

**Report and Recommendations of the  
Task Force on AEJMC in the Global Century**

**Association for Education in Journalism  
and Mass Communication**

**Summer 2014**

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## Executive Summary

Media education is changing. New media technologies, shifting media business models and the evolution of International Information Networks are reshaping media practices worldwide.

Most countries now consider media essential to society. They have expanded teaching and research about media. They have created new public and private schools of media education. They have produced growing numbers of media teachers and scholars. They are dealing with soaring growth in student enrollments.

This growth has created new collaborations among media teacher/scholars. It has created new media teacher/scholar associations around the globe. The World Journalism Education Council (WJEC) now has 33 member associations from every corner of the earth.

Western based media education associations have expanded efforts to engage in international discourse about media education, particularly with teachers in emerging markets. Both the International Communication Association (ICA) and the International Association for Media and Communication Research (IAMCR) hold meetings in different countries, provide travel grants for scholars, and co-sponsor activities with global partners.

AEJMC has always welcomed international scholars as members of the association and published their research in our journals. However, our meetings have mostly been in the United States making it costly for international scholars to join us for grassroots discourse with our members.

In 2012, AEJMC President-elect Kyu Ho Youm appointed the Task Force on AEJMC in the Global Century to examine ways in which AEJMC could better position itself in the 21<sup>st</sup> century to become fully integrated into the global discourse. This report is a result of that work. The report offers context, seven specific recommendations, priorities for action, and suggested details on implementation. The seven recommendations are:

- I. That AEJMC establish an **Elected Standing Committee** or **Commission on Global Activities**.
- II. That AEJMC establish partnerships to co-sponsor **regional meetings** around the globe.
- III. That AEJMC exchange **official representatives** with media education associations abroad.
- IV. That AEJMC develop **convention guides** and **translations of abstracts** for its meetings and journals.
- V. That AEJMC encourage **discourse** about global media across our association where appropriate.
- VI. That AEJMC develop **incentives** to encourage global discourse.
- VII. That AEJMC develop **financial support** for increased global activities.

# **Report and Recommendations**

## **Background and Context**

### **Operations of the Task Force**

AEJMC President Kyu Ho Youm appointed the Task Force on AEJMC in the Global Century during the spring of 2012. The membership included 15 scholars from across the globe (see Appendix E). He asked the Task Force to explore “transformative solutions” to help AEJMC position itself to deal appropriately with the “globalization” sweeping our fields of study and academic disciplines.

The Task Force met for the first time at the AEJMC annual convention in Chicago in 2012. It conducted preliminary discussions, developed tentative recommendations, and outlined a plan of work for the following year. It was charged with offering recommendations to the AEJMC Board of Directors at the summer 2013 meeting of AEJMC in Washington, D.C.

As part of its work plan, the Task Force established six committees to focus on parts of its work. Those committees conducted discussions by email or telephone and developed recommendations originating from a wide variety of sources over the ensuing year. Members of the Task Force discussed ideas with AEJMC members, met with members of the association’s leadership including members of the Council of Divisions, and heard from a variety of sources about its work. They also reviewed relevant literature and the approaches of other associations to global issues. The committee recommendations were shared with the full Task Force by email and the Task Force discussed them, offered suggestions, and added recommendations.

Results were presented to the AEJMC Board of Directors at the AEJMC Convention in August 2013. The board reviewed the recommendations and asked the Task Force to consider two additional dimensions: 1) A set of action items that could result in a phased implementation of its recommendations. 2) Further consideration of a structure within AEJMC to advocate and coordinate expanded discourse with media practitioners and educators worldwide.

The Task Force developed a set of action items in the fall of 2013 and refined those action items in the spring of 2014. It engaged in a review of structural options throughout the year. It finalized the recommendations described below in the late spring of 2014.

The following report includes general background about the need to better position AEJMC in a highly interconnected global environment. It suggests steps to better listen to, participate in, and facilitate global conversations with journalism educators in many countries. This would enable the organization to better position itself within what has come to be called the “global century.”

## General Overview

The Association for Education in Journalism and Mass Communication (AEJMC) was founded in 1912 as a professional association of teachers of journalism in the United States and has diversified around the study of mediated communication in the years since. With a 100-year history, AEJMC today is a nonprofit organization of educators, media professionals and students with some 3,700 members, including more than 200 faculty and 50 graduate students from 50 countries outside the United States. It is the primary professional platform in the United States for professors of journalism, media and mediated communication fields and collaborates with industry leaders and students planning academic and/or professional careers. It also has an active global following.

From its inception, the Association was cognizant of the broader global environment within which media systems operate. Its journals have included studies of the international dimension of media industries. Thus, the Association has had a demonstrated interest in international topics for decades through the scholarship of its individual members and in various divisions and interest groups that encourage knowledge creation and problem solving across the globe.

In fact, over time, the membership of AEJMC has strengthened and sustained international discourse, welcoming students, teachers and researchers from many countries as members of the organization, actively engaging in faculty and student exchanges and participating in joint international projects.

AEJMC has had an International Communication Division (ICD) since 1965. With a mission specifically devoted to international understanding the Division established a journal in 1966 (*International Communication Bulletin*, now called *International Communication Research Journal*). The ICD particularly has focused on promoting international discourse. The ICD journal and all other AEJMC journals have welcomed studies from around the globe. Further, ICD has sponsored sessions designed to encourage international engagement at the association's national conventions. It also has sponsored projects in different regions of the world and published the accounts of some of its international meetings. Examples include the 1974 seminar co-sponsored with the Universidad Iberoamericana, whose proceedings were published in book form; the 1978 symposium on precision journalism and media technology in Warsaw, co-sponsored with IAMCR and the International Organization of Journalists; the 1983 conference "Agendas for World Communication" in Seoul, South Korea, held in cooperation with the Korean Society for Journalism and Communication Studies; and several conferences on international issues held in the United States (Cheng & Rao, 2000).

Members of its various divisions, including the International Communication Division, have a long track record of international, comparative and bilateral research, teaching, and support for professional practice.

Still, because its annual conventions are held in the U.S. and because its membership is predominantly from the U.S., AEJMC has been seen largely as a domestic organization. While it may be a domestic association, it has always been a multi-faceted organization that shared ideas, research and expertise with global partners including those in industry, the academy and NGOs. It now has further opportunities to extend its global dialogue with scholars in other countries in mutually beneficial ways.

## **Recent and Current International Activities**

AEJMC has held recent regional meetings in Mexico City in 2001, co-sponsored with Monterey Tech University and Association of Schools of Journalism and Mass Communication (ASJMC) (ASJMC returned to Mexico City in 2009), and in London in 2002 co-sponsored with the European Journalism Training Association. In addition, AEJMC actively facilitated the formation of the World Journalism Education Council in the years leading up to its founding meeting in 2007. WJEC is a council of more than 30 journalism education organizations from around the world. AEJMC has been an active participant in the three meetings of the WJEC “Congress” held in Singapore in 2007, South Africa in 2010, and Belgium in 2013.

## **A Changing Global Environment**

Despite a demonstrated interest in and commitment to global study and global dialogue, and a small, but active international membership, the sweeping changes affecting virtually all aspects of 21<sup>st</sup> century life, including the mediated communication industries, demand a greater engagement today by scholars around the world about the issues of central concern to the AEJMC membership.

A research report published just this year by the McKinsey Global Institute found that flows of goods, services, finance, people and data and communication across international boundaries is rapidly expanding (McKinsey, 2014). For example, they report an 18-fold increase in cross-border Internet traffic between 2005 and 2012 and a international flow of goods, services, and finance had grown to 36 percent of total global GDP by 2012.

They also report that the percent of exports from emerging markets is growing fastest. “For exports, knowledge-intensive services have grown significantly faster than any other subcategory and now represent more than one-third of services exports from emerging markets, up from 21 percent in 2002,” they report (p. 57). They found that emerging markets accounted for 73 percent of students studying abroad in 2011.

Furthermore, the development of Massive Open Online Courses by universities around the world is accelerating this trend. The McKinsey study notes that online course provider Khan Academy says that 25 percent of its users are from countries outside the United States and that Coursera reports that almost on-third of its online visitors are from BRICs (pp. 45 & 46).

This is consistent with earlier findings in the academic literature of growing flows of academic knowledge. For example, Schönbach and Lauf (2006) noted that the number of journals in the field of communication has increased with more specialized journals published in English and geared for an international market. They ask whether national communication journals remain relevant in such circumstances. Similarly, Fernández-Quijada (2011) has pointed out that in 2009 only 81 of 1,585 articles indexed in the Communication category of SSCI were not written in English and 64 of those were in Spanish. He argued that “the exclusion of a large part of the scholarly output published in languages other than English may very well create a bias that affects the whole science system of Spain” (p. 91).

Gunther Kress (1996) has argued that globalism and internationalism already have challenged “logocentric” modes and media demanding new genre, new theories, and perhaps even new

pedagogical models for communication education. And many writers (e.g., Ardakani, Yarmohammadian, Abari, and Fathi, 2011; Dahlgren, 2007; Ryan, 2012) have suggested that the internationalization of higher education in general and graduate education in media studies in particular demonstrate the need for “genuine intercultural dialogue” about the teaching models most appropriate in an environment where teaching models “are changing as contemporary teaching and learning conditions and imperatives become more closely tied to discourses of internationalization and globalization” (Ryan, 2012, p. 55).

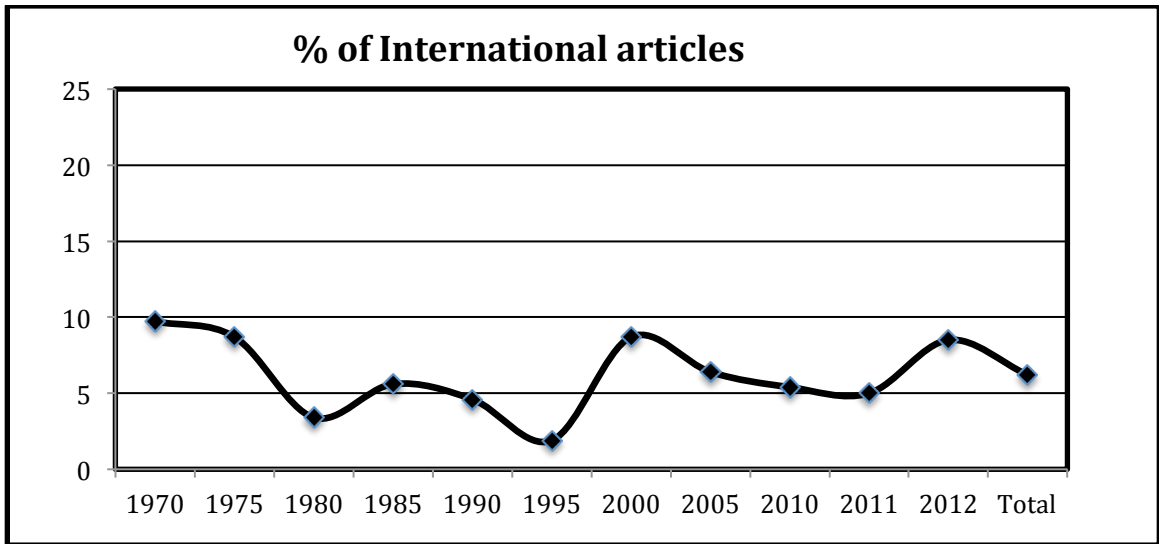
The McKinsey Global Institute’s research found that cross-border knowledge intensive flows were increasing faster than other types of flows. Knowledge flows had reached \$13 trillion in value in 2012. This includes a rapid expansion of international collaboration on academic papers. “In 1995, just 9 percent of academic papers involved collaboration across borders; by 2012, that share had more than tripled to 30 percent,” it reported (McKinsey, 2014, p. 32).

These trends make a compelling case for greater collaboration and discourse by AEJMC, its components, and its members with the growing numbers of our colleagues in media education around the world. This case seems particularly important with regard to those in regions of the world with little representation in our association. It also suggests that AEJMC should meet these colleagues on their own ground.

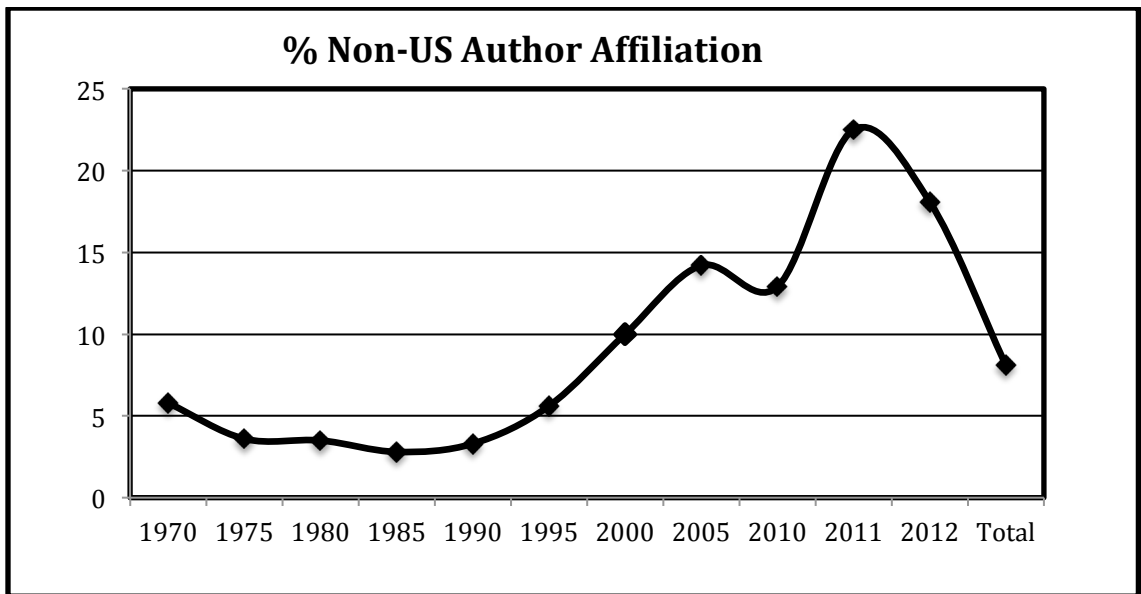
While AEJMC has international members, the organization (unlike the International Communication Association, for example) has only occasionally ventured outside the U.S. for meetings. AEJMC has administered grants to encourage ethics study and research at international meetings. Various foundations and government agencies have funded journalism and mass communication educators from abroad to participate in AEJMC sponsored events, including scholars from Russia, Latin America, East Asia, and the Middle East. Over the years, AEJMC members have led training missions, served as faculty members at universities around the world, and joined local and international meetings as lecturers, presenters, facilitators and participants. Much of this activity has been sparked by non-governmental organizations (NGOs), although they engage AEJMC members. The true story of AEJMC on the global scene lies in the interests and activities of its members. While there is no complete roster of that considerable cumulative effort, AEJMC members have worked with colleagues in virtually every country in the world.

AEJMC as an organization has been less engaged abroad than many of its individual members. The association meetings and publications have included a number of presentations and research articles around global issues, including a substantial number written by scholars from around the world. A content analysis of the titles and authors of *Journalism and Mass Communication Quarterly*, *Journalism and Mass Communication Educator*, *Mass Communication and Society*, and the *Journal of Public Relations Research* conducted for the Task Force showed that in a sample of years since 1970, the number of titles reflecting global topics has been sustained at between five and 10 percent of all articles published (see Figure A), while the number of authors with affiliations listed at universities outside the United States has grown from around six percent in 1970 to more than 22 percent in 2011 and 18 percent in 2012 (see Figure B). This implies a tension between a yearning for more organized discourse with scholars around the globe and the opportunities for sharing knowledge within the AEJMC membership.

**Figure A**



**Figure B**





## Needs and Challenges

The Task Force believes that the AEJMC membership is prepared for AEJMC to expand its intellectual discourse with the growing numbers of media scholars around the world. This might involve a moderated inventory of researchers, research specialties, instructional expertise, professional knowledge and experience. Those strengths need to be connected to proposed partnerships and/or services including faculty residencies to advise and carry out research projects or other problem-solution exercises, capacity to organize meetings, support for workshops, and engagement in other forums to link knowledge to action. These initiatives need to draw on the best intelligence and talent in the world. Discussions might include exploring a global agenda with specific objectives and illustrative projects.

The requirements to create those possibilities include a marketing effort to promote AEJMC interest in such dialogue and to raise AEJMC's profile with key stakeholders—including other likeminded associations in Europe, Asia, Latin America, the Middle East and other regions. These are all countries where AEJMC members have deep knowledge and contacts. One key asset is AEJMC members located outside the U.S. and the large cadre of former graduate students who studied in the U.S. and maintain relationships with former mentors and colleagues. This is a natural bridge to development—and only requires organizational leadership and some funding to underwrite an infrastructure and secretariat to make this work. Another overarching need is to create a more widespread understanding among AEJMC members about the (a) need, (b) value and (c) benefits of active global discourse. This will require leadership with some continuity, encouraged and supported by AEJMC over several years, although key initiatives could begin almost immediately and with dispatch.

Initiatives and models already exist. The WJEC has built a network of representatives from journalism education groups in many countries and regions and held far-ranging discussions of the needs of journalism education in an era of globally connected media and world polity. AEJMC has been an active participant and supporter of that initiative. The WJEC organization has focused on global leadership from these organizations. Improved opportunities for a broader range of participation by AEJMC's membership with other scholars from around the world needs to be established. IAMCR and ICA both have moved in this direction and organizations from South Africa, Australia, Malaysia, Europe and other regions of the world have expanded their international dialogue.

Most of the divisions and interest groups of AEJMC, well beyond the designated International Communication Division, have international and global interests and encourage scholarship, teaching and outreach in those fields. There is hardly a topic within communication media that is not on the agenda for some AEJMC members. Known for its wide-ranging substantive interests in fields ranging from advertising and broadcasting to history and law, the interests and scholarship of AEJMC's members have increasingly focused on projects of interest globally. From its first stirrings, global and international studies have been featured in the Association's leading publications, each of which is expertly edited and aimed at academic and professional audiences as well as students. Structurally the organization already has a national office with a professional staff and is governed by its members who elect officers and work with several standing committees and other organizational councils. The organization also has a Council of Affiliates that includes most of the major media/industry associations who interact with the

association and connect its members to their considerable networks. However, increased global dialogue will require designated leadership and dedicated staff support.

### **Developing Internationalization and a Global Presence**

Expanding AEJMC's global dialogue, encouraging more international membership, and expanding opportunities for more global interaction among our members is an urgent matter as the need for global understanding, exposure and involvement is now almost universal. That said, AEJMC needs dedicated leadership to make this happen, a cadre with clear goals and business discipline that can make this happen, drawing on the interests and instincts of the members but trying to develop a few major initiatives that would invite involvement from members across the divisions. This could be as singular as "defining global education," as broad as "the world through international eyes," or as specialized as initiatives for collaborative efforts to strengthen the field and the work of individual members. Specifics are necessary to make this a compelling charge. The Association needs to want to do this—and there is a good reason to do so in the digital, global environment with increasing evidence that journalism and media education itself can be transformative in societies around the world.

### **Recommendations of The Task Force on AEJMC in the Global Century**

This context was taken into account as the Task Force on AEJMC in the Global Century engaged in its deliberations and developed its recommendations. That context suggests a need for structural support for global discourse within AEJMC, expanding the global membership of AEJMC, increasing opportunities for AEJMC members to interact face-to-face with scholars from all over the world, and support for global activities and initiatives. It also suggests that we need global perspectives on scholarship, teaching and service from diverse scholars in a highly interconnected world.

For all these reasons, the Task Force on AEJMC in the Global Century has developed seven core recommendations we believe will be transformative in positioning the Association to promote global discourse for its membership (See Appendix A). We believe this transformation is essential given that global communication technologies already have shifted international conversations in government, business, culture, education and, indeed, virtually all human endeavors, including mediated communication scholarship.

We suggest that prioritizing the first, second, and third recommendations will facilitate the realization of all seven of these recommendations, although funding will need to be addressed from the start, as well.

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## Appendix A: Summary of Recommendations

### The Task Force on AEJMC in the Global Century recommends:

- I) \*\*\*That AEJMC members amend the Bylaws to establish an **Elected Standing Committee or Commission on Global Activities** and that the Chair of that committee or commission serve on the AEJMC Executive Board.
- II) \*\*\*That AEJMC establish partnerships with regional journalism education associations or major universities and co-sponsor **regional meetings** and on a regular basis in different parts of the globe.
- III) \*\*\*That AEJMC exchange **official representatives, emissaries and delegations** with other journalism and mass communication education associations around the world to engage in mutual discourse about issues, challenges and opportunities shared by journalism educators worldwide.
- IV) That AEJMC facilitate discourse with scholars from other countries at its convention and within its publications by developing **convention guides** and **translations of abstracts** at its meetings and in its association-wide journals (*Journalism and Mass Communication Quarterly*, *Journalism and Mass Communication Abstracts*, and *Journalism and Mass Communication Educator*) into the most widely used international languages besides English.
- V) That AEJMC work with divisions, interest groups, committees and other parts of the organization to promote **discourse** about journalism and journalism education worldwide in research, programming and teaching where appropriate to the core concerns of each entity.
- VI) That AEJMC develop **special incentives** to encourage and support its members in developing networks of global discourse.
- VII) That AEJMC develop **sponsorships, scholarships and travel support** to help implement the recommendations of this Task Force.

\*\*\*The Task Force recommends these as top priority efforts for the first year.

## Appendix B: Implementation Priorities

At its Summer 2013 meeting, the AEJMC Board asked the Task Force to do two more things (in addition to its original charge):

- 1) **The board asked the Task Force to reconsider its original recommendation that AEJMC establish an Elected Standing Committee on Global Activities.** The Board asked the Task Force to consider instead the advantages of establishing a Commission on Global Activities.

The Task Force has spent considerable time discussing the advantages of both options. It discussed the issue extensively in its final meeting at AEJMC in the summer of 2013. In addition, it discussed the issue by email throughout the fall and spring following the AEJMC convention. It voted six to five (with four not voting) to support its original recommendation on this issue.

The discussions centered on which structure might be most effective in keeping issues of world-wide dialogue before our membership and in creating opportunities for our members and scholars from around the world to engage in meaningful dialogue about journalism education.

While most members of the Task Force believe both approaches could work, the slight majority felt that an Elected Standing Committee would be more effective. These members felt that the elected standing committee structure is seen as an Association-wide voice reminding members of the crucial role international dialogue holds for the association as a whole. They felt the Commission structure could be seen as an advocate but that it would be perceived as an advocate for a particular interest and could be seen as duplicative with advocacy from the International Communication Division. Those supporting the Commission structure supported it mostly as the approach most likely to be supported by the Board and, perhaps, the membership.

Given the split in the final vote on this issue, we have chosen to report both as options with this explanation of the energizing arguments for each.

- 2) **The Board asked the Task Force to suggest priorities and specific action items to implement its recommendations.** The Task Force presented an extensive set of action items to the Board at its winter 2013 meeting (see Appendix C).

The Task Force recommends the following priority to implement its recommendations:

**Priority One:** The Board should move to establish either the Elected Standing Committee or the Commission structure at its meeting in August 2014. We realize that formal adoption by the membership may require longer as this action will require amending the Association Bylaws. In the interim, we recommend that the President of the

Association name an ad hoc committee of the Association to prepare the groundwork and begin implementation of the Task Force recommendations.

**Priority Two:** The Association should begin implementation of Recommendations two (2) and three (3) during the 2014-2015 year.

Recommendation 2) The Association, under the leadership of President Paula Poindexter already has developed strategies to hold a regional meeting in Santiago, Chile, in 2015. We applaud and support this initiative. We believe long term planning for regional meetings in other areas of the world should begin this year, including identifying potential partners and locations for future Global Regional Meetings. We also believe the World Journalism Education Congress, with its 33 association members from all over the world, could be helpful in developing such plans.

Recommendation 3) This recommendation can be implemented relatively easily at the initiative of the President of the Association. Invitations to exchange official delegations with other global regional media education organizations and arrangements for special panel presentations can be done centrally for next year's convention, if planning begins right away. Again AEJMC's participation in WJEC might be used to facilitate these activities. The Task Force Action Items offer specific actions that might help, too.

**Priority Three:** Recommendations 4, 5, 6, and 7 may require the leadership of the Committee or Commission on Global Activities. Several of our Task Force members are particularly concerned that Recommendation 5 (broadening support throughout AEJMC) needs to be promoted as soon as possible. Leadership will be required to accomplish that objective. Thus, the Committee or Commission (or even an ad hoc committee in place next year) could begin that work as soon as it is formed.

Some parts of Recommendation 4 already are being worked on, particularly translating more of the written material from our association and our journals into other languages. However, systematic implementation will require the Committee/Commission leadership.

Similarly, many parts of Recommendation 6 could be implemented with leadership from the Committee/Commission or even from the Association leadership and staff.

Recommendation 7 will require a greater commitment of staff effort and must be folded into a broader discussion between the Committee/Commission and staff about the overall funding development goals of the Association. This will mean sustained conversations among the leadership of the Committee/Commission, the Association leadership, and the Association staff.

Finally, the Task Force notes that many of the specific action items listed in Appendix C of this document require little more than attention from someone in a leadership position. The Committee/Commission structure with Board membership can help provide such leadership working with Association leadership, Association staff, division leadership,

and members. These items really just need someone to focus on them and to work with others to make them happen.

For example, actions such as a welcoming reception for official representatives and international visitors and a ribbon for badges under Recommendation 3 should be relatively easy to implement with attention from an advocate.

Or actions such as recognizing international members at the new member breakfast and arranging “hosts” for them under Recommendation 5 should be relatively easy to implement with a bit of attention to the matter.

Other possibilities for quick implementation exist if a structural responsibility can be provided quickly.

## Appendix C: Details on Recommendations

Regarding **Recommendation #1**: The Elected Standing Committee or Commission on Global Activities.

- a. Should encourage a program of International Collaborations with other journalism education associations around the world. Such collaborations can help facilitate discourse about global issues and meet additional objectives such as these:
- b. Offer two mini-plenary sessions at the annual conference to discuss topics related to global issues faced by the field and by the association and that the association officers consider global issues in planning for keynote addresses.
- c. Plan an Opening Reception for international attendees. Recruit students and International Communication Division members to host international attendees at the opening reception and at the convention.
- d. Review the AEJMC website to incorporate language appropriate to a globalized mission.
- e. Develop a Summer Institute or Pre-conference Program to address the value of globalization for teaching and research.
- f. Develop a system for identifying and bringing to the convention speakers who can address the importance of globalization for issues important to AEJMC.
- g. Prepare written materials for international attendees specifically welcoming them and explaining how the convention operates, including explanations of which sessions they are welcome to attend.

Regarding **Recommendation #2**: The Global Regional Meetings with international partners.

- a. The Elected Standing Committee on Global Activities should develop specific guidelines on how this cooperation can be facilitated.
- b. The meetings should be regularized to offer recurring annual opportunities for global discourse for AEJMC members.
- c. Planning should take advantage of AEJMC's role in working with international partners through the World Journalism Education Council.
- d. Plans should encourage AEJMC members to join global regional scholars at these meetings for mutual exchanges of ideas in teaching, research and professional activities.

Regarding **Recommendation #3**: The exchange of official delegations with other global regional journalism/media/mass communication education organizations.

- a. AEJMC should encourage exchanges in both directions, from AEJMC and to AEJMC and should involve recognition of these delegations at official sessions.
- b. The exchanges should include special panel presentations by representatives of the AEJMC at meetings of other associations and should include special panel presentations at AEJMC by representatives of other associations.
- c. The exchanges should take advantage of AEJMC's role in working with international partners through the World Journalism Education Council.

Regarding **Recommendation #4**: AEJMC should facilitate the participation of scholars from other countries at its convention and with its publications. For example,



- a. The Association, notably through the International Communication Division, should develop a program to offer translations of abstracts for the AEJMC annual convention programs in the official languages of important global linguistic communities (e.g., Arabic, Chinese, French, German, Spanish).
- b. AEJMC should work to continue to expand global participation by relevant scholars from around the world in the reviewing processes for its annual convention and its publications by further internationalizing its reviewing processes.
- c. AEJMC should encourage the editorial boards of its association and division journals to increase the representation on those boards of international scholars.
- d. The AEJMC Publications Committee should develop information for global scholars on how to get published in AEJMC journals and this information should be translated in the official languages of global linguistic communities.
- e. The AEJMC Publications Committee should encourage the editorial boards and editors of the association and divisional journals to establish a manuscript advisory process for scholars from areas of the world where few are publishing in our journals.

Regarding **Recommendation #5**: All parts of the AEJMC organization should work toward global discourse with scholars from around the world.

- a. All appropriate bodies within AEJMC should develop incentives for more participation by scholars around the globe to participate in all activities of the AEJMC convention.
- b. The AEJMC Membership Committee should consider developing and implementing a membership recruitment campaign aimed at international faculty, graduate students, and J/MC professionals.
- c. The AEJMC Membership Committee should consider a program to find people in other countries who have been involved with AEJMC in the past and offer incentives and encouragement for them to become involved again.
- d. The Law Division should consider developing a program for monitoring communication policy around the world and publish their findings in occasional papers offered by the Association.
- e. The International Communication Division should consider developing a set of case studies examining urgent issues in mediated communication in non-English-speaking regions of the world.

Regarding **Recommendation #6**: The Association should create special incentives to encourage global discourse by scholars around the world with the AEJMC membership.

- a. AEJMC should develop an international exchange program among universities to match JMC faculty and graduate students with JMC institutions in interested countries around the world for exchange opportunities.
- b. AEJMC should offer to provide consultation and render assistance to regional initiatives to establish and consolidate representative associations for journalism education around the globe.
- c. AEJMC should establish a Globalization Activities Award for AEJMC Members and Organizations.

Regarding **Recommendation #7**: AEJMC should develop sources of funding to support the implementations of these recommendations.

- a. This funding should support sponsorships for participants to help implement the recommendations, scholarships for those most in need of support to participate in the international discourse envisioned, and travel support to help implement the recommendations of this Task Force.
- b. A designated portion of the association dues should be allocated to funding global activities in order to provide a sustainable basis for promoting global discourse.
- c. Special funding should be sought from foundations, organizations, and individuals specifically to build and nurture international activities and organizational capabilities.
- d. The association should designate a staff position specifically to promote and develop the internationalization goals. This position may require a senior scholar with an international reputation. Staff support for coordination and fund raising for the goals envisioned here is also needed.
- e. Some examples of possible funding sources in the United States include: Atlantic Philanthropies, Carnegie Corporation, Knight Foundation, McCormick Trust, Open Society foundations, Donald W. Reynolds Foundation, U.S. State Department's Bureau of Educational and Cultural Activities (BECA), International NGOs.
- f. The Task Force also urges the association to explore funding sources from around the world. A number of European sources offer such funding opportunities and members of the Task Force pointed out that other sources exist in Asia, as well.

## Appendix D: Action Items

**Recommendation #1:** That AEJMC members amend the Bylaws to establish an **Elected Standing Committee** or a **Commission on Global Activities** and that the Chair of that committee or Commission serve on the AEJMC Executive Board.

**Action Item 1: Decide between an Elected Standing Committee and a Commission on Global Activities.** The Task Force discussed these two options at length in its deliberations. The AEJMC Board at the August 2013 Convention asked the Task Force to consider a Commission approach rather than an Elected Standing Committee approach. In the spring of 2014 the Task Force voted six to five (with four not voting) to support the Standing Committee approach. We therefore recommend the Elected Standing Committee approach as the most effective way to position AEJMC in the Global Century.

**Action Item 2: Prepare an amendment to the AEJMC Bylaws.** We recognize the concerns voiced in the Board about the complexities the Elected Standing Committee option involves. Therefore, we have included the alternative of the Commission approach, should the board decide that the difficulties (including the possibility that the Constitution of the Association might need to be changed and that that might require new approvals of our tax status with the IRS) are too great to implement the option of an Elected Standing Committee. Whichever option is chosen, work should begin immediately to amend the Association Bylaws to authorize such a structure.

**Action Item 3: Appoint an Ad Hoc Committee on Global Activities to begin work on implementing such recommendations of the Task Force as can be accomplished right away.** While this will be a temporary way forward, such leadership can begin to move the Association toward a stronger position for dialogue in the Global Century as this committee can focus of the coordination efforts needed right away.

**Recommendation #2:** That AEJMC establish partnerships with regional journalism education associations or major universities and co-sponsor regional meetings and on a regular basis in different parts of the globe.

**Action Item 1:** Through the WJEC network of member organizations, the Task Force should reach out to individual JMC organizations to establish a contact list of organizations into whose regional meetings the AEJMC could tap.

**Action Item 2:** Through this same network, the Task Force should reach out to JMC organizations to establish a timetable of regional meetings (dates and venues) that AEJMC members could potentially attend.

**Action Item 3:** Establish an electronic platform on which member organizations of WJEC (and other JMC organizations) can post upcoming events (workshops, regional meetings, forums) that AEJMC membership could take note of and attend or present research at. The

easiest way to do this might be for the AEJMC staff to set it up as an interactive online searchable forum where institutional needs and resource faculty may complete forms (templates) in a somewhat self sustaining form that would not require much person power on the part of AEJMC.

**Action Item 4:** The AEJMC leadership should urge the AEJMC membership (individuals and groups) to deliberately liaise with these organizations to obtain a time slot on regional meeting schedules to present research and participate in panels during these meetings.

**Action Item 5:** In addition, the Elected Standing Committee on Global Activities (or the equivalent structural group) should liaise with the above-mentioned groups to conduct a “needs analysis” of sorts – determine from JMC organizations in other countries where their biggest need would be (e.g. networking, resources, teaching or research expertise) and in which area they would most benefit from AEJMC involvement and support.

**Action Item 6:** Based on this needs analysis, the committee should establish specific guidelines according to which this interaction/exchange should take place.

**Action Item 7:** In this process, the committee should solicit the expertise of specific AEJMC members and/or groups so as to optimally reach out to support and engage in these organizations’ activities and/or needs.

**Action Item 8:** Through these networks, the AEJMC leadership or the Membership Committee could then invite specific individuals to attend AEJMC meetings and participate in conference sessions based on individuals’ expertise or based on specific “success story” case studies following AEJMC outreach and support.

**Recommendation #3:** That AEJMC exchange official representatives, emissaries and delegations with other journalism and mass communication education associations around the world to engage in mutual discourse about issues, challenges and opportunities shared by journalism educators worldwide.

**Action Item 1:** That the President of AEJMC send a letter of invitation to the presidents of selected organizations outside the U.S. who are members of the World Journalism Education Council inviting them to officially represent their groups at the Montreal meeting of AEJMC and be recognized at the AJEMC general business meeting.

**Action Item 2:** That the President of AEJMC plan a special welcoming reception for official representatives of journalism education organizations from outside the U.S. to meet representatives of the AEJMC Board, the International Communication Division, and other appropriate invitees.

**Action Item 3:** That the President of AEJMC develop a presidential panel session to feature reports from the representatives of key journalism education organizations from different areas of the world about the state of journalism education and shared challenges in those regions.

**Action Item 4:** That the staff of AEJMC develop a special ribbon to attach to the badges of the official representatives of journalism education organizations attending the Montreal Convention from outside the U.S.

**Action Item 5:** That the staff of AEJMC explore the possibility of arranging reciprocal booths in the book display areas of exchange partners, particularly when AEJMC members are attending and can set up and monitor an AEJMC booth at an exchange site.

**Action Item 6:** That the staff of AEJMC solicit information about AEJMC members planning to attend the conferences of those JMC education associations from outside the U.S. that are officially represented at the Montreal Convention and offer a reciprocal opportunity (and perhaps reciprocal special registration rates) for representatives from each association to be officially recognized at reciprocating meetings. That AEJMC further offer \$500 toward the travel costs of one AEJMC member willing to officially represent AEJMC at each such conference offering reciprocal arrangements.

**Recommendation #4:** That AEJMC facilitate discourse with scholars from other countries at its convention and within its publications by developing convention guides and translations of abstracts at its meetings and in its association-wide journals (*Journalism and Mass Communication Quarterly*, *Journalism and Mass Communication Abstracts*, and *Journalism and Mass Communication Educator*) into the most widely used international languages besides English.

**Action Item 1:** That the President of AEJMC invite volunteers from relevant institutions and associations, including members of the International Communication Division, to translate paper abstracts and the convention program for the Montreal meeting into French, Spanish and Chinese and/or other appropriate languages of global linguistic communities.

**Action Item 2:** That the President of AEJMC and the Chair of the Standing Committee on Publications send a joint letter to the editors of all AEJMC association and divisional journals urging them to review international representation on the editorial review boards of the journals and, where possible, to increase such representation, particularly from any regions now underrepresented.

**Action Item 3:** That the Chair of the Standing Committee on Publications and the President of AEJMC contact the International Communication Division to seek volunteers to translate the “Submission Process” and “Instructions for Authors” and related materials into widely used languages and include those translations on the Web Pages of each of the association and divisional journals. The information on criteria and guidelines should include, where possible, processes and procedures essential for consideration for publishing in our journals and this information should be translated into the appropriate languages of global linguistic communities.

**Action Item 4:** That the Chair of the Standing Committee on Publications encourage the editorial boards and editors of the association and divisional journals, where possible, to establish a manuscript advisory process for scholars from areas of the world from which few scholars are publishing in our journals. This process might be designed to help when needed either before or after a manuscript is submitted.

**Recommendation 5: That AEJMC work with divisions, interest groups, committees, and other parts of the organization to promote discourse about journalism and journalism education worldwide in research, programming, and teaching where appropriate to the core concerns of each entity.**

**5a action items:**

Develop incentives for more participation by scholars around the globe to participate in all activities of the AEJMC convention

**Action Item 1:**

The association currently has a new member/first time attendee breakfast and mentoring programme. The title should be changed to reflect that it is not just new members, but should include international attendees, too. The mentor term sounds a bit formal and daunting, so the term “host” program should be used. Every new international visitor should be paired with a host and be contacted prior to the convention.

1. The registration form should identify first time attendees and their academic interests (divisional/interest group list should be used)
2. All international attendees should receive an invitation to the new member/first time attendee breakfast from the association.
3. The AEJMC staff should notify the head of a division covering the academic interest of the international attendee about the new international attendee the contact details (e-mail).
4. The head of each division should be asked to assign one of the division members as a host for each first time international visitor. They should contact them before the conference, welcome them to the conference, and meet the new members/first time attendee’s breakfast or early in the conference to welcome them in person and answer any questions. For this to realistically work out, we should ask that the head of each division get people to volunteer to be these hosts. Have them sign up for being interested in playing this role. Once the head of the division then gets the information about the international attendee, they can see who of their volunteers are best to host this attendee (based on experience, interests, etc.)

**Action Item 2:**

Each division should be asked specifically to invite international attendees in their interest area to attend planned social activities and they should introduce them to the members at the start of the event. For example, different groups might want to set up and invite international attendees to a Facebook group where they can get information about the different activities, etc. This could also be a good platform where they can ask questions, interact with their hosts and other members of the division who might have an international interest, etc.

**Action Item 3:**

Each division should be encouraged to review the list of international attendees in their interest area (whether or not it is their first time attending) and they should consider how they can encourage them to attend their programs or activities appropriate to making a contribution specifically from their own background.

**5b action items:**

The AEJMC membership committee should consider developing and implementing a membership recruitment campaign aimed at international faculty, international graduate students and international JMC professionals.

**Action Item 1:**

That the Standing Committee on Global Activities (or the equivalent structural unit) develop and submit a proposal to the Board for a revision of the International Member category and dues, as follows:

"International member: Tier A, Tier B, Tier C following the UN model for A, B, and C countries which is based on World Bank indicators of Gross National Income. Residents of B countries pay 75% of A (e.g., U.S.) membership dues; residents of C countries pay 50% of A dues."

Rationale: Cost may be an obstacle to recruiting more international members particularly from C countries. The proposed dues structure above is one used by ICA. AEJMC dues for international members (\$120) are more than dues charged regular US and Canada members (\$110). The reason is an international surcharge (\$30) for airmail. As AEJMC (and hopefully, in the near future, our journals) go digital, cost of communicating with international members should decrease and those savings should be passed on to the international members. Some associations permit members to waive the print product and read only online.

**Action Item 2:**

The president of AEJMC and the chair of the AEJMC membership committee should send personalized invitations to join AEJMC to heads of JMC organizations and schools worldwide with request that they forward the invitation to members of their faculty. If action item 1 is approved, inform them of the change. Prior to consideration of Item 1 by the board, inform potential international members of benefits and opportunities for participation in AEJMC activities and conferences. The invitation should come from the AEJMC president and membership committee chair.

**Action Item 3:**

That the President of AEJMC invite international JMC organizations to join the AEJMC Council of Affiliates. The current list includes only two international organizations - Chinese Communication Association and Inter-American Press Association. Affiliates are already invited to sponsor or co-sponsor programs. This could be an incentive to develop international panels on international topics. Organizations that are part of the World Journalism Education Council would provide a good starting place.



**5c action items:**

The AEJMC membership committee should consider a program to find people in other countries who have been involved with AEJMC in the past and offer incentives and encouragement for them to be involved again.

**Action Item 1:**

In the invitation above (Action Item 3), that the Association offer a one-time discounted conference registration to potential international members who have been involved with in the past.

**Recommendation #6: The Association should create special incentives to encourage global discourse by scholars around the world with the AEJMC membership.**

**6a Action Items**

AEJMC should develop an international exchange program among universities to match JMC faculty and graduate students with JMC institutions in interested countries around the world for exchange opportunities.

**Action Item 1:**

That each division be asked to provide AEJMC with a list of existing international exchange programs in division member universities. That the AEJMC staff compile the list into a comprehensive database that will be distributed to all divisions and made accessible on the association's website and social media.

**Action Item 2:**

That AEJMC work with World Journalism Education Council to match faculty and graduate students for possible onsite and virtual teaching, research or professional service exchange/partnerships.

**Action Item 3:**

The easiest way to do this might be for the AEJMC staff to set it up as an interactive online searchable forum where institutional needs and resource faculty may complete forms (templates) in a somewhat self sustaining form that would not require much person power on the part of AEJMC.

**6b Action Items**

That AEJMC offer to provide consultation and render assistance to regional initiatives to establish and consolidate representative associations for journalism education around the globe.

**Action Item 1:**

That each division submit to AEJMC a volunteer/consultancy list representing the areas of expertise of division members.

**Action Item 2:**

That the AEJMC staff provide information to divisions about regional initiatives and invite volunteers who can provide consultation and assistance.

**Action Item 3:**

As above, the easiest way to do this might be for the AEJMC staff to set it up as an interactive online searchable forum where institutional needs and resource faculty may complete forms (templates) in a somewhat self sustaining form that would not require much person power on the part of AEJMC.

### **6c Action Items**

AEJMC should establish a Globalization Activities Award to be given to a division, commission, or interest group and a separate award to be given to an individual.

#### **Action Item 1:**

That each division recognize at its annual meeting a member that has the most significant collaborations with scholars based in other countries or has been involved in global initiatives, research, and other projects sponsored by international organizations and those individuals be considered for the Association-wide award.

#### **Action Item 2:**

That AEJMC develop criteria for Globalization Activities Award to be given to a division, commission or interest group every other year.

### **6d Action Items**

The association should increase participation of international scholars at its annual conferences and expand global content of its conference programming.

#### **Action Item 1:**

That AEJMC officers and WJEC-member associations negotiate reciprocal agreement wherein members of respective organizations can attend conferences at reduced registration rates, perhaps member rate for each organization.

#### **Action Item 2:**

That the AEJMC Standing Committee on Global Activities (or the equivalent structural unit) seek to provide travel funds for international scholars to attend AEJMC annual conferences.

#### **Action Item 3:**

That the AEJMC Standing Committee on Global Activities (or the equivalent structural unit) find a way to showcase journalism and mass communication in a specific region of the world at every AEJMC conference.

#### **Action Item 4:**

That the AEJMC leadership include global issues such as poverty alleviation, climate change, loss of biodiversity, world military spending, financial crisis, etc. in conference themes.

#### **Action Item 5:**

That AEJMC team up with other international associations in addition to WJEC members such as the Australian and New Zealand Communication Association, European Communication Research and Education Association and the Latin American Communication Researchers Association, by offering its members access to or participation in AEJMC through panel sessions.

**Action Item 6:**

That AEJMC should consider online publication of annual conference proceedings as travel funds are tied to research output at many international universities.

**Action Item 7:**

AEJMC divisions, commissions and interest groups be encouraged to invite non-US scholars as reviewers of conference papers and AEJMC publications.

**Action Item 8:**

That the Standing Committee on Global Activities (or the equivalent structural unit) initiate new communication projects that link AEJMC with global multi-lateral agencies, non-governmental organizations and other international bodies in the academic and professional world.

**Recommendation 7: That AEJMC develop sponsorships, scholarships and travel support to help implement the recommendations of this Task Force.**

**Action Item 1:**

That the AEJMC Board annually set aside \$1 in dues from every member to support international participation—this will raise funding to support 1-2 international speakers annually and support the implementation of the action items enumerated above. Priorities and budget will be established by the proposed elected standing committee or commission.

**Action Item 2:** The AEJMC staff should create a category on the membership form which would permit members to voluntarily contribute anywhere from \$5-\$10 annually to support international activities and participation.

**Action Item 3:**

That AEJMC create a fund/endowment to support international participation. AEJMC leadership should encourage members to contribute at the annual convention and by letter.

**Action Item 4:**

That the AEJMC staff contact major airlines to get AEJMC listed with them as a charitable organization so members and others can donate frequent flyer points to support travel of international participants.

**Action Item 5:**

That a contestable funding mechanism should be created so divisions/interest groups can access funding and frequent flyer points available to support international participation.

**Action Item 6:**

That divisions be asked to annually identify international scholars/public figures they would like to participate as speakers or panelists and the president/executive director should contact relevant embassies and cultural organizations for specific funding to bring them to AEJMC.

**Action Item 6:**

That the Association provide a clearinghouse of information, advice and ideas to help divisions/interest groups fund for international activities. This might be done most easily as an online forum that could be set up by the AEJMC staff.

**Action Item 7:**

That the Association President and/or Executive Director should approach foundations, corporations, and individuals to obtain funding to create on-going development support activities within the association office for international and other purposes.

**Action Item 8:**

That the Board should commit a minimum of \$10,000-15,000 for international activities throughout the organization by 2016 and that the Standing Committee on Global Activities (or the equivalent structural unit) be asked to prioritize spending and provide a budget for the expenditure of such funds to the Board.

## Appendix E: Task Force Members

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