard "Barney" McCoy, Nebraska-Lincoln. Digital, mobile and social media reporting skills were also mentioned in responses to the survey of 665 journalism educators and news professionals across the United States.

McCoy, associate professor of broadcasting in the College of Journalism and Mass Communications, studied the perceptions journalism professionals and educators have regarding skills college journalism graduates should possess when they enter the professional workplace.

"Most of the time, news professionals and journalism educators agree on what skills they think are important for journalism graduates to have for their first jobs in digital, print and broadcast news organizations," McCoy said. "Sometimes though, educators and news professionals differ on which skills and experiences they think are most important for college journalism students to have in the journalism work world."

Survey respondents were asked to rank the importance of various skills they believe college journalism graduates should possess for the professional workplace. Respondents from all three groups identified "accuracy" (97%), "ethical principles" (87%), and "good news judgment" (80%) as the top three "very important" skills for graduating journalists to possess.

McCoy said respondents also listed "digital reporting" (86%), "good mobile" skills (76%), and "social media reporting" (73%), as either "very important" or "important" skills for journalism graduates to have in the nationwide survey.

"News professionals and journalism educators agree that newer technology skills are increasingly important for graduating journalists. However," McCoy said, "they run a distant second to accuracy, ethics and good news judgment as the most important skills journalists should possess."

Two examples of differing perceptions between news professionals and journalism educators involve the job colleges do preparing journalism graduates for the professional workplace. Among journalism educators, 64% "strongly agree" or "agree" that college journalism programs are doing a good job of prepar-

ing journalism graduates to enter the professional workplace. Only 30% of professional news managers and 45% of non-management news professionals had the same responses (see chart next page).

News professionals and journalism educators were also asked if college journalism programs are doing a better job today of preparing journalism graduates for the professional workplace than 10 years ago. Among the journalism educators, 46% chose "strongly agree" or "agree" as responses. Twenty-one percent of professional journalism managers and 30% of non-management journalism professionals chose the same responses.

The type of technology tools used for reporting by journalism graduates also sparked different responses and attitudes among the survey group. Respondents were asked which ONE reporting tool they would choose for a journalism graduate to use in his or her first professional reporting assignment. Forty-four percent of the news managers chose "Pencil or pen and paper" as their top response, followed by a "smart phone" at 27%. One news manager wrote: "If they can't get a story with pen and paper, the other stuff won't help."

Journalism educators appear to have a different view of this question. They chose a "smart phone" (52%) as their first choice, followed by a "tablet" device (16%), and a "pencil or pen and paper" (15%). "I almost chose pen and paper, but with the smart phone, he or she can write AND photograph, which I think is the most common/important way to capture a story," one educator wrote.

Non-management news professional responses fell someplace between journalism educators and news managers. They chose a "smart phone" (43%) as their top reporting tool choice, followed by a "pencil or pen and paper" (26%), and a "video camera" (17%). One non-management news professional said it was "silly" to compare a pencil/paper combo with any of the other tools. They wrote: "Any reasonable person would of course use a laptop, tablet or smart phone, with paper as a backup in case of failure."

"The length of the respondent's professional job experience may explain some differences on the reporting tool question," said McCoy. For example, the survey found 51% of news managers had been on their jobs for 26 years or more. That compared with 31% of the journalism educators, and 30% of the non-management news professionals who had been on their jobs for 26

years or more. “Those with the most years on the job tended to favor ‘pencil or pen and paper’ as the one reporting tool they preferred most if given just one choice,” McCoy said. “That might be the case because it’s the reporting tool they’ve had the most personal experience using.”

The survey provided evidence that internships are useful experiences that can lead to better job opportunities for college journalism students. Ninety-seven percent of the journalism educators, 88% of the non-management news professionals and 86% of news managers answered “Yes” when asked if “internship experiences lead to better hiring opportunities for journalism graduates.”

These are some preliminary survey findings, which will include a more in-depth analysis later this year in collaboration with the College of Journalism and Mass Communications at the University of Nebraska-Lincoln. Among other key findings in the survey:

- A large majority of survey respondents said it’s helpful for prospective newsroom employees to have a college degree. Eight-in-ten (81%) of the respondents said it was either “very helpful” (41%) or “helpful” (40%) for prospective newsroom employees to have a college degree.
- Social media and reporting top the new skills for journalism list. When asked what new skills journalism graduates need today because of ongoing changes in the profession, 35% of the respondents answered “social media,” followed by “reporting” (17%).
- Se habla Español! A very large majority, 93%, of the respondents said Spanish would be the one language besides English

that would make a journalism graduate most valuable in the professional workplace. Chinese was a distant second at 33%.

- English, political science and history. Besides journalism courses, respondents ranked those three as top courses for journalism majors to take in college. Respondents ranked English (87%), political science (84%) and history (82%) as “very important” or “important” courses for journalism students to take in college. When it comes to earning a degree besides a journalism degree, respondents suggest political science (21%), English (17%), and business (16%).
- What part of their education best prepared them for their careers? The biggest single answer was “writing” (19%), followed by “internships” (16%), and “journalism courses” (15%).

About the Survey: This report is based on a survey conducted March 7- May 5 among a nationally representative sample of journalism educators, news managers and non-management news professionals. The sample comprised 665 respondents, 206 of whom are journalism educators, 353 were professional news managers, and 106 were non-management news professionals. The survey questionnaire was written by McCoy and reviewed by the Institutional Review Board at the University of Nebraska-Lincoln, and administered via a secured online website to journalism educators and professionals who agreed to voluntarily participate. Survey respondents were represented in 10 U.S. regions representing all U.S. states and territories. For questions asked of the full sample of 665, the margin of sampling error is plus or minus 3.79 percentage points at the 95% confidence level based on an estimated population size of 100,000 for U.S. professional journalists and journalism educators.*

*American Research Group, Inc.

Do you agree or disagree with the following statement: College journalism programs are doing a good job of preparing journalism graduates to enter the professional workplace.

	Agree	Strongly Agree	Neither Agree or Disagree	Disagree	Strongly Disagree	Total
Q15: News Manager	22.75% 81	7.58% 27	49.44% 176	18.26% 65	1.97% 7	356
Q15: Educator/Instructor	50.25% 102	13.30% 27	26.11% 53	10.34% 21	1.48% 3	206
Q15: News Employee/ Not Management	34.95% 36	9.71% 10	40.78% 42	12.62% 13	1.94% 2	103
Total Respondents	219	64	271	99	12	662

Electronic News Division Honors Rogus with Bliss Award

Associate Professor **Mary Rogus** of the E.W. Scripps School of Journalism at Ohio University has been named the recipient of the 2014 Edward L. Bliss Award for Distinguished Broadcast Journalism Education. The award is presented annually by AEJMC's Electronic News Division to recognize significant and lasting contributions to the field in the areas of teaching, scholarship and service.

Rogus teaches in the areas of electronic journalism and media ethics. She was named the Ohio University Presidential Teacher from 2006-2009. She is also the advisor for the student chapter of the Radio-Television Digital News Association at OU. At the university she served or chaired the Journalism School's curriculum, scholarship and director's advisory committees, along with other School and campus committees.

Rogus is co-author, along with B. William Silcock and Don Heider, of *Managing Television News: A Handbook for Ethical and Effective Producing* (2006). Her research won the Best Paper Award in the News Division at the Broadcast Education Association for the last two years. She produced a series of town hall meetings tied into the PBS series *Local News* in 2001, and two hour-long documentaries (*Test Scores, Tough Mandates and Tight Budgets* and *911-\$\$\$ Emergency*) which aired on WOUB-TV in 2003 and 2004, respectively.

Rogus received her MBA from the University of Kentucky in 1986 and her B.S. in Communications from Ithaca College in 1981. Prior to joining the faculty at Ohio University in 1999, she spent 17 years in television news, working first as a producer and later as an executive producer in markets ranging from Roanoke, VA, to Lexington, KY, to Pittsburgh, PA.

The distinguished broadcast journalism educator award is named for Edward L. Bliss, a long-time writer, producer and editor for CBS News. Bliss was known for his work with Edward R. Murrow and Walter Cronkite and ended his career as an educator at American University, which now houses the plaques bearing the award winners' names.

The award will be presented to Rogus at the Electronic News Division meeting and social at AEJMC's Montreal Conference Thursday, Aug. 7, beginning at 6:45 p.m.



Rogus

AEJMC Members to Receive Awards at Business Meeting

- **Yan Jin**, Virginia Commonwealth, will receive the 2014 Hillier Kriehbaum Under-40 Award. Jin is an associate professor in the Richard T. Robertson School of Media and Culture. The Under-40 Award was created in the early 1980s by the late Hillier Kriehbaum of New York University to honor a journalism/ mass communication faculty member who has made outstanding contributions in AEJMC's three key areas: teaching, research and public service. Jin has been at VCU since 2005. She received her doctorate from the University of Missouri.
- The 2014 Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education will be presented to **Marilyn Kern-Foxworth**, Media Consultant. Created by AEJMC's Minorities & Communication Division and the Commission on the Status of Minorities, the award recognizes outstanding individual accomplishment and leadership in diversity efforts within the journalism and mass communication discipline. The award honors Barrow's lasting impact and recognizes others who are making their mark in diversifying JMC education. Foxworth's nomination packet cited her sustained record over time of publication on racial and ethnic multicultural groups in journalism and mass communication and for the publication of her books on multiracial and multiethnic groups in journalism and mass communication, including *Aunt Jemima*, *Uncle Ben* and *Rastus: Blacks in Advertising, Yesterday, Today and Tomorrow* and *Facing Difference: Race, Gender and the Mass Media*.
- The 2014 Nafziger-White-Salwen Dissertation Award will be presented to **Scott Parrott**, Alabama. Parrott received his doctorate from the University of North Carolina at Chapel Hill. His dissertation is titled "An Examination of the Use of Disparagement Humor in Online TV Comedy Clips and the Role of Audience Reaction in its Effects." His dissertation chair was Rhonda Gibson.

Authors to be Honored at AEJMC's History Division Meeting

AEJMC's History Division will present two awards at its business meeting Thursday, Aug. 7, at 6:45 p.m. during AEJMC's Montreal Conference.

The 2014 AEJMC History Division Book Award, honoring the best journalism and mass communication history book published in 2013, will be presented to **Jinx Coleman Broussard** for her *African American Foreign Correspondents: A History* (Louisiana State University Press).

A professor at the Manship School of Mass Communication at Louisiana State University, Broussard is the author of *Giving a Voice to the Voiceless: Four Pioneering Black Women Journalists* (Routledge). A panel of three distinguished media historians chose *African American Foreign Correspondents* from a field of 36 entries.

Calling this study "earnestly researched and engagingly written," the judges praised Broussard's illuminating 150-year history that "connects readers with a number of African American journalists who had notable or distinguished reporting assignments overseas."

The division's other award, the 30th annual Covert Award in Mass Communication History, will be presented to **Michael S. Sweeney**, associate director of graduate studies, and **Patrick S. Washburn**, professor emeritus, both of the E.W. Scripps School of Journalism at Ohio University, for "'Aint Justice Wonderful': The *Chicago Tribune's* Battle of Midway Story and the Government's Attempt at an Espionage Act Indictment in 1942," *Journalism Monographs*, 20:10 (December 2013), 1-91.

The piece was selected from 12 articles nominated. The award, endowed by the late Catherine Covert, a professor of public communications at Syracuse University and former head of the AEJMC History Division, goes to the article or chapter in an edited collection that represents the year's best essay in mass communication history.



Broussard



Sweeney



Washburn

Tankard Finalists Announced

The following three books have been announced as finalists for the 2014 James Tankard Book Award finalists (for books published in 2013). The winner will be named during the Montreal Conference on Wednesday, Aug. 6, at 3:15 p.m.

(alpha by author's last name)

Shaping Immigration News: A French-American Comparison by Rodney Benson, New York University [Cambridge University Press, 2013]

The American Revolution and the Press: The Promise of Independence by Carol Sue Humphrey, Oklahoma Baptist University [Northwestern University Press, 2013]

Digital Disconnect: How Capitalism is Turning the Internet Against Democracy by Robert W. McChesney, University of Illinois at Urbana-Champaign [The New Press, 2013]

Mathis to Receive Burd Award

Sommer Mathis, editor of CityLab, will be presented with the Gene Burd Urban Journalism Award during the AEJMC Montreal Conference. Presented by the Urban Communication Foundation, the award recognizes Mathis' active engagement in how CityLab reports on a wide variety of complex urban issues. CityLab was formerly known as The Atlantic Cities.

Mathis' work as editor is being recognized for encouraging an intelligent and provocative digital discourse about the plight and promise of the world's cities, an especially significant contribution at a time of massive global urbanization. Mathis will speak on a panel, "The Future of Digital Journalism," Friday, Aug. 8, from 5 p.m. to 6:30 p.m. that will be followed by a reception where the award will be presented. Conference delegates are invited to attend both the panel and reception.

Named after long-time AEJMC member Gene Burd, Texas at Austin, the award was created in 2006.

Highlights of AEJMC's Montreal Conference

**The American Copy Editors Society (ACES) —
Tuesday, Aug. 5, 9 a.m. – 5 p.m.
“Editing Boot Camp”**

The American Copy Editors Society (ACES) is offering a daylong “Editing Boot Camp” to all AEJMC members. Whether you are a traditional copyeditor or just edit as part of your job, the ACES Editing Boot Camp can help you polish your skills.

The workshop will be taught by AEJMC presenters Andy Bechtel, UNC Chapel Hill, Fred Vultee, Wayne State, and Teresa Schmedding, ACES president and managing editor of digital operations at the *Daily Herald*.

The workshop will cover the following topics:

- Why editing is important (and how to convince your bosses)
- Grammar and punctuation basics
- Commonly confused and misused words
- Elements of proofreading
- Clarity: smoothing out dense or garbled prose, streamlining copy
- Accuracy: checking facts and sources, ensuring charts/graphics are correct, identifying and filling in missing information
- Headlines: writing clear, informative display type in print and online (including SEO)
- Style: why you need a style guide

ACES is offering the member rate of \$95 for AEJMC members to attend the workshop. To register, visit:
<http://workshops.copydesk.org/event/montreal/>.

**AEJMC, Poynter Institute and Arizona State University —
Tuesday, Aug. 5, 1 p.m. – 5 p.m.
“Ensuring Adjunct Success in the Classroom”**

Kristin Gilger, Arizona State, will moderate this pre-conference workshop that will feature speakers Vicki Krueger, director, Interactive Learning, Poynter Institute's News University; Chris Callahan, dean, Walter Cronkite School of Journalism and Mass Communication, Arizona State; and Howard Finberg, director of partnerships and alliances, The Poynter Institute.

**ASJMC and Society of Professional Journalists —
Wednesday, Aug. 6 – 5 p.m. to 6:30 p.m.
“Future of Journalism”**

Steve Geimann, Bloomberg News, will moderate this panel featuring Dorothy Bland, North Texas; Tim Franklin, president, Poynter Institute; and Dianne Lynch, president, Stephens College.

**AEJMC Publications Committee —
Thursday, Aug. 7, 8:15 a.m. – 9:45 a.m.
“Prospects for a Bright Future for AEJMC Journals”**

AEJMC publishes three journals, though an additional 11 journals, through an affiliation with a division or interest group, bear the association's name. That makes AEJMC either the largest publisher of journals among communication associations or the smallest, depending on what counts as an association journal. This panel explores the future of these 14 journals, individually and collectively, focusing on two key questions: What's the best way to view these journals and their relationships to one another and to the association? And what are the opportunities for mutually beneficial coordination and cooperation among them?

Theodore L. Glasser, Stanford, will moderate the panel discussion with panelists Linda Steiner, Maryland; W. Wat Hopkins, Virginia Tech; Sandra Utt, Memphis; and Louisa Ha, Bowling Green State. Coffee and muffins will be available during the session.

AEJMC Plenary Sponsored by the Elected Standing Committee on Teaching —

Thursday, Aug. 7, 10 a.m. – 11:30 a.m.

“The E-Learning Transformation: Promise and Challenge for Our Times”

Susan Keith, Rutgers, Teaching Committee chair, will moderate this panel featuring keynote speaker Lawrence Christopher Ragan who is director of Instructional Design and Development, World Campus, Penn State. Panelists will include Sharon Bramlett-Solomon, Arizona State; Rosental Alves, Texas at Austin; and James F. Hamilton, Georgia. Today’s e-learning technologies are poised to support the transformation of the teaching and learning enterprise as we know it. At no other time have we been provided the opportunity to reimagine the educational system from top to bottom. Increased access through blended and online classrooms, systems that adapt to the learner, global enrollments, and learning experiences delivered through mobile devices promise to disrupt our current educational models. E-learning also presents higher education with many challenges. Defining the role of faculty in the blended and online classroom, controlling the development and delivery costs, serving the needs of the distant learner, free online classes, and of course the perennial question of quality remain as a few of the critical issues to be addressed if the promise of e-learning is to be realized. Throughout this transformation, the core question of how to manage the e-learning transformation challenges all leaders of education. How we embrace these challenges in part defines how we answer the call to creating a new teaching and learning ecosystem to serve the needs of today’s learners.

AEJMC Standing Committee on Teaching —

Thursday, Aug. 7, 1:30 p.m. – 3 p.m.

Roundtable session: “The Doctors Are In”

Susan Keith, Rutgers, will preside over this roundtable session.

Speed dating meets group therapy for teaching in this popular session. Participants pick one of six simultaneous discussion tables to share ideas and ask questions for 20 minutes. The moderator will ring a bell every 20 minutes, and participants may move to another discussion table or stay at the same table to continue their discussion. Seasoned “doctors” (members of the Standing Committee on Teaching) share tips from their teaching specialties and facilitate discussion around the table. Participants will be able to download a “Doctors Are In” booklet containing top tips from the faculty experts in each area. (That booklet and many more resources compiled by the Committee on Teaching can be found at <http://www.aejmc.org/home/resources/teaching-resources>.) This session is designed for all teachers, new and veteran alike. We hope to learn from one another in this fast-paced, interactive session.

The doctors and their teaching specialties include “Globalizing Your Classes,” Catherine Cassara, Bowling Green; “Developing Your Syllabus,” Amy Falkner, Syracuse; “Incorporating Diversity into Your Classroom,” Anita Fleming-Rife, Northern Colorado; “Teaching Journalism Students How Business Works,” Chris Roush, North Carolina; “Keeping Your Class Running Smoothly: Classroom Management Tips,” Karen Russell, Georgia; and “Teaching With and about Social Media,” Leslie-Jean Thornton, Arizona State.

AEJMC and Scripps Howard Foundation —

Thursday, Aug. 7, 1:30 p.m. – 3:00 p.m.

“Tweet This: Two Weeks on the Social Media Frontlines”

In today’s highly competitive news environment, students who use social media for developing, promoting and distributing content will have an edge in their job searches. This session will provide practical takeaways for teaching social media and other digital practices from AEJMC members who received 2013-14 Scripps Howard Foundation Visiting Professors in Social Media Grants, including Kelly Fincham, Hofstra, who partnered with KUT-Radio, Austin; Pam Fine, Kansas, who partnered with DNAinfo (New York); Byung Lee, Elon, who partnered with the *Des Moines Register*; Arthur Santana, Houston, who partnered with C-SPAN; Joe Treaster, Miami, who partnered with the *Knoxville News Sentinel* and Scripps Networks Interactive; and Leigh Wright, Murray State, who partnered with Scripps Treasure Coast Newspapers (Stuart, Fla.).

AEJMC and John S. and James L. Knight Foundation Mini-Workshop —

Thursday, Aug. 7, 3:15 p.m. – 4:45 p.m.

“Bringing the Knight News Challenge Applications into Your JMC Classroom”

Jennifer H. McGill, AEJMC executive director, will moderate this panel discussion featuring recipients of Knight News Bridge Grants, including “Reporting from the Storm: Mobile Weather Reporting,” Julie Jones, Oklahoma; “Inside the @iPadJournos Newsroom: Mo-

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Conference Highlights

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bile and Social Media Reporting in a Capstone Course,” Jeanine Guidry, Virginia Commonwealth; “The Crooked River and Public Lab: Exploring Open Source Investigative Tools,” Susan Kirkman Zake, Kent State; “Using Mapping Apps to Tell Interactive Stories about Health Issues,” Scott Parrott, Alabama; “AzteCast: Developing a University-wide Website,” Amy Schmitz Weiss, San Diego State. This mini-workshop will provide tools and tips for adapting Knight News Challenge products into your classroom.

AEJMC’s Standing Committee on Professional Freedom and Responsibility —

Friday, Aug. 8, 8:15 a.m. – 9:45 a.m.

“Strategies, Achievements and Reflections: Showcasing the AEJMC Equity and Diversity Award Recipients”

Hong Cheng, Virginia Commonwealth, will moderate this session with past recipients of AEJMC’s Equity and Diversity Award: Jerry Ceppos representing the Louisiana State University Manship School of Mass Communication (2009); Paul Parsons representing the Elon University School of Communications (2010); Judy B. Oskam representing the Texas State University School of Journalism and Mass Communication (2011); Bill Celis representing the University of Southern California Annenberg School of Journalism (2012); Marie Hardin representing the Pennsylvania State University College of Communications (2013); and this year’s recipient (2014).

AEJMC Presidential Panel —

Friday, Aug. 8, 1:45 p.m. – 3:45 p.m.

“Grading the Press and Journalism Schools in Areas That Matter”

AEJMC President Paula M. Poindexter, Texas at Austin, will moderate this panel featuring David Carr, media equation columnist, *New York Times*, and Inaugural Andrew R. Lack Professor of Journalism and the Business of Media at Boston University; Lorraine Branham, dean, S.I. Newhouse School of Public Communications, Syracuse; and Thomas Kent, deputy managing editor/standards editor, The Associated Press, and chair, ONA’s Make-Your-Own-Ethics-Code project.

Association of Schools of Journalism and Mass Communication and Online News Association Panel —

Friday, Aug. 8, 3:30 p.m. – 5 p.m.

“Hack Your Curriculum: Collaborate with Local Media on Your Journalism Project”

Kristin Gilger, Arizona State, will moderate this panel featuring Jere Hester, director of the NYCity News Service, CUNY Graduate School of Journalism; Michael V. Marcotte, professor of practice, University of New Mexico; and Rebakah Monson, co-founder, Code for Miami. A dozen U.S. universities each won a \$35,000 micro-grant in the first round of the \$1M Challenge Fund for Innovation in Journalism Education, administered by the Online News Association, to seed collaborative news experiments in living labs — their communities. Making project collaborations work isn’t easy but it is imperative in providing students real-world experience and an appetite for creativity. This panel gathers winners of the first round of grants to share the challenges of and solutions to common problems with collaborations.

Medill Justice Project, Northwestern University —

Saturday, Aug. 9, 12:45 p.m. – 2:15 p.m.

“How to Create a Journalism-Based Justice Project at Your University”

Since 1999, The Medill Justice Project has investigated potentially wrongful murder convictions, uncovering revelatory information that has impacted people’s lives and the criminal justice system. No other U.S. university class does this. That needn’t be the case. This session will share our knowledge so students at other universities can examine potentially wrongful convictions. In addition, The Medill Justice Project launched the Journalism Justice Network, an international coalition of investigative journalism enterprises made up of professional reporters, student and citizen journalists, journalism instructors and others who research, report and publish their findings about wrongdoings in the criminal justice system and their examination of potentially wrongful convictions. This session, moderated by Alec Klein, director of the Medill Justice Project at Northwestern University, will explain how those who are interested in criminal justice investigative reporting can join the Journalism Justice Network.

Placement Ads

Ad Rates

AEJMC Placement Service ad rates are \$200 for the first 200 words and 25 cents for each additional word. Ads should be e-mailed to aejmcnews@aol.com. Type "Newsletter Ad" in the subject line. Include the name of the contact person and phone number. Schools are billed after publication with tearsheets.

Copy Deadlines

January.....Dec. 1
March.....Feb. 1
July.....June 1
September 15.....Aug. 1
November.....Oct. 1

Appalachian State University – Two positions: **Chair and Assistant Professor in Journalism/Multimedia**.

The Department of Communication at Appalachian State University invites applications for the following two positions:

Chair: The Department of Communication at Appalachian State University invites applications for the position of Chairperson to begin January 2015 or July 2015. The chair will provide leadership, act as advocate and liaison for the department, support student achievement, administer and manage the academic unit, lead departmental personnel matters, maintain productive scholarship, and teach one class per semester. The chair will be an academic leader, capable of developing contacts with professionals, demonstrating knowledge about current technology, and fostering collegiality among and providing a vision for a diverse multi-disciplinary department. The chair will also be responsible for overseeing the George G. Beasley Media Complex.

Applicants should have an earned doctorate in communication or a related field and a distinguished record of teaching, service, and scholarly/creative activity to merit appointment at the Associate or Full Professor level. Applicants should also have administrative experience that includes leading faculty in obtaining external funding, fundraising, working with constituencies, and managing a budget. Rank, salary, and tenure are commensurate with experience and qualifications.

A complete application will include a letter of interest highlighting leadership, teaching, creative or scholarly experience; a

curriculum vitae; a separate leadership philosophy statement; a scholarly writing sample; and the names, addresses, phone numbers and email addresses of four references. **Review of applications will begin on August 15 and continue until position is filled.** Individuals with disabilities may request accommodations in the application process by contacting the search committee chair, Tina McCorkindale (mccorkindaletm@appstate.edu).

Submit hard copies of the application materials to: Dr. Tina McCorkindale; Search Committee Chair; Department of Communication; Appalachian State University; ASU Box 32039; Boone, NC 28608-2039.

Assistant Professor in Journalism/Multimedia:

Appalachian State University's Department of Communication seeks an Assistant Professor in Journalism/Multimedia, beginning August 2015. An earned doctorate in Communication or related field is preferred and is required for tenure-track appointment. Candidates who are ABD will be considered, but the tenure-track appointment requires completion of all doctoral requirements by September 15, 2015.

The successful candidate will teach in the undergraduate Journalism curriculum and may serve as adviser to the Department's active SPJ chapter. Teaching responsibilities may include teaching courses off-campus. Other responsibilities include teaching departmental core courses as needed, advising students, maintaining a program of scholarly activity, and participating in departmental, university and professional service.

A complete application includes an application letter, curriculum vitae, statement of teaching philosophy, recent teaching evaluations (if available), a sample of refereed scholarship, photocopies of all official college transcripts, and the names, addresses, phone numbers and email addresses of at least three references. **Review of completed applications will begin September 1, 2014, and will continue until position is filled.** Individuals with disabilities may request accommodations in the application process by contacting search committee chair, Lynette Holman (holmanlm1@appstate.edu).

Submit hard copies of the application materials to: Lynette Holman, Ph.D.; Journalism/Multimedia Faculty Search Chair; Department of Communication; Appalachian State University; ASU Box 32039; Boone, NC 28608-2039.

The University:

Appalachian State University is a member

institution of the sixteen-campus University of North Carolina. Located in Boone, North Carolina, the university has approximately 18,000 students, primarily in bachelors and masters programs in both liberal arts and applied fields. Appalachian has both a traditional residential campus and a variety of distance education programs.

The Department of Communication (<http://www.asucom.appstate.edu>) has a full-time faculty of 36 and approximately 750 students majoring in advertising, electronic media/broadcasting, journalism, communication studies, and public relations. In 2013, the 18,000-square-foot George G. Beasley Media Complex opened, housing classrooms, editing suites, faculty offices, two television studios, a soon-to-be-launched 24-hour cable news channel, and the student-managed radio station WASU (FM).

Appalachian State University is an Affirmative Action/Equal Opportunity Employer. The University does not discriminate in access to its educational programs and activities, or with respect to hiring or the terms and conditions of employment, on the basis of race, color, national origin, religion, sex, gender identity and expression, political affiliation, age, disability, veteran status, genetic information, or sexual orientation.

Any offer of employment will be conditioned upon the university's receipt of an acceptable criminal background check. Documentation of identity and employability of the applicant will be required before the hiring process can be finalized. Finalists will be required to furnish official transcripts of terminal degree.

♦♦♦♦

Auburn University - School of Communication and Journalism, **Tenure-Track Assistant Professor in Journalism**, Position Number: 116210.

Position: The School of Communication and Journalism at Auburn University invites applications for a tenure-track position as an Assistant Professor of Journalism beginning fall semester, Aug. 16, 2015.

Responsibilities: The candidate's primary teaching assignments will involve teaching emerging media, including multimedia, mobile and social media. Candidates should be proficient in teaching Adobe Creative Suite and Final Cut Pro. In addition, the successful candidate should be able to contribute to one or more of the following teaching areas: Web design and programming, data visualization, digital news reporting, digital news production or

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Placement Ads

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photojournalism.

The School of Communication and Journalism partnered with Raycom Media in 2013 to create a state-of-the-art multimedia newsroom to train student journalists. Faculty and Raycom news professionals work with students in the newsroom to reinforce classroom lessons with live reporting experiences. Our desired candidate will be able to contribute to this initiative.

Tenure-track faculty members are expected to engage in scholarly research or appropriate creative work. In addition to teaching five courses per year, responsibilities include service to the school, college and the professional journalism community; teaching graduate-level courses and directing theses in the graduate program.

Requirements/Qualifications: The ideal candidate will have a Ph.D., and at least three years of full-time professional newsroom experience as a journalist OR a master's degree and at least eight years of full-time professional newsroom experience as a journalist. Outstanding candidates who are in the final stages of dissertation writing (ABD) will be considered. However, appointment to the tenure-track position at the rank of assistant professor requires the earned doctorate by the August 16, 2015 start date. If the candidate fails to complete the degree by the designated date, the position will revert to an instructor position. The offer will be withdrawn if the Ph.D. is not earned by May 15, 2016. Applicants should have a demonstrated record of excellence in teaching collegiate-level journalism courses and a solid record of scholarly or creative productivity or substantive evidence of research/creative potential. Salary is competitive, dependent on qualifications and contingent on funding.

The candidate selected for this position must be able to meet eligibility requirements to work in the United States at the time the appointment is scheduled to begin and continue working legally for the proposed term of employment; excellent communication skills required.

Application: Please go to this website to apply for the position: <https://aufacultypositions.peopleadmin.com/>

Review of applications will begin Oct. 3, 2014, and continue until a candidate is selected.

Auburn University is one of the nation's premier land, sea, and space grant institutions. In the 2013 edition of U.S. News and World Report, it was ranked 37th among pub-

lic universities. Auburn is an institution that is both highly research-active and committed to maintaining teaching excellence, offering Bachelor's, Master's, Educational Specialist, and Doctor's degrees. Its enrollment of 25,134 students includes 20,175 undergraduates and 4,959 graduate students. The School of Communication and Journalism has more than 900 students in its four undergraduate majors and master's program (www.cla.auburn.edu/cmjn)

Auburn University is geographically located in a moderate climate with easy access to both beach and mountain recreational facilities and is situated along the rapidly developing I-85 corridor between Atlanta and Montgomery, Ala. The Auburn-Opelika metropolitan statistical area has a population of 140,000, excellent public school systems and a regional medical center. CNNMoney.com named Auburn as one of the top 100 "Best Places to Live" for 2012.

Auburn University is an Affirmative Action/Equal Opportunity Employer. It is our policy to provide equal employment opportunities for all individuals without regard to race, sex, religion, color, national origin, age, disability, protected veteran status, genetic information, or any other classification protected by applicable law.

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Auburn University - School of Communication and Journalism, Tenure-Track Assistant Professor in Public Relations, Position Number: 118620.

Position: The School of Communication and Journalism at Auburn University invites applications for a tenure-track position as an Assistant Professor of Public Relations beginning fall semester, Aug. 16, 2015.

Responsibilities: The candidate will teach undergraduate and graduate courses in public relations. He or she should engage in scholarly research in the field of public relations and demonstrate an interest in contributing to on-line education, diversity and the overall strategic plan of Auburn University.

The desired candidate will have a proven research agenda in the field of public relations and professional industry experience, as well as involvement in public relations divisions of national organizations such as PRSA, AEJMC and/or NCA.

The candidate's primary teaching assignment will be within the public relations curriculum. Applicants should have a demonstrated record of excellence in teaching public relations courses. The successful candidate will be expected to demonstrate evidence of the ability to integrate digital media elements and teaching into the curriculum. The candidate should be able to teach on topics such as digital media, digital communica-

tion, or strategic digital communication management as they relate to public relations. The successful candidate should also be able to contribute to one or more of the following specific teaching areas: content creation, promotional strategy, measurement and evaluation. The candidate should be committed to outreach within the public relations profession.

In addition to teaching five courses per year, responsibilities include service to the department, college and the scholastic and professional public relations community; teaching graduate-level courses and directing theses in the graduate program.

Requirements/Qualifications: The ideal candidate will have a Ph.D. in mass communication. Outstanding candidates who are in the final stages of dissertation writing (ABD) will be considered. However, appointment to the tenure-track position at the rank of assistant professor requires the earned doctorate by the August 16, 2015 start date. If the candidate fails to complete the degree by the designated date, the position will revert to an instructor position. The offer will be withdrawn if the Ph.D. is not earned by May 15, 2016. Salary is competitive, dependent on qualifications and contingent on funding.

The candidate selected for this position must be able to meet eligibility requirements to work in the United States at the time the appointment is scheduled to begin and continue working legally for the proposed term of employment; excellent communication skills required.

Application: Please go to this website to apply for the position: <https://aufacultypositions.peopleadmin.com/>

Review of applications will begin Oct. 3, 2014, and continue until a candidate is selected.

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Temple University - Chair and Senior Faculty Member, Department of Advertising.

The Department of Advertising in the School of Media and Communication at Temple University seeks a senior faculty member at the rank of associate or full professor to serve as department chair beginning fall 2015.

This tenured faculty member will play a key role in guiding a dynamic department of more than 500 undergraduate students that is responding to the challenges and opportunities of advertising in the digital age. This position is an excellent opportunity for a seasoned advertising scholar or executive to bring vision and leadership to a growing department (www.temple.edu/advertising) and to the School of Media and Communication. Temple University is located in Philadelphia, which is the fifth-largest media market in the nation, at the heart of an urban laboratory for media and communication.

The ideal candidate for this position should be a productive scholar or professional and ideally could teach in one or more of the department's four tracks of study (art direction, copywriting, account management/media planning, and research). The ideal candidate will hold a Ph.D. or other terminal degree. Preference will be given to applicants whose background, dedication, vision, and leadership skills are well suited to guiding the Department of Advertising in its mission to train students, to serve the community, to collaborate with industry professionals, and to develop innovative research. Significant academic or professional experience, including experience in administration and management, is preferred.

Advertising is one of four departments in the School of Media and Communication, which is among the largest and most comprehensive schools of communication in the nation. It enrolls nearly 3,000 undergraduate and graduate students, and has nearly 60 full-time faculty members. The school houses four departments: Advertising, Journalism, Media Studies and Production, and Strategic Communication. It also offers three programs that are shared across the school: a B.A. in Communication Studies, an M.S. in Global Commu-

nication and Development, and a Ph.D. in Media and Communication. For additional information on the department, school, and Temple University, visit <http://www.temple.edu/smc>.

The Search Committee plans to begin reviewing applications on September 15, 2014, and will continue reviewing applications until the position is filled. To apply for the position, please submit a hard-copy cover letter, a curriculum vitae, and contact information for three references to Professor Linn Washington, Search Committee Chair, c/o Department of Advertising, 300 Annenberg Hall, Temple University, 2020 N. 13th Street, Philadelphia, PA 19122, Phone: 215-204-4268, E-mail: lwashing@temple.edu

Temple University is an equal opportunity, Affirmative Action employer committed to achieving a diverse community.

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University of South Carolina — Public Relations Position. The School of Journalism and Mass Communications at the University of South Carolina invites applications for a **tenure-track assistant professor in public relations** to join the faculty in August 2015. The ideal candidate will have a commitment to teaching and a passion for scholarship in public relations. We are looking for a candidate with the ability and willingness to teach public relations campaigns, writing, and/or management. Expertise and experience in strategic planning, monitoring and creative use of digital public relations — web, social media, and mobile — will be a plus. Candidates must have a Ph.D. in communication or related areas or a master's degree with substantial professional experience in public relations. The School maintains a dual-track (academic and professional) faculty tenure and promotion system, values both academic credentials and professional expertise, and welcomes candidates from both sides. ABDs are encouraged to apply. Candidates with a Ph.D. are expected to demonstrate strong record of or potential for scholarly research in public relations.

The School — The School of Journalism and Mass Communications currently enrolls approximately 1,500 undergraduates and 60 graduate students in journalism, advertising, public relations, visual communications and mass communications. The SJMC offers bachelor's and master's degrees in journalism and mass communication and a Ph.D. in mass communication. The faculty consists of a collegial group of researchers and educators with a wide range of backgrounds and interests. For more information, visit the School's website at www.jour.sc.edu.

The University — The University of South Carolina is classified as a research-extensive university with very high research activity.

The university is located in South Carolina's capital, a unique, family-friendly city located equidistant from beautiful Atlantic beaches and the historic, rolling Blue Ridge mountains. We are an affirmative action, equal opportunity employer, committed to building a culturally diverse faculty, staff and student body. Minorities and women are encouraged to apply. The University of South Carolina is responsive to the needs of dual career couples.

Application Procedure — Applications, nominations or questions may be addressed to: Sei-Hill Kim, Ph.D.; Chair — PR Faculty Search Committee; School of Journalism and Mass Communications; University of South Carolina; Columbia, SC 29208; seihillkim@gmail.com; (803) 777-7037.

Applicants should send electronically a letter of application, CV, the names of at least three references, one sample of either a journal article or professional output to demonstrate research and/or professional expertise. The application materials should be prepared in a single PDF and emailed to the search committee chair. **The search committee's review of applications will begin September 15th and continue until the position is filled.**

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University of South Florida St. Petersburg — Department of Journalism and Media Studies invites applications for an **assistant professor in Theory and Community Journalism**. Start date January, 2015 (preferred) or August, 2015. **Applications for January due no later than August 31, 2014; applications for August due no later than January 30, 2015.**

Duties: Teach digital and foundational media theory, act as bureau chief for the department's Neighborhood News Bureau, lead students in story production, publication and distribution; develop and maintain community partnerships perform departmental and university service.

Minimum Qualifications: Relevant terminal degree from an accredited university at time of application; ability to fulfill duties as outlined; demonstrated competence in teaching; meets university requirements for appointment to assistant professor, including demonstrated research potential.

Preferred Qualifications: Three or more years of professional journalism experience, including reporting on underserved populations; expertise in grant-writing or revenue-building.

Applications for January start due August 31, 2014. If the position is not filled, a second round of applications due January 30, 2015 for August, 2015 start will be reviewed. Include online application, cover letter, evidence of research agenda and successful teaching, vita, and three references. Questions? Contact

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Placement Ads

Continued from page 27

Deni Elliott, Chair, Department of Journalism
and Media Studies, elliott@usfsp.edu.

To apply, go to <http://www.usf.edu/about-usf/work-at-usf.aspx>.

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Positions Sought

MARILYN KERN FOXWORTH, President of Kern Foxworth International and former President of AEJMC, is available for speaking engagements. A renown author and prolific communicator, she has been given a global platform for sharing her expertise, relative to workplace diversity, leadership, advertising, public relations, journalism and mass commu-

nication, in Africa, Asia, Europe, Central America, South America, and numerous North American cities; including over 140 universities. Kern Foxworth's provocative keynote addresses, training sessions, workshops, and lectures pertinent to women and multicultural groups, have enthralled audiences for over 40 years. She resides in Houston, Texas and can be contacted at (713) 865-3471(mobile)/drmkfoxworth@gmail.com