

AEJMC NEWS

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

Volume 45 No. 4 | July 2012

AEJMC Members Elect Toth as 2012-13 Vice President



Toth

Elizabeth Toth, Maryland, has been elected AEJMC vice president for 2012-13. She will become president-elect in 2013-14 and president in 2014-15. Toth ran against Fred Blevens, Florida International. Blevens received 210 votes while Toth received 248 votes.

Kyu Ho Youm, Oregon, will be installed as 2012-13 AEJMC president during the AEJMC Conference in Chicago in August. Paula Poindexter, Texas at Austin, will become 2012-13 president-elect.

Two AEJMC members were elected to seats on the Accrediting Council on Education in Journalism and Mass Communications: Carol Pardun, South Carolina (308 votes), and Don Grady, Elon (183 votes). Other candidates for AEJMC seats were Maria Marron, Central Michigan (167 votes), and Charles Edwards, Drake (89 votes).

Three AEJMC members were elected to serve on AEJMC's Publications Committee: Ted Glasser, Stanford (272 votes); Joe Phelps, Alabama (218 votes); and Louisa Ha, Bowling Green State (190 votes). Because a Publications Committee member resigned earlier this year, a fourth seat is being filled by the candidate with the fourth-place vote total: Carolyn Lin, Connecticut (184 votes). Other candidates running for Publications Committee seats were John Besley, South Carolina (103 votes), and Carl Patrick Burrowes, Penn State Harrisburg (64 votes).

Three seats were filled on AEJMC's Professional Freedom and Responsibility Committee. Those elected include Kathy Bradshaw, Bowling Green State (214 votes); Dean Kruckeberg, North Carolina Charlotte (184 votes); and Hong Cheng, Ohio (171 votes). Also running for these seats were Susan Gonders, Southeast Missouri State (159 votes); Jack Rosenberry, St. John Fisher (121 votes); and Brad Yates, West Georgia (117 votes).

The three representatives elected to fill seats on AEJMC's Research Committee include Bonnie Brennen, Marquette (198 votes); Cory Armstrong, Florida (190 votes); and Jisu Huh, Minnesota (154 votes). Others running were Andrea Tanner, South Carolina (150 votes); Liz Hansen, Eastern Kentucky (139 votes); and Nikhil Moro, North Texas (102 votes).

Elected to the three seats on AEJMC's Teaching Committee were Amy Falkner, Syracuse (193 votes); Linda Aldoory, Maryland (180 votes); and Chris Roush, North Carolina Chapel Hill (179 votes). Other candidates included Leslie-Jean Thornton, Arizona State (168 votes); Tricia Farwell, Middle Tennessee State (140 votes); and

Continued on page 4

Keynote Speaker Announced for Chicago Conference

Keynote speaker for AEJMC's 2012 Chicago Conference is Richard Gingras, head of news products for Google.

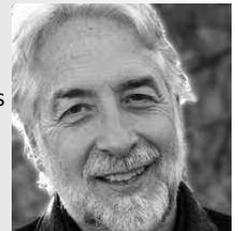
Gingras' keynote will be Thursday, Aug. 9, at 6:45 p.m., followed by the Conference's opening reception at the Chicago Marriott Downtown.

Having been concerned with the transformation of the news business, Gingras has been a strategic advisor to Google executives, focusing

on strategies relating to news and television. He has long guided the development of

new products, new technologies, and new companies, often as an active board member and strategic advisor with early stage ventures.

Before joining Google full-time, Gingras was CEO of Salon Media Group, which operates the Salon.com, its blogging community, and the pioneering virtual community The Well. Gingras was co-founder, CEO and chairman of Goodmail Systems, a venture that developed certified email services for thousands of online retailers and financial service companies. Other ventures



Gingras

Continued on page 4

FROM THE PRESIDENT



By Linda Steiner
2011-12 AEJMC President
University of Maryland
lsteiner@jmail.umd.edu

The New World of Journal Publishing

Since January, you have been receiving *Journalism & Mass Communication Quarterly*, *Journalism & Mass Communication Educator*, and *Journalism & Communication Monographs* directly from Sage. The Publications Committee (now a directly elected standing committee) spent literally years, first analyzing the advantages and disadvantages of having a commercial publisher handle AEJMC journals, and then interviewing publishers' representatives, at meetings also attended by our journal editors.

Outsourcing the production and distribution of our journals turned out to meet several needs. First, AEJMC headquarters could not provide full-text online content, which many of our members wanted. Second, our in-house team couldn't provide the global marketing needed to keep our journals internationally visible, accessible, citable and cited. We wanted AEJMC journals to be comprehensively promoted, so journals would be widely available as part of library packages.

If all went well, you haven't noticed any difference. Although you can opt out of the paper versions, members and paid subscribers get both hard copy and online access to current and back issues, as well as free classroom use of content. You face no online embargo as you did with Proquest and EBSCO. Besides royalties to AEJMC, Sage pays the honoraria to the editors and their staffs, and \$1,000 to support a doctoral student of color to attend the annual conference. All three viable bidders agreed our journals were underpriced; but Sage proposed to raise institutional subscription rates the least. Indeed, while non-member subscription prices have increased, they remain less than some divisional journals and certainly less than comparable flagship journals from other scholarly organizations.

Beyond this, it's worth recalling the decision's larger context, that is, larger changes in journal publishing. One issue is the huge increase, especially over the last 15 years, in the number of journals in our field(s). Several new ones are or soon will be ISI ranked, as *Quarterly* is. Over the last five years ISI has added nearly 20 journals to its "communication" list. And there are literally many dozens of new non-ranked ones. This is not the place for me to wonder if communication, advertising, PR, media studies and journalism can support all these journals—if we have enough important scholarship to fill them, enough people to referee and edit the submissions. At a minimum, however, none of

us can read (keep up with) all the articles being published in these journals. No libraries can subscribe to all of them. This is to say, it's important for AEJMC to maintain the high standards and high quality of our journals, to ensure that our work stands out and gets the visibility it deserves and that scholars around the world get the access they need.

In particular, we are seeing the emergence of open-access publishers. Some of these are quite serious and rigorous, such as *The International Journal of Communication*, published by the University of Southern California. It's also worth mentioning an emerging cottage industry in journals that, in the name of being open access, charge authors either to submit or to publish. The *International Journal of Humanities and Social Science* ("peer-reviewed and refereed") aims to "become the leading journal in humanities and social science in the world," a category that includes communication studies, corporate governance, cross-cultural studies, ethics, media studies, and philosophy, among many others. It charges authors \$200. SAGE has launched open access journals, with fairly minimal criteria (i.e., data of any kind collected "scientifically"). Authors pay \$395 per published article, now that the "low introductory offer" has expired. Editors get 10 percent of the payment collected.

Certainly many legitimate journals with high

standards do charge authors, and even charge quite a lot. Indeed, the model seems borrowed from STEM fields, where publication fees are common, and even in a second-tier journal could run \$800 and above (and far higher for color figures).

On the other hand, and more problematically, are the "predatory" journals. A librarian at the University of Colorado-Denver publishes an annual list of "predatory" open access and toll journals [<http://metadata.posterous.com/83235355>]. Jeffrey Beall advises people not to submit manuscripts to them or serve on their editorial boards. Most of these are less than honest about where, why or how they operate. These are unlikely to be read, and even less likely to ever be cited. They prey upon graduate students and people from other countries desperate for English-language publications on their CVs.

Something that could be added to Beall's list (which has been criticized as overly subjective) is *Journal of Mass Communication and Journalism*, published by OMICS, which, besides organizing scientific events, promises that its 200 open-access journals offer rapid turn-around time and "free, faster, and unconstrained access." *JMCJ* regularly writes me to brag about its "worldwide audience larger than that of any subscription-based journal in [the field], no matter how prestigious or popular. ...It increases convenience, reach, and retrieval power." But only with considerable searching does one find a brief mention of "a

"In particular, we are seeing the emergence of open-access publishers."

Continued on page 3

Scripps Howard/AEJMC Announce Recipients of Social Media Externship Grants

Six AEJMC members have been selected as recipients of 2012 Scripps Howard Foundation/AEJMC Social Media Externship Grants.

This opportunity allows journalism faculty to spend two weeks this summer learning first-hand how newspapers and broadcast stations use social media across multiple platforms. Professors then take this knowledge into their classrooms while teaching during fall 2012 and winter/spring 2013.

A second phase of the program provides funds for a professional from the media outlet to visit that professor's campus for five days during the 2012-13 academic year. The professional will be available for a variety of activities while on campus, depending on the needs of the program.

The Scripps Howard Foundation is providing \$3,000 for each faculty member's travel, housing and other expenses for the two-week summer visit to the media outlet. The Foundation is also providing each media outlet professional \$1,000 for expenses related to visiting the professor's campus.

Fifty-three applications from AEJMC members were received and 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 overall quality of the application.

The faculty selected for the visits are C-SPAN—**Stephanie Bor**, Utah; WEWS-TV Cleveland—**Keith Oppenheim**, Grand Valley State; *Chicago Tribune*/WGN Radio—**Sue Bullard**, Nebraska-Lincoln; *Miami Herald*—**Kay Colley**, Texas Wesleyan; *The Oregonian*—**Susan Wiesinger**, Cal State, Chico; and *Knoxville News Sentinel*/Scripps Networks Interactive—**Cliff Shaluta**, Western Kentucky.

From the President

Continued from page 2

fair handling fee" required of authors whose manuscripts have been accepted. It takes even more extensive searching to learn the precise amount of that "handling fee." For those from a high-income country such as the United States, the cost for the first article published in 2012 was \$1,800. There are apparently economies of scale: a second article published the same year cost \$900 and the third \$600. Institutional memberships cost \$10,000, annually. People from middle-income countries pay \$1,300 for the first article; authors from low-income countries pay \$900.

I recently received an email from *Journalism and Mass Communication*, which is on Beall's list and claims to be an academic journal published "across the United States" by David Publishing Company. It repeatedly provides a California address, included in the first sentence, although the website also mentions China connections and a China address. I'm not sure how they found a paper I co-authored with a graduate student. Given that the paper was just rejected (of course, I'm convinced the reviewers didn't read it), *JMC*'s message was encouraging: "Hope to keep in touch via email and can publish some papers or books for you and your friends. As an American academic publishing group, we wish to become your friends if we may." Also: "Manuscripts submitted considered for publication will be charged some publication fee." But despite clicking through every aspect of the home page, this journal, and other journals, I never determined the fee. The cost is apparently per page, since I did learn that papers under 4 pages are charged extra ("Except the best papers, most papers are strictly required to be no less than 6 pages") and generally there is no discount ("Only if your achievement too excellence, you could get some discount.") So here is one that charges for reading (and subscriptions) and for publishing.

It's clearly a new publishing landscape.

AEJMC NEWS

Newsletter for the Association for Education
in Journalism and Mass Communication

www.aejmc.org

AEJMC 2011-12 Board of Directors

AEJMC President

Linda Steiner, Maryland

President-elect

Kyu Ho Youm, Oregon

Vice President

Paula Poindexter, University of Texas-Austin

Past President

Jan Slater, Illinois

PF&R Committee Chair

Kathy Bradshaw, Bowling Green State University

Research Committee Chair

Ann Hollifield, University of Georgia

Teaching Committee Chair

Jennifer Greer, University of Alabama

Council of Divisions Chair

Tony DeMars, Texas A&M-Commerce

Council of Divisions Vice Chair

Bob Trumpbour, Penn State University- Altoona

Council of Affiliates Chair

Lillian Lodge Kopenhaver, Florida International University

ASJMC President

Beth Barnes, University of Kentucky

ASJMC President-elect

Peggy Kuhr, University of Montana

Commission on the Status of Minorities Chair

Curtis Lawrence, Columbia College-Chicago

Commission on the Status of Women Chair

Stacey Hust, Washington State

AEJMC/ASJMC Executive Director

Jennifer H. McGill

AEJMC Staff

AEJMC News Editor

<aejmcnews@aol.com> Lillian S. Coleman

Desktop Publisher

<aejmcprogram@aol.com> Felicia Greenlee Brown

Website Sysops

<aejmcwebsite@aol.com> Kysh Brown

Association Business Manager

<richaejmc@aol.com> Richard J. Burke

Association Office Assistant

<aejmcassistant@aol.com> Janet Harley

Public Relations/Marketing Specialist

<aejmcpr@aol.com> Chris Neiger

Membership Coordinator

<aejmcmemsub@aol.com> Pamella Price

Conference Manager

<fredaejmc@aol.com> Fred L. Williams

AEJMC News, a publication of AEJMC,
is published five times a year.

Mailing address: 234 Outlet Pointe Blvd., Ste. A,
Columbia, SC 29210-5667. (803) 798-0271.

AEJMC News E-mail address: aejmcnews@aol.com.

AEJMC Web Site: www.aejmc.org.

Membership in AEJMC includes a subscription
to *AEJMC News*. Annual subscription for nonmembers: U.S.
\$40; International via Airmail \$60.

ISSN# 0747-8909.

The contents of this newsletter may not reflect
the editor's views or the association's policies.

Small Programs Interest Group Launches New Journal

AEJMC's Small Programs Interest Group has launched *Teaching Journalism and Mass Communication*, a journal published by the Small Programs Interest Group, an online journal designed to advance research and discussion on pedagogical issues.

The peer-reviewed journal, which started as a suggestion over the SPIG listserv, is published semiannually at <http://www.aejmc.net/spig/journal>. The electronic format allows for multimedia presentations and online interactivity in six sections: Editor's Note, Research, Symposium, Scholarship of Application, Teaching+, and Industry. Readers are encouraged to comment, raise questions, move the conversation forward and initiate collaborations.

TJMC articles engage in scholarship directly aligned with pedagogical concerns of faculty in teaching-intensive colleges and universities. These concerns include responsibility for a range of courses, resource issues, a diverse student population, and more. Resulting challenges spur problem solving and improvisation that can be documented and studied as part of the growing body of Scholarship of Teaching and Learning (SOTL) literature.

While content reflects the point of view of small programs, it is hoped that contributors and readers will come from all areas of the journalism and mass communication professoriate. Topics in upcoming issues include assessment, library partnership, team teaching online journalism, ethics, motivating students to read and dialogic public relations.

Submission guidelines may be found at <http://aejmc.net/spig/journal/submission-guidelines>.

Teaching Journalism & Mass Communication

SPIG

Chicago Conference Paper Abstracts Available Online

All abstracts from papers being presented during the August 2012 AEJMC Chicago Conference will be available on the AEJMC website after July 1. Paper abstracts no longer are being included in *AEJMC News*. See aejmc.org/home/2012/03/2012-abstracts/ for a complete listing of abstracts from the 879 papers scheduled for presentation.

Mobile App Available to Conference Delegates

AEJMC delegates to the August Chicago Conference will be able to download the AEJMC mobile app that will feature the Conference program and maps of the hotel meeting rooms.

The app will allow you to search the Conference program, build your own schedule, view sessions by category and more. The app will be available for free, and information on how to download it will be available to registered delegates by mid-July.

The app will work on iPhones, iPads, and Android phones, and other mobile devices will be able to access a mobile schedule website.



Election 2012

Continued from page 1

Jeff South, Virginia Commonwealth (113 votes).

All AEJMC regular, retired and international members in good standing were eligible to vote in the election which ran from March 9 to April 9. Ballots were distributed electronically to all eligible voters on March 9 using Survey Monkey, an online survey tool. Response rate for the election was 19.4 percent. All elected candidates will take office Oct. 1.

Keynote Speaker

Continued from page 1

include Audio Mill, technology incubator ChanceTechAV, web applications platform provider Laszlo Systems, and custom book publisher MyPublisher, among others.

Gingras also successfully explored the intersection of public policy, online commerce and parody with the creation of the Total Information Awareness Gift Shop, a satirical poke at government efforts to secretly mine data from vast arrays of corporate and governmental

databases. Its proceeds go to the ACLU.

Gingras led online service efforts at Excite@Home, and, at Apple Computer, he led the development of the online service eWorld. A pre-Web online service, eWorld used technology licensed from AOL to introduce many online service innovations. In 1979, he created the first interactive online news magazine.

A graduate of Boston College, Gingras began his career in television, holding various positions with PBS, KCET/Los Angeles, and NBC.

What Are BIG IDEAS? Members Nominate Favorites

AEJMC serves an important mission, to “cultivate the widest possible range of communication research.” During the past 100 years we have explored some BIG IDEAS through research competitions, conference panels and scholarly journals.

As part of our centennial celebration, we invited AEJMC members to nominate their favorites just for fun. We asked, “What ideas have stood the test of time, generated the most research buzz, or made the biggest impact?” From specific books and well-studied theories to concepts as broad and far-reaching as “new media,” we hope that you’ll ponder some of these BIG IDEAS. Delegates to the AEJMC Chicago conference will receive a souvenir travel mug celebrating AEJMC and our 100 Years of Big Ideas.

Agenda-setting: News media don’t tell people what to think, but they do tell them what to think *about*. This “home grown” journalism and mass communication theory has stimulated mass media effects research worldwide for the past four decades.

bell hooks’ *Black Looks*: Hooks’ distinct media criticism model of identifying white supremacy, patriarchy, and capitalism in the media and transforming it appears in her work *Black Looks*.

Co-orientation: Steven Chafee and Jack McLeod’s co-orientation model examines two people’s orientation toward an object, issue, or a third person and their perceptions of each other’s opinions.

Communication Mediation: Communication behaviors mediate the effects of demographic, dispositional and social structural factors on cognitive and participatory outcomes.

Cultivation Theory: Watching long hours of television shapes individual perceptions of reality, as well as attitudes and values. Developed by George Gerbner in the 1970s and 80s, it is one of the most-cited theories in key scholarly journals.

Diffusion of Innovation: This theory explains how new technology and ideas move through a society. Using both mass and interpersonal communication channels, people acquire information about an innovation or idea and evaluate its usefulness before deciding whether to adopt it.

Herbert Schiller’s *Five Media Myths That Structure Content*: The idea that myths of individualism and personal choice, neutrality, unchanging human nature, absence of social conflict, and media pluralism structure our media content appeared in Schiller’s 1973 work *The Mind Managers*.

Framing: How an issue, person, or topic is presented (the “frame”) influences the choices people make about them. Framing has often been deployed in the examination of trends in media content. And after 25+ years, scholars still argue over whether framing is a theory or a method.

Jean Kilbourne’s *Women in Advertising Work*: Through films, lectures and articles, Kilbourne has spoken out against damaging and sexist images of women in media. Her film series *Killing Us Softly*, about the images of women in advertising, has become a college classroom staple since its first edition in 1979.

Journalism Kids Do Better: High school journalism students perform better than their non-journalism classmates once they go to college. This idea was developed and tested by Jack Dvorak at Indiana University in the 1980s, and retests show it continues to be useful.

Knowledge Gap: Social power is often based on knowledge, which higher socioeconomic status people tend to acquire faster, creating a knowledge gap. Some scholars maintain a journalistic approach to English and reading in public schools could help lessen the gap.

Naomi Wolf’s *The Beauty Myth*: Wolf says the myth that beauty exists objectively and universally has redefined women’s social value. The myth of beauty, she says, is really about power, and notions of beauty in media are driven by anti-woman commercial goals.

New Media: “New” media combine telecommunication networks, computing, and digitization of content. Today’s new and social media, such as *Facebook*, *Twitter*, *YouTube*, and blogs turn media consumers into producers.

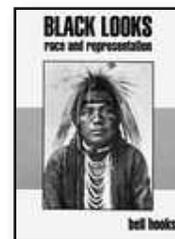
Purposive Communication: Mass communication is not a matter of chance. It involves a purposive communicator and a receiver. Bruce Westley and Malcolm MacLean developed a model that shows important distinctions between mass and interpersonal communication.

Third-Person Effect: People assume persuasive communication will have a greater effect on others than on themselves. This theory has mainly been used to understand the impact of media content on the public.

Uses and Gratifications: People are not passive recipients of media. Instead they selectively use media to fulfill personal needs, therefore affecting the development of media. In the age of social media, uses and “grats” research is experiencing a renaissance.

Value Determinism: This new idea views “values,” whose essence are “morals,” as a basis to measure media’s impact on society. The theory draws on communication theoretical heritage of both Western and Non-Western context; thus it claims universality.

What ideas will the next century bring?



Chafee



Gerbner



Kilbourne



100 Years-

Did you know ...

Again, we are offering a look back at the year of our founding, 1912. Join us on this journey as we look at events, inventions and fun facts from 1912.

- Woodrow Wilson was elected president. He took office in January 1913.
- New Mexico was admitted as the 47th state; Arizona was admitted as the 48th state; and Alaska became an organized (also called an incorporated) U.S. territory, meaning it was considered part of the United States proper.
- The University of Oregon Department of Journalism was created, and the University of Wisconsin Madison Department of Journalism was created.
- The Speed Graphic camera was introduced; it became the newspaper standard.
- L.L. Bean began; its first product was waterproof boots.
- The Whitman's Sampler was created; it continues to be America's best-selling box of chocolates.
- Japan sent 3,020 cherry trees to the United States as a gift. They were planted around the Tidal Basin and East Potomac Park. The first two cherry trees were planted in March by First Lady Helen Taft and the Japanese ambassador's wife, Viscountess Chinda. These two original trees are still standing today near the John Paul Jones statue at the south end of 17th St.
- Joy Morton developed Morton's Table Salt, a new, free-running salt packed in a blue and white cardboard canister with an aluminum pouring spout.



Willard Bleyer, AEJMC's first president

Join us in Chicago Aug. 9-12 for our annual Conference as we continue our exploration of the rich heritage our founders began in 1912. For more information, please visit www.aejmcchicago.org and AEJMC's centennial website, www.aejmc100.org.

AEJMC Founding Members and Their Affiliations (23)

alpha by name of affiliation:

Chicago Tribune: James Keeley, editor

Columbia University: John W. Cunliffe and Talcott Williams

DePauw University: N.W. Barnes and E.E. Troxell

Editor & Publisher Magazine: Frank L. Blanchard, editor

Indiana University: J.W. Piercy

Inland Printer: B.F. Chittick

Iowa State University: Fred W. Beckman

Kansas Agricultural (now Kansas State University): Charles Dillon

Marquette University: Rev J.E. Copus

Massachusetts Agricultural (now the University of Massachusetts Amherst): Robert W. Neal

Minnesota College of Agriculture: J.O. Rankin

National Printer-Journalist: B.B. Herbert

Notre Dame University: John M. Cooney

Publishers' Auxiliary: J.B. Gairing

University of Cincinnati: George Miller

University of Kansas: Merle Thorpe

University of Illinois: F.W. Scott

University of Michigan: Fred N. Scott

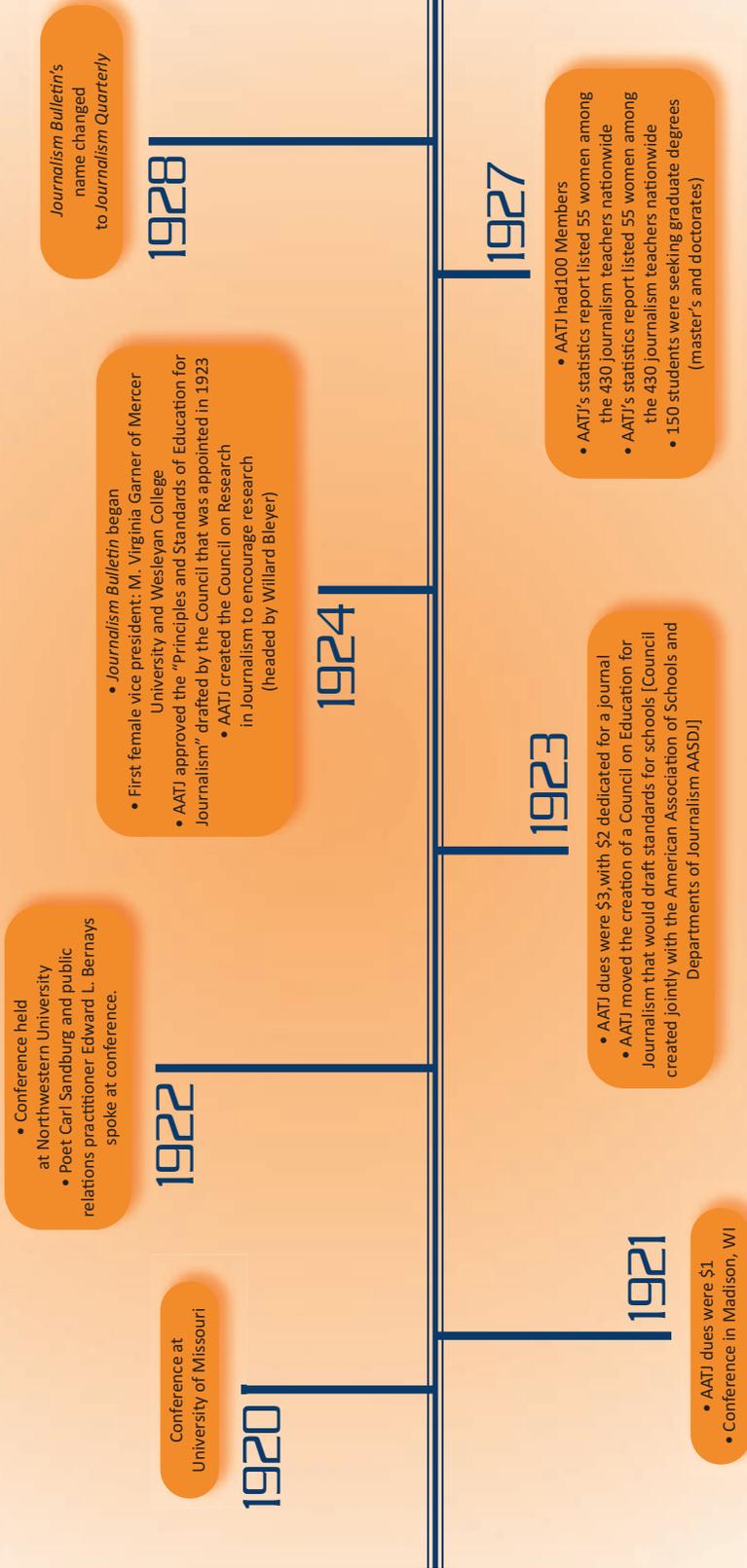
University of Missouri: Frank Martin

University of Wisconsin-Madison: Willard G. Bleyer and Grant Hyde

[List from *Journalism Monographs*, Number 104, November 1987, "AEJMC: 75 Years in the Making" by Edwin Emery and Joseph McKerns, page 10]

aejmc through the years

AATJ 1920-29



Information comes from "AEJMC: 75 Years in the Making", *Journalism Monographs*, Number 104, November 1987; *Journalism Bulletin*, Vol. 1, No. 1; *Journalism Bulletin*, Vol. 4, No. 2; *Journalism Bulletin*, Vol. 4, No. 3; *Journalism Bulletin*, Vol. 4, No. 4.]

AEJMC Leadership through the Years

Strong leaders have guided AEJMC through the past century, each bringing his/her unique skills and ideas into play as the association prospered and grew to more than 3,700 members.

“How our AEJMC family has grown! Fresh out of the Minnesota graduate school, I joined only 137 delegates at my first convention at Michigan State in 1953...Despite today’s complex organization and size, AEJMC is still our extended, collegial family: welcome new arrivals and mourn those no longer with us.”

—Warren K. Agee, Texas Christian University, AEJ president in 1957-58 (*AEJMC News*; vol. 20, no. 4; pg. 1)



“The organization was in the midst of rethinking itself, moving toward becoming more scholarly and more accepting of differing points of view about the field. Most of the schools no longer thought of their main duty as being to deliver wagonloads of graduates to the newspapers. They thought they had an obligation to study the field, to understand it better than it had been understood before...”

—Wayne Danielson, AEJ president in 1970-71, University of Texas at Austin (“When I was AEJMC President” booklet; August 2001; pg. 6)



“One of my presidential initiatives was realized through the creation of the Journalism Leadership Institute in Diversity (JLID)...The philosophy that has driven me to create such an entity is a fundamental understanding that diversity in journalism education will become more of a reality once there are more women and people of color in positions of leadership who are empowered to implement strategies that will create more diverse student bodies, faculties and curricula, while fostering environments of tolerance.”

—Marilyn Kern-Foxworth, AEJMC president in 1999-2000, Florida A&M University (*AEJMC News*; September 2000; pgs. 2, 21)



“The association is a framework, a mechanism that helps us see where we fit (or don’t fit) in the context of what our respective universities regard as journalism, communication of media studies...If we don’t like the game as we first encounter it, we can find or create new niches or initiatives that are more satisfying and useful. That has always been the way with AEJMC, a dynamic, meandering, sometimes frustrating organization that is still a vital force for many of us who care about the education and training of people who will be tomorrow’s communicators.”

—Everette E. Dennis, University of Oregon, AEJMC president in 1983-84 (*AEJMC News*; Nov. 15, 1987; pg. 3)

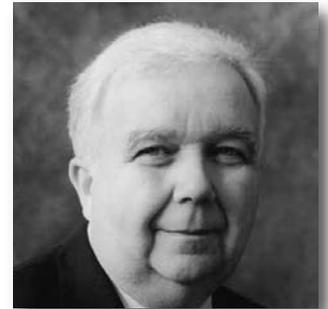


“Increasingly, AEJMC needs to communicate quickly and concisely with members...AEJMC is expanding its use of the Internet through email blasts, blogs, wikis, Facebook, Twitter and RSS feeds.”

—Barbara B. Hines, AEJMC president in 2008-09, Howard University (*AEJMC News*; May 2009; pg. 2)



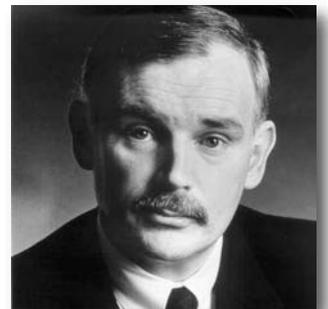
Agee



Danielson



Kern-Foxworth

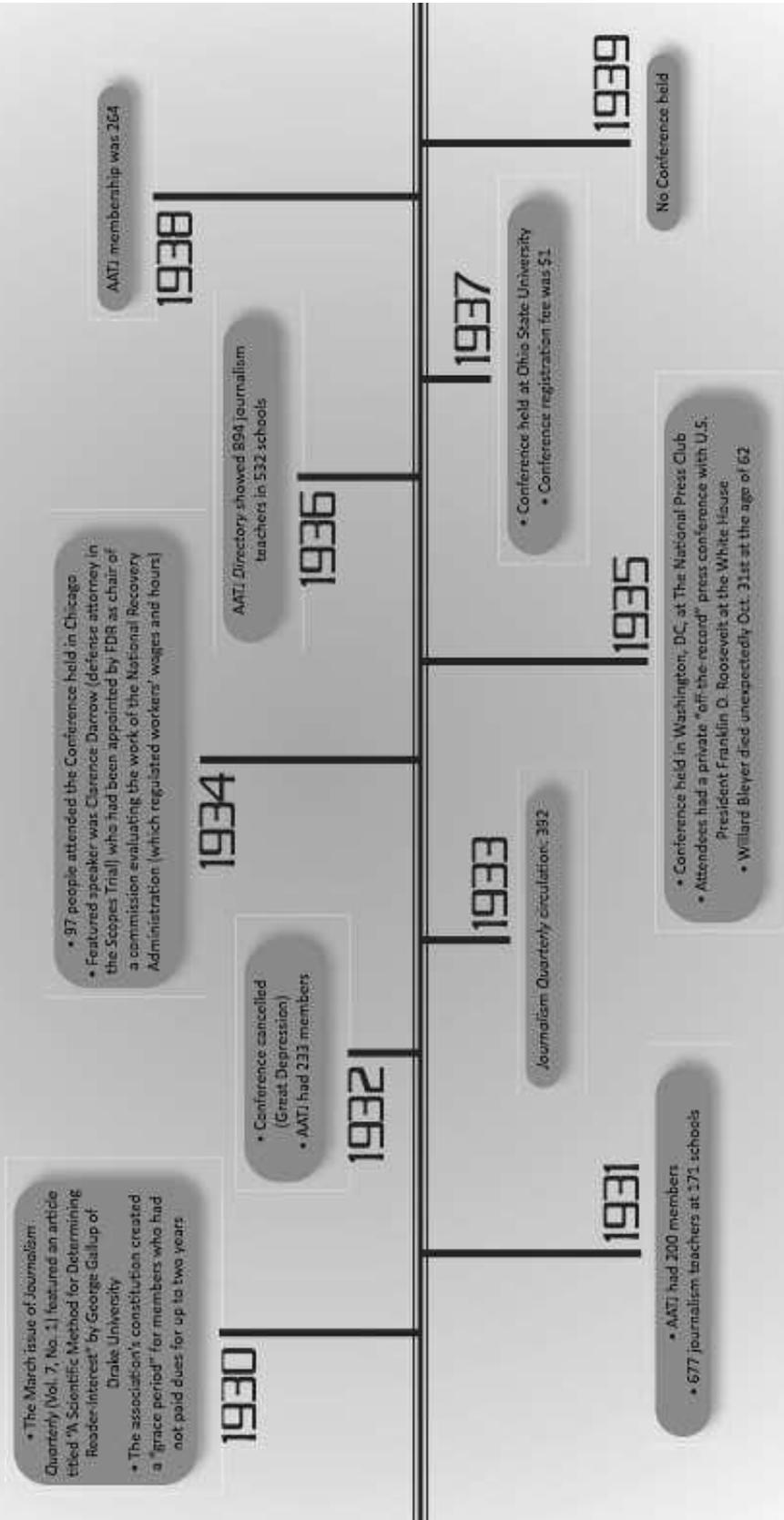


Dennis



Hines

AATJ 1930-39 aejmc through the years



(Information comes from "AEJMC: 75 Years in the Making", *Journalism Monographs*, Number 104, November 1987 and from various issues of *Journalism Quarterly*, including Vol. 12, No. 1; Vol. 14, No. 1; Vol. 15, No. 1)

IALJS Seeks Submissions for Literary Journalism Journal

Literary Journalism Studies, a peer-reviewed journal sponsored by the International Association for Literary Journalism Studies (IALJS), invites submissions for a special issue on African American literary journalism of the nineteenth, twentieth and/or twenty-first centuries.

Working with a broad definition of literary journalism as fact-based, timely prose that employs literary technique (symbolism, dialogue, scene construction, character development, narrative structure, etc.), the journal is interested in manuscripts of 5,000 to 8,000 words that investigate African American-controlled venues hospitable to literary journalism as well as individual writers and their texts. Scholarship is sought on the literary journalism of academics, poets and fiction writers such as W. E. B. Du Bois, Zora Neale Hurston, Langston Hughes, Alice Childress and James Baldwin; the journal is also seeking manuscripts that focus on writers who primarily or even exclusively were or are journalists.

Questions and submissions may be sent to Roberta S. Maguire, maguire@uwosh.edu. The submission deadline for this special issue is October 1, 2012.

FIU Plans Hispanics and the Media Conference

Florida International University's School of Journalism and Mass Communication will host the Hispanics and the Media: The Emerging Power Conference on October 18, 2012, from 9 a.m. to 6 p.m.

The conference is the first in a series of planned annual events to cover topics relevant to the Hispanic community and the fields of journalism and mass communication. "Having this forum for academics and professionals to openly share ideas is vital in understanding the current state of Hispanics and the media," says Raul Reis, dean of the School of Journalism and Mass Communication.

The first symposium will focus on the emerging power of Hispanics, with an emphasis on the different media that cater to them. Scholars across the nation have been invited to contribute papers that provide insights on the Census, the challenges of Hispanic media and journalists, mainstream media coverage of Hispanic issues, and the 2012 presidential election from a Hispanic media perspective.

The conference will be held at Florida International University's Biscayne Bay Campus (BBC). For more information on the event, including the Call for Papers, go to <http://go.fiu.edu/slj>.

J&MC Directory 2012 Update

Please note the following *J&MC Directory* 2012 update for Howard University:

• Howard University

525 Bryant Street, NW, Washington, DC 20059. Tel: (202) 806-7690, FAX: (202) 232-8305; Web: www.communications.howard.edu. School of Communications, 1971. SPJ, NABJ, PRSSA, AAF, BCCA, BEA. Chukwuka Onwumechili, Ph.D. (Interim Dean).
FACULTY: Professors: Carolyn Byerly, Ph.D.; Anju Chaudhary, Ph.D.; Melbourne Cummings, Ph.D.; Jannette Dates, Ph.D. (Dean Emeritus); Haile Gerima, M.F.A.; Barbara Hines, Ph.D. (Director of Mass Communication & Media Studies Graduate Program); Lawrence Kaggwa, Ph.D. (Acting Chair of Journalism); Judi Moore Latta, Ph.D.; Abbas Malek, Ph.D.; Chukwuka Onwumechili, Ph.D. (Interim Dean); Joan Payne, Ph.D.; Kay Payne, Ph.D.; Ron Pearlman, Ph.D.; William Starosta, Ph.D.; Clint Wilson, Ed.D.; Richard Wright, Ph.D.; Associate Professors: S. Torriano Berry, M.A.; Linda Bland-Stewart, Ph.D.; Alonzo Crawford, M.F.A.; Laura Fleet, Ph.D. (Chair of Communication and Cul-

ture Department); Rochelle Ford, Ph.D. (Associate Dean); Ovetta Harris, Ph.D.; Yanick Lamb, M.B.A.; Jay Lucker, Ph.D.; Paula Matabane, Ph.D.; Bishetta Merritt, Ph.D.; Cynthia Morton, M.F.A.; Ted Roberts, M.A.; Vicci Saunders, M.F.A.; Avril Speaks, M.F.A.; Carolyn Stroman, Ph.D.; Sonja Williams, M.A.; Wilhemina Wright-Harp, Ph.D. (Chair of Communication Sciences and Disorders). Assistant Professors: Valarie Cummings, M.S., J.D.; Idit Dvir, M.F.A.; Shane Gooding, M.A.; Samuel Harman, M.A.; Craig Herndon, M.F.A.; Cristal Johnson, M.A.; Peggy Lewis, M.A.; Theodore "Reggie" Life, M.F.A.; Silvia Martinez, Ph.D.; Angela Minor, J.D.; Montre Missouri, Ph.D.; Sheryl Oliver, M.A.; Yong Jin Park, Ph.D.; Ingrid Sturgis, M.A.; Debyii Thomas, Ph.D.; Shari Thompson, M.F.A.; Tia Tyree, Ph.D. Lecturers: Quazi Ahmed, Ph.D.; Lesley Bowers, M.S.; Charles Fancher, B.A. (assistant chair of Journalism); Keith Harriston, B.A. Clinical Instructors: Tiffany Nettles, M.S.; Margaret Evans-Joyce, M.S.; Evelyn Freeman, M.S.; Arline Hankinson, M.S.; Jennifer Williams, M.S. Adjunct Professors: Ambessa Berhe, M.F.A.; Larry Law, B.A.; Yvette

Caldwell, B.A.; Carl Chancellor, B.A.; Dionne Clemons, M.A.; Nicole Dillard, JD; Hazel Edney, M.A.; Darla Glears, M.S.; Jackie Jones, B.A.; Richard Kalunga, Ph.D.; Anestine LaFond, Ph.D.; Kehbama Langmia, Ph.D.; Cherriss May, B.A.; Ron Nixon; Unnia Pettus, Ph.D.; Tommie Robinson, Ph.D.; Robin Thornhill, M.A. (Assistant Dean for Student Affairs); Deidre Trent, Ph.D.
SEQUENCES: Print/On-line Journalism, Broadcast News, Advertising/Public Relations, Film Audio Production, Television Production, Telecommunications Management, Legal Communication, Speech Communication, Speech-Language Pathology and Audiology.
FACILITIES: AM, AdA, RNA, FM, CN, ComN, ComR, CCTV, ETV, JN, PRA, VDT.
DEGREES: BA in Communication and Culture, BA in Journalism, BA in R/TV/F, BS in Communication Sciences and Disorders, MA in Communication and Culture, MS in Communication Sciences and Disorders, MFA in Film, PhD in Communication and Culture, PhD in Communication Sciences and Disorders.

TEACHING TIPS CORNER



By Jennifer Greer, Chair
AEJMC Standing Committee on Teaching
University of Alabama
jdgreer@ua.edu

Continuing AEJMC's Mission 100 Years Later

AEJMC at 100 is a large, diverse organization with dozens of interest groups and divisions, with representation from programs of all sizes and with members from around the globe. Still, we're united by a common goal—to prepare the next generation of journalism and mass communication professionals, researchers and instructors.

At the heart of that goal is our mission of teaching. In 1912, teaching was the focus of the new American Association of Teachers of Journalism. As journalism classes and programs were popping up around the country, founding members voted to hold an annual conference focused on teaching and to collect statistics related to journalism in higher education. The research committee was formed in 1924, and professional freedom and responsibility was included formally in 1964.

How We've Changed

Clearly, teaching has changed over the past century. The first conference was attended only by men, and in 1927, AATJ listed 55 women among the 430 journalism teachers nationwide. Today, the gender ratio is much different: Female faculty members outnumber men in some programs, and most of us teach more women than men in our courses.

The scope of what we're teaching has expanded. Courses in the 1910s prepared students for careers in newspapers and magazines. Today, we teach classes in research, theory, diversity, ethics and political communication while imbuing students with skills needed for careers in advertising, public relations, electronic media, online and social media. I sometimes wonder what AATJ founder Willard G. Bleyer would have thought of my writing for Twitter lecture in my newswriting and reporting course.

Technology hasn't just changed what we teach; it's also changed how we teach. We've found new ways to deliver information in the classroom and via distance. We have PowerPoints, Flickr accounts, class WordPress sites, group Twitter feeds, Blackboard course shells and eWorkbooks. Now we don't need to know only our topic areas; we need to be technology experts.

Still, the beauty of our roles as teachers is that we can embrace our personal styles. Two of our top professors in my department, for example, don't use those tools. They face their

classes armed only with a dry erase marker, a blackboard and a passion for their subject. And they earn some of the highest student evaluation scores at the university. I'm humbled when I watch them teach—and watch the students listen to them with rapt attention. Replace their dry erase marker with chalk, and it's clear that what worked in the classroom 100 years ago still can work today.

Continuing Our Commitment

As our predecessors did a century before us, we'll meet in Chicago this year committed to teaching the next generation. This year's AEJMC program again is chock full of excellent sessions aimed at encouraging and recognizing excellence in teaching. Our divisions and interest groups have many offerings focused on teaching, including the Great Ideas For Teachers (GIFT) session and the Promising Professors workshop.

The elected Standing Committee on Teaching also has been working to keep teaching programming front and center. We hope many of you will attend our scheduled sessions:

- Wednesday, Aug. 8, 6 to 9:30 p.m. — “Getting Started in Teaching Journalism: Tips From the Vets.” This pre-conference workshop (registration and small fee required) is designed for newer teachers. Participants will leave armed with innovative teaching tips and a new teaching veteran to keep in touch with as questions arise.
- Thursday, Aug. 9, 10 to 11:30 a.m. — “2012 Best Practices in Teaching Writing across Media.” This session features winners of our annual competition sharing their winning entries on creative and innovative ideas for teaching writing. Attendees receive a booklet with the winning entries.
- Friday, Aug. 10, 1:30 to 3 p.m. — “The Doctors Are In.” Speed dating meets group therapy for effective teaching as participants pick one of seven simultaneous teaching topic discussion tables to share ideas and ask questions. When the bell rings, participants move to another table or stay to continue their discussion. This session is designed for all teachers.
- Saturday, Aug. 11, 8:15 to 9:45 a.m. — “Teaching JMC, A Talk and Tweet Session: What We've Learned in Our First 100 Years.” We pulled together instruction experts to answer your questions, hear your concerns, and address current issues teachers face. Tweet your questions ahead of time: Use #AEJMC-CTeach100 in your tweet to: @laldoory. Email your questions to laldoory@umd.edu. And share your questions in person at the session.

 aejmc.com/home/resources/teaching-resources

USC Annenberg to Receive 2012 Equity & Diversity Award

The School of Journalism at the University of Southern California will receive AEJMC's Equity & Diversity Award at the Chicago Conference in August.

The award recognizes the school's commitment to diversity—in hiring, enrolling, programming and community outreach. USC Annenberg is the fourth recipient of the accolade that recognizes “progress and innovation in racial, gender and ethnic equity and diversity.”

“It is powerful indeed to be recognized for something so important to us at Annenberg and so essential to our craft and to our nation,” said Geneva Overholser, director of the School of Journalism. “Journalism helps us know one another, address challenges and build a future. Everyone must be represented in the story if we are to achieve these goals. I am grateful to so many of my colleagues, who know this in their hearts, and to Los Angeles, where enthusiasm for change is in the DNA.”

In the last four years, the School of Journalism has hired nine new faculty, six of whom are people of color or women (including Overholser, the first female director in the school's history). Of the school's 41 fulltime faculty, 32 percent are now members of underrepresented groups or women.

Meanwhile, last fall's incoming class of graduate students was the most diverse ever. And graduate curriculum revisions this year infused classwork more than ever before with assignments that focus on diversity and celebrate difference. Upcoming undergraduate revisions are on track to do the same. And in regularly held forums, leaders are booking a broader range of speakers, to offer students more diverse viewpoints across issues.

In addition, the Annenberg Diversity Initiative, “Celebrating Difference,” produced several recommendations designed to educate students in how to cover race and class, understand the nuance and data of such stories and avoid stereotypes in coverage. That initiative was lauded by the AEJMC awards committee as a potential model for other schools.

“‘Celebrating Difference’ provides journalism and mass communication programs across the country with several useful recommendations for addressing equity and diversity issues,” said Dwight E. Brooks of Middle Tennessee State University who served as chairman of the EDA selection committee.

The 2012 Equity & Diversity Award will be presented Thursday, Aug. 9, at 6:45 p.m. during the keynote session of the AEJMC Conference in Chicago.

History Division Announces Book Award

The 2012 AEJMC History Division Book Award, honoring the best journalism and mass communication history book published in 2011, has been won by Peter Hartshorn, author of *I Have Seen the Future: A Life of Lincoln Steffens* (Counterpoint). A professor at Showa Boston Institute for Language and Culture, Hartshorn is also author of *James Joyce* and *Trieste* (Praeger, 1997).

I Have Seen the Future was chosen from a record-setting 33 entries this year by a panel of three distinguished media historians. The judges praised this biography for its compelling writing and the freshness of its perspective. They said, “We may know much about Lincoln Steffens, but Peter Hartshorn's prodigious research proves that there's always more to learn and interpret about the people responsible for shaping history. *I Have Seen the Future* is a fine and fair-minded biography about an important, if often vaguely understood, figure in American journalism.”

Hartshorn, who will receive a plaque and a cash prize, has been invited to speak about his work during the History Division business meeting on Friday, Aug. 10 (6:45 - 8:15 p.m.), at AEJMC's Conference in Chicago.

Covert Award Goes to Kathy Roberts Forde

The 28th annual Covert Award in Mass Communication History has been won by Kathy Roberts Forde, South Carolina.

Forde won the award for “Profit and Public Interest: A Publication History of John Hersey's ‘Hiroshima,’” *Journalism & Mass Communication Quarterly*, 88:3 (Autumn 2011), 562-79. The piece was selected from 13 articles nominated.

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

The Covert Committee includes some long-time members, several of them Cathy's students and colleagues, as well as the current and immediate past heads of the History Division. Committee members this year were Terry Hynes, Nebraska at Omaha; Susan Henry, Cal State-Northridge; Elliot King, Loyola; Ann Thorne, Missouri Western; and Nancy Roberts, chair, State University of New York at Albany.

The History Division will present the award to Forde at its business meeting Friday, Aug. 10 (6:45 – 8:15 p.m.), at AEJMC's Chicago Conference.



Forde

Urban Journalism Award Recipient to Be Honored

The Urban Communication Foundation will honor Pulitzer Prize-winning architecture critic of the *Chicago Tribune*, Blair Kamin, the 2012 winner of UCF's Gene Burd Urban Journalism Award, during AEJMC's Chicago Conference Friday, Aug. 10. Kamin will be featured in a panel discussion at 5 p.m. that day on "Who Speaks for Cities, How Do Cities Speak to Us?"

Kamin won the Pulitzer Prize for Criticism in 1999, for a body of work relating to the "problems and promise of Chicago's greatest public space, its lakefront." He graduated from Amherst College in 1979 and the Yale University School of Architecture in 1984 with a Master of Environmental Design.

He was a reporter for the *Des Moines Register* from 1984 to 1987, then joined the *Tribune* in 1987, covering suburban and cultural news. Since becoming the *Tribune's* architecture critic in 1992, he has written about "the full range of the built environment." Kamin has lectured widely, and has appeared on numerous radio and television programs about architecture, including National Public Radio, the History Channel, and ABC's *Nightline*. Among his many awards are the George Polk Award for criticism, the American Institute of Architects' Institute Honor for Collaborative Achievement, and the Peter Lisagor Award for Exemplary Journalism, which he has won 13 times.



Kamin

Tankard Book Award Finalists Announced

AEJMC's Research Committee is pleased to announce the three finalists in the 2012 James Tankard Book Award competition (alpha by author's last name):

- *Radio Utopia: Postwar Audio Documentary in the Public Interest*—written by Matthew C. Ehrlich, University of Illinois; 2011, University of Illinois Press.

- *After the Czars and Commissars: Journalism in Authoritarian Post-Soviet Central Asia*—edited by Eric Freedman of Michigan State University and Richard Shafer of the University of North Dakota; 2011, Michigan State University Press.

- *Audience Evolution: New Technologies and the Transformation of Media Audiences*—written by Philip M. Napoli, Fordham University; 2011, Columbia University Press.

The committee received 15 entries for the competition. The winner will be named at the end of a special panel during the AEJMC Conference in Chicago. The panel, which is scheduled for Thursday, Aug. 9, from 5 to 6:30 p.m., will feature the authors/editors of all three books answering questions that will range from the inspiration for the book to how each conducted their research. It will be a cross between *Face the Nation* and *Washington Week in Review* with just a little bit of *Larry King Live!*

New AEJMC Award Pays Tribute to Public Service

As AEJMC pays tribute to its 100 years of service to journalism and mass communication education, it is quite fitting that in Chicago a new award begins that celebrates volunteer service not only to AEJMC, but also to the professions it impacts.

The Dorothy Bowles Public Service Award will recognize an AEJMC member who has a sustained and significant public-service record that has helped build bridges between academics and professionals in mass communications either nationally or locally, and, been actively engaged within the association.

The inaugural recipient of this award is Candace Perkins Bowen of Kent State University. Bowen serves as the director of the Center for Scholastic Journalism in the School of Journalism and Mass Communication, where she also teaches media writing and journalism teaching methods. Bowen will receive the award during the AEJMC General Business Meeting at 10 a.m. Saturday, Aug. 11.

As part of the selection process, each nominee was asked to explain his/her views about public service. Bowen shared the following: "Service means seeing others' needs, taking stock of one's own skills and using them to fill the gaps—whether it's offering passion and follow-through to a non-profit like the Student Press Law Center or organizing a scholarship for future journalism teachers and then poring over applications to select worthy recipients. Sharing writing critiques or judging contests, volunteering time for mini-workshops, supplying consultation time to beginners, chairing a committee that needs direction—all bridge the gap between classroom pros and newsroom or, in my case, schoolroom pros.

"Service, to me, has meant close to 40 years serving on state, regional and national association and non-profit boards but also being proactive in often very nontraditional ways to expand knowledge and support others, ways to make vital connections between people, even if the activity doesn't fit in a square on anyone's evaluation grid."



Bowen

Dean of Northwestern's Medill School Named 2011 Scripps Howard Administrator of the Year

John Lavine, dean of the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University, has been named the 2011 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.

Lavine will receive the award and a \$10,000 cash prize at AEJMC's Chicago Conference Aug. 9 during the keynote session.

Lavine was recommended for the award by Daniel Linzer, Northwestern University provost: "He has led a transformation at Medill that is remarkable for what has been accomplished, for how important those changes are in journalism education and for the media industries, and for how that was achieved so quickly in the face of much opposition."

Lavine came to Northwestern in 1989 from the University of Minnesota, where he was the founding director of the Management and Economics Resource Center and the John and Elizabeth Bates Cowles Professor of Media Management and Economics. While at Northwestern, Lavine has served as professor of media strategy and management in the Medill School and the Kellogg School of Management. In 1989, he was the founding director of the Media Management Center (originally the Newspaper Management Center), which was created to educate senior media executives in the latest trends in management and conduct research on the media's most pressing problems. He directed the center until he became Medill's dean in January 2006. He also was the founding director of the Readership Institute, created to conduct audience research on newspapers, magazines, television and online, and their content, audiences, and internal organization and culture.

The Medill School enrolls 684 full-time undergraduate students with 55 faculty members and programs in journalism and integrated marketing communications. Under Lavine's leadership, Medill has experienced a significantly revamped journalism and integrated marketing communications curricula, a 45 percent increase in faculty, a 40 percent increase in staff, and expanded collaboration across departments and schools. Lavine has also encouraged Medill's global reach by opening Northwestern's first undergraduate school outside of the United States, Northwestern University in Qatar, and adding Latin American countries to its undergraduate Journalism Residency program.



Lavine

Recipient of 2012 Sass Award for Distinguished Service to Be Honored during Chicago Conference

The Association of Schools of Journalism and Mass Communication (ASJMC) will present Vivian Vahlberg, president of Vahlberg & Associates, with its 2012 Gerald Sass Award for Distinguished Service to Journalism and Mass Communication. The presentation will take place Saturday, Aug. 11, during AEJMC's Conference in Chicago. The association will present the award during a session from 1:45 to 3:15 p.m; the session is open to anyone attending the AEJMC Conference.

As president of Vahlberg & Associates, Vahlberg works with media, foundations and nonprofit organizations to encourage a secure future for high-quality news and information. She is also project director for The Chicago Community Trust's Community News Matters program, a project of the Knight Community Information Challenge providing research and support to Chicago-area media innovators.

Vahlberg served from 2006 to 2009 as managing director and digital media director at Northwestern University's Media Management Center, where she initiated research and educational programs for news media executives. Prior to that, she managed the investment of more than \$70 million as the director of journalism programs for the McCormick Tribune Foundation, supporting journalism and journalism education with Future of Journalism, Diversity and Press Freedom programs.

She has also served as executive director of the Society of Professional Journalists; vice president of the National Press Building Corporation; assistant Washington bureau chief for the *Daily Oklahoman*, *Oklahoma City Times* and *Colorado Springs Sun*; and adjunct professor of journalism at the Medill School of Journalism. While at the *Oklahoman*, she became the first woman president of the National Press Club in Washington, D.C. More recently, she has co-authored several research studies of the online habits and preferences of young people.

Vahlberg received a bachelor's degree in sociology from Rice University, attended the Medill Graduate School of Journalism, and is a graduate of the Media Management Center's Advanced Executive Program.



Vahlberg

Award Recipients to Be Recognized during Business Meeting

AEJMC will recognize the following award recipients during the General Business Meeting at 10 a.m. on Saturday, Aug. 11, during the Chicago Conference:

- AEJMC Hillier Krieghbaum Under-40 Award:

Susan Robinson, University of Wisconsin Madison. The Krieghbaum Under-40 Award was created in the early 1980s by the late Hillier Krieghbaum of New York University to honor an AEJMC faculty member who has made outstanding contributions in AEJMC's three key areas: teaching, research, and public service. It has become one of the highest honors that AEJMC can bestow on a member. Krieghbaum served as AEJMC president in 1972.



Robinson

- Nafziger-White-Salwen Dissertation Award: **Dean C. Smith**, University of North Carolina Chapel Hill, "Legislating the First Amendment: Statutory Shield Laws as Non-Judicial Precedents" [Adviser: Cathy Packer, University of North Carolina]. This award provides recognition

for the best Ph.D. dissertation in the field of mass communication research excellence; it is named for Ralph O. Nafziger and David Manning White, authors of *Introduction to Mass Communication Research*, and Michael Salwen, co-author (with Don Stacks) of *An Integrated Approach to Communication Theory and Research*. Salwen's name was added to the award starting in 2008.

- Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education: **Federico Subervi**, Texas State University San Marcos. Created in 2009 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. Named for the late Lionel C. Barrow, the award honors Barrow's lasting impact on the discipline and recognizes others who are making their mark in diversifying journalism and mass communication education.



Subervi

KU Professor Named 2011 Scripps Howard Foundation National JMC Teacher of the Year

Douglas Ward, associate professor at the William Allen White School of Journalism and Mass Communication at the University of Kansas, has been named the 2011 Scripps Howard Foundation National Journalism & Mass Communication Teacher of the Year.

Only one award is presented each year. Ward will receive the award and a \$10,000 cash prize at the AEJMC Chicago Conference Thursday, Aug. 9, during the keynote session.

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.

As part of the nomination packet, each nominee is asked to share his/her teaching philosophy. In his statement, Ward shared his core approach to teaching.

"I look at teaching and learning as forms of exploration. I search for ideas to share with students; for readings, assignments, guest speakers and methods of presentation that will inspire learning; for ways to understand students; and for ways to help them become better thinkers. I emphasize the importance of clear writing, solid editing and inventive storytelling in everything I do, and I constantly experiment with technology, classroom approaches and assignments that push students to think about the future."

"My approach of patient listening attracts many students to me for advice even when I no longer have them in class. Those meetings help me keep in touch with the student psyche and push students to work harder in class because I, too, am a person rather than an anonymous professor. I never condemn students who struggle. Rather, I help them find direction—in their assignments, their careers and their lives. My job is to help them learn in whatever way I can. I cannot force learning any more than I can force thinking. Rather, I create opportunities for thinking and learning."

Ward joined the University of Kansas faculty in 2004 and teaches editing, reporting, and journalism innovation. Before joining the KU faculty, he was an editor with *The New York Times*. Ward received his doctorate at the University of Maryland, his master's degree at the University of Kansas, and his bachelor's degree at Kansas State University.



Ward

Highlights of AEJMC's Chicago Conference

AEJMC Presidential Panel —

Friday, Aug. 10, 5 to 6:30 p.m.

"The Future in Media and Technology"

Our celebration of AEJMC's 100th anniversary would not be complete without dedicating time to contemplate the future. Panelists at this Presidential Panel will provide socio-cultural perspectives on the future in and of media and technology.

The panelists include **Anne Balsamo**, a scholar of new media who focuses on the relationship between culture and technology, and **Andy Hines**, a futurist exploring evolving values in the United States whose work includes predicting how these changing values will influence consumer behavior, including media use.

Balsamo is a scholar, researcher, new media designer, and entrepreneur who examines the relationship between culture and technology. She teaches at the University of Southern California where she is a professor of interactive media in the School of Cinematic Arts, and communication in the Annenberg School for Communication & Journalism. From 2004-07, she served as the director of the Institute for Multimedia Literacy. After earning her Ph.D. in mass communications and cultural studies from the University of Illinois, she taught at Georgia Tech, where she directed a graduate program in information design and technology.

Balsamo co-founded Onomy Labs, a technology design and fabrication company that builds cultural technologies. Previously she was a member of RED (Research on Experimental Documents), a collaborative research group at Xerox PARC which created experimental reading devices and new media genres. She was project manager and new media designer for RED's interactive museum exhibit, XFR: Experiments in the Future of Reading.

She is author of *Designing Culture: The Technological Imagination at Work* (Duke 2011), a manifesto for transforming educational programs that inspire culturally attuned technological imaginations, and which is packaged with a DVD of the interactive documentary she helped develop for a forum held in conjunction with the 1995 U.N. World Conference on Women; and *Technologies of the Gendered Body: Reading Cyborg Women* (Duke UP, 1996), which investigated the social and cultural implications of emergent bio-technologies. She edited a special *Cultural Studies* issue "Cultural Studies of Science and Technology" (1998).

Hines is an organizational, consulting, and academic futurist. He is lecturer and executive-in-residence at the University of Houston's Graduate Program in Futures Studies and has a consulting firm *Hinesight*.

Earlier he was managing director of Social Technologies/Innovaro, as well as a partner with Coates & Jarratt, Inc., a think tank and consulting firm that specialized in the study of the future. As a futurist & senior ideation leader at Dow Chemical, he used futures tools and knowledge to turn ideas into new business opportunities. One of his first jobs was to establish and run the Global Trends Program for the Kellogg Company. Hines describes his goal as "infecting" change agents with the message that foresight can help deliver insights needed by organizations and making foresight more actionable in organizations.

Hines has written four books: *ConsumerShift: How Changing Values Are Reshaping the Consumer Landscape* (No Limits Publishing, 2011); *Thinking About the Future: Guidelines for Strategic Foresight* (Social Technologies, 2007); *2025: Science and Technology Reshapes US and Global Society* (Oak Hill, 1997); and *Managing Your Future as an Association* (ASAE, 1994). *Teaching about the Future: The Basics of Foresight Education* is in the hands of publishers. He has also produced dozens of articles, speeches, and workshops. His *Foresight* article "An Audit for Organizational Futurists" won the 2003 Emerald Literati Outstanding Paper awards; and his "Scenarios: The State of the Art" won the 2008 award. Last year, among his other broadcast appearances, he was on the *CBS Early Show* to talk about a study for MTV about "The Future of the Youth Happiness." He co-founded and is former chair of the Association of Professional Futurists.



International Communication Division —

Wednesday, Aug. 8, 1 to 5 p.m.

"Teaching Journalism in Developing Countries and Emerging Democracies: The Case of UNESCO's Model Curricula"

This special preconference workshop will focus on the impact of UNESCO's Model Curricula for Journalism Education launched in 2007 and so far adopted by 63 journalism schools in 51 developing countries in diverse linguistic, social and cultural contexts.

Panelists will share the details of the process to elaborate this global curricula and also best practices and lessons learned from adaptation of the model in Asia, Africa, Latin America, Caribbean, and the Arab states.

Specific guides, techniques, and resources will be provided to attendees on how they can adapt their journalism curriculum to the changing media climate. The final session will focus on the future of journalism education in developing countries, and the next revision and updates of UNESCO's Model Curricula.

Panelists include Fackson Banda, Division for Freedom of Expression & Media Development, UNESCO; Sundeep Muppidi, former Secretary-General, AMIC; Ibrahim Seaga Shaw, Northumbria University, England; Sonia Virginia Moreira, Universidade do Estado do Rio de Janeiro, Brazil; Gordon Stuart Adam, formerly with Carleton University, Ottawa, Canada (Professor Emeritus); Rosental Calmon Alves, University of Texas at Austin (President of ORBICOM, global network of UNESCO Chairs in Communication).

There is no charge for this workshop. Spaces are still available, but seats must be reserved by July 20; to register, go to <https://www.surveymonkey.com/s/S99THN7>.

**Media Ethics Division and Political Communication Interest Group —
Wednesday, Aug. 8, 12:30 to 6:30 p.m.
“Ethics and Politics: Tools to Teach Well”**

The Media Ethics Division will offer its annual AEJMC pre-conference workshop, this year in partnership with the Political Communication Interest Group. The program, **Ethics and Politics: Tools to Teach Well**, will give seasoned veterans and new teachers specific tools they need during this presidential campaign.

Participants will learn how to develop an *Ad Watch* from Lee Wilkins, University of Missouri; how to build a *News Fairness Watch* from Bill Babcock, Southern Illinois University; how to address the not-so-subtle racism in the presidential campaign from John Watson, American University; how to talk about religion, from LDS to Islam, from Ginny Whitehouse, Eastern Kentucky University; and how to use *The Daily Show* and *The Colbert Report* in class, from Mark Poepsel, Loyola University New Orleans and Chad Painter, University of Missouri.

Virginia Tech’s Robert Denton will keynote. He’s the co-editor of *Communicator-in-Chief: How Barack Obama Used New Media Technology to Win the White House*.

Workshop participants will have the chance to bring their best ideas and biggest questions to roundtable discussions during the workshop.

For additional information, contact Ginny Whitehouse, Eastern Kentucky University, ginny.whitehouse@eku.edu.

Fees are \$50 for faculty and \$40 for graduate students. Please register for the workshop with your AEJMC conference registration form. Please register early as the number of participants is limited to 30.

**Mass Communication and Society —
Thursday, Aug. 9, 3:15 to 4:45 p.m.
Four Decades of Agenda-Setting Research: Past and Future, Local and Global**

The year of 2012 marks the 40th anniversary of the publication of the Chapel Hill Study of agenda-setting by McCombs and Shaw (1972). Agenda setting is a fascinating idea, and it has attracted a tremendous amount of research attention, not only in the United States, but all over the world.

Since the initial Chapel Hill study found that the public’s perception of the relative importance of issues is determined to a strong degree by the amount of media coverage devoted to issues, hundreds of follow-up studies have found a link between public concerns and media emphasis. The idea of agenda setting also travels widely and well in this age of globalization. The phrase itself rarely requires translation and has been used in studies in at least 16 countries outside the United States.

The panel will include Max McCombs (Texas) and Donald Shaw (North Carolina) who authored the first agenda setting study and will also include David Weaver (Indiana), Lars Willnat (Indiana), Guy Golan (Syracuse).

**Loyola University Chicago and AEJMC Professional Freedom & Responsibility Committee —
Saturday, Aug. 11, 12:15 to 1:30 p.m.
“Journalists Under Arrest; When Police and Reporters Clash”**

In the past few years, there seems to have been an increase in the number of incidents where journalists are detained by police for doing interviews or taking pictures in public places. This panel will explore what rights journalists have and what journalists and student journalists should do when confronted by officers.

Kathy Bradshaw, Bowling Green, will moderate, and panelists include Dan Ponce, WGN-TV; Ralph Braseth, Loyola Chicago; and Lucy Dalgligh, Reporter’s Committee for Freedom of the Press.

The Future of Journalism Education Is Now

This is a critical time for journalism education. As the media industry rapidly evolves, educators are challenged to keep curriculum relevant. As schools face slashed budgets and shrinking endowments, many instructors are finding themselves managing larger class sizes with fewer resources. As new technologies and software are used in classrooms and students become increasingly comfortable with online courses, education is being disrupted by technology innovation.

As a training organization that values learning on all levels, The Poynter Institute and its e-learning project, News University, continue to develop curriculum and tools to help educators at this critical juncture. Here's what one educator who uses NewsU's curriculum says:

"Online learning is increasingly important in all aspects of education, perhaps nowhere more so than in Mass Communications, where so many of our platforms for publishing news have moved online," said Wayne Garcia, journalism instructor, School of Mass Communications, University of South Florida-Tampa. "NewsU's approach is solid, using strong instructors with strong foundational skills in journalism but teaching them in a way, online, that is maybe more native to this generation of learners. We've found it an important part of the mix in our journalism instruction at the college level."

If you're looking for effective resources you can use to engage students raised in the digital age, we encourage you to explore the following:

The Digital Textbook for the Digital Student

The number of students who have taken online or have online access to courses from high school to college continues to grow. Even students who haven't taken a formal online course are using informal e-learning, such as the thousands of video tutorials on hundreds of subjects on YouTube.

To engage students who are increasingly comfortable with online training, Poynter NewsU has combined e-learning courses with assessments to create Digital Course Packs and Certificates—the new textbooks for our digital world of teaching.

"My students know a good thing when they see it and are excited about the certificate opportunity," said Herbert Lowe, Journalism Professional in Residence, Diederich College of Communication, Marquette University. "In each class, the initiative is required and accounts for 15 percent of the final grade. While each course will have seven modules formally accessed, I'll also use several other NewsU modules as interactive learning guides during class time. Essentially, the modules serve as textbooks; I lead the class discussion same as with any other online resource."

Course packs and certificates can be customized to accompany your syllabus this fall. You conduct the teaching and coaching, and NewsU provides the readings, activities and assessments.

Hybrid Learning

Poynter's NewsU launched two hybrid learning programs in the past year. "Introduction to Journalism," a 16-week online course, was taught in partnership with several universities. Another program was sponsored by the European Journalism Centre and taught by Poynter to students in four countries – The Czech Republic, Slovakia, Hungary and Poland. The programs blended online material with various degrees of onsite training and mentoring.

Assessment results from these two programs show that hybrid learning is as effective as in-person teaching.

"The Poynter Institute's 'Introduction to Journalism' is a treasure trove of basic and more advanced instruction for journalism students and aspiring media professionals," said Neil Santaniello, journalism professor, Florida Atlantic University. "I cannot conceive of any better textbook for an entry-level journalism course than this rich online compendium of essays, live web lectures, online chats, interactive materials and weekly tests."

Detailed results about the outcomes of these e-learning initiatives will be announced on Friday, Aug. 10, during the Poynter session at the AEJMC conference.

Find Out the Latest NewsU News

Last and certainly not least, NewsU is adding new resources and courses to its curriculum of more than 250 free and low-cost online courses. Highlights will be announced Friday, Aug. 10, from 8:15 to 9:45 a.m., during the Poynter session at the AEJMC Conference.

You can learn more about all of the offerings featured in this article in three ways:

- 1) Come see us at our booth or during our Friday session at the AEJMC Conference;
- 2) Learn about all of our tools for educators at www.newsu.org/tools;
- 3) Contact us via www.newsu.org or www.poynter.org

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, a fax number and a phone number. Schools are billed after publication and sent one tearsheet of their ad and a copy of the newsletter. **Rates effective October 2011.**

Copy Deadlines

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

Texas State University-San Marcos. We seek an **assistant or associate professor** to teach advertising courses and possibly lead our award-winning advertising sequence. The ideal candidate will embrace new media, a global perspective, and cultural diversity. This position includes teaching up to three courses per semester, conducting research and working with our student ad club. The individual will teach primarily in San Marcos, but may be asked to teach at the Round Rock Higher Education Center or in San Antonio from time to time. A program of sustained, focused research or creative activity is an important component of this position. The successful candidate must be able to show that she or he either has begun and sustained a scholarly or creative program or is capable of doing so.

Texas State University-San Marcos is an emerging research university with more than 34,000 students and is located near Austin and San Antonio on the edge of the Texas Hill Country. The School of Journalism and Mass Communication is ACEJMC accredited and has more than 1,800 majors and offers BA, BS and MA degrees.

Required qualifications: terminal degree or advanced ABD in mass communication or a related field; ability to teach advertising classes at the undergraduate and graduate levels; have or show evidence of capability to develop a program of sustained scholarship or creative activity. To be eligible for hire at the associate professor rank, candidate must meet the requirements for that rank established by the department. The successful applicant will receive the appropriate rank and title based on university and department established

standards.

Preferred qualifications: prior teaching experience; professional experience in media, advertising or marketing; ability to teach some combination of the following courses: introduction to advertising, advertising design (portfolio), advertising copywriting, media planning, introduction to multimedia, advertising and public relations management, advertising campaigns, AAF National Student Advertising Competition.

Application procedures: Cover letter should specify position 2013-9. Send vita, letter of application, unofficial transcripts and list of three references to the School of Journalism and Mass Communication, Texas State University-San Marcos, San Marcos, TX 78666. **Consideration of applications will begin September 1 and continue until filled.** Complete job posting on Texas State website http://www.txstate.edu/academicaffairs/FacultyEmp/faculty_employment.htm

••••

The William Allen White School of Journalism and Mass Communications at the **University of Kansas** is looking for an outstanding colleague, scholar and teacher to join us as an **assistant professor in strategic communication**, tenure track.

An active research program, teaching experience and professional experience will distinguish applicants. Applicants should have research and teaching expertise in at least one of the following areas: strategic campaigns, principles of strategic communication, message development, health communication (in a mass or new media context), or social media marketing.

Research in issues related to diversity, experience in working with a diverse population, or success in receiving external research grants is preferred but not required.

Special consideration will be given to applicants committed to excellence who can contribute to the University's innovative, collaborative, and multidisciplinary initiatives to educate leaders, build healthy communities, and make discoveries that will change the world. See <http://www.provost.ku.edu/planning/>

For a complete position description and to apply, go to <https://jobs.ku.edu> and search for position #00209697. Direct questions to journalismsearch@ku.edu. **Initial review begins September 1, 2012, and will continue until the position is filled.** Start date is August 18, 2013. Salary commensurate with experience. EO/AA employer.

••••

Assistant Professor, Communication, PR and Social Media. The award-winning **University of Nebraska at Omaha (UNO)** School of Communication seeks to hire a tenure-track assistant professor to teach courses in communication, public relations and social media. This faculty member will develop new courses, identify trends, and strengthen industry connections. Our greatest needs are in computer-mediated communication; small group, interviewing and organizational communication; public relations principles and advanced techniques; social media; media relations; crisis communication; event planning; media campaigns; strategic communication; online media storytelling; and communication research. The faculty member, a Ph.D. in Communication or related field, typically will teach three courses per semester, have assigned research time and be expected to participate in service activities. UNO, located in a vibrant Midwestern city, has a commitment to achieving diversity among faculty and staff. We are particularly interested in receiving applications from members of under-represented groups and strongly encourage women and persons of color to apply for this position. **Our screening and selection process begins July 1, 2012, and will continue until a successful candidate is chosen.** For more information, please contact Dr. Jeremy H. Lipschultz, director (402-203-7247). To apply, please submit CV, references, a statement of teaching philosophy and other materials to: <http://www.unomaha.edu/humanresources/employment.php>

••••

UTAH STATE UNIVERSITY—Assistant Professor Public Relations/Corporate Communication. Tenure-track assistant professor specializing in public relations/corporate communication for professional J/MC program. Teach applied professional PR skills, especially PR writing and new media/multimedia/social media. Other courses may include integrated marketing communications, PR campaigns, advertising or others depending on expertise. Qualifications: Minimum five years' professional PR experience and demonstrated college-level excellence in PR/journalism/mass communication teaching. Master's degree required; PhD in journalism/mass communication (or equivalent professional experience) preferred. Commitment to teaching excellence in mass media skills, and ability to teach a range of classes: Introduction to PR; PR Writing; New Media; PR Strategic Methods; Case Studies. Other expertise highly desired: Creative Suite 5, multimedia. This is a teaching

Continued on page 20

AEJMC News

234 Outlet Pointe Blvd.
Suite A
Columbia, SC 29210-5667

Non-Profit Organization
U.S. Postage Paid
Columbia, SC
Permit No. 198



Chicago, Illinois
August 9-12, 2012 | Chicago Marriott Downtown | aejmchicago.org

Placement Ads

Continued from page 19

(not research) position. Tenure-track appointment emphasizes teaching excellence. Annual evaluation leading to P&T based on demonstrated classroom excellence and an evolving record of pedagogy, professional engagement, and service. The successful candidate also will help with student internships, help lead PRSSA chapter and student PR agency, and develop ties with professional PR/media organizations and businesses. Apply through the USU HR jobs site: <http://jobs.usu.edu/applicants/Central?quickFind=57407>. For more information, contact search chair, Cathy Bullock, cathy.bullock@usu.edu, or department head, Ted Pease, ted.pease@usu.edu. Appointment begins August 2013. AA/EOE

••••

Washington and Lee University seeks a **tenure-track assistant professor** to teach

multimedia reporting, visual storytelling and other courses in the Department of Journalism and Mass Communications. Our new colleague will become one of a close-knit eight-person faculty supported by a full-time manager of technical operations in a facility designed for digital multi-platform journalism. We are dedicated to teaching undergraduates in a liberal arts university the practice of sound journalism and its crucial function in a democratic society. Our students follow one of three sequences – journalism, business journalism, or mass communications. All learn to use multi-media information-gathering and storytelling tools to create public awareness of events and issues. We are seeking a candidate with substantial reporting experience, with television newsroom experience desirable, and a demonstrated commitment to new media platforms, including social media, as well as the ability to teach more general mass media survey and seminar courses in a rigorous liberal arts environment. An appropriate advanced degree is required, with the Ph.D. preferred but not essential. The position will

be available July 1, 2013. Washington and Lee University is an equal opportunity employer. Women and minorities are encouraged to apply. Founded in 1749 and located in the beautiful Valley of Virginia, Washington and Lee is the nation's only highly competitive liberal arts college with an accredited journalism program. Applicants should submit a cover letter, vita or resume and reference list to: Brian Richardson, Professor of Journalism and Mass Communications, Reid Hall, Washington and Lee University, Lexington VA 24450, or to richardsonb@wlu.edu. **Members of the search committee will be at the AEJMC convention in Chicago in August and are eager to talk to anyone interested in more information about the position and journalism at Washington and Lee.** Please contact Prof. Richardson at 540-817-8559 to schedule a meeting at AEJMC. Inquiries are also welcome at Prof. Richardson's email address, above. **Formal review of applications will begin in early October.**

••••