

# AEJMC NEWS

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

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## AEJMC's 2016 Officer Election Begins March 4

AEJMC's 2016 election begins March 4 and runs through April 4.

All AEJMC regular, retired and international members in good standing are eligible to vote. Eligibility is determined before the voting process begins.

Paul Voakes, Colorado, will be installed as 2016-17 AEJMC president during AEJMC's Minneapolis Conference. Jennifer Greer, Alabama, will become president-elect.

Candidates on the 2016 slate for vice president are Marie Hardin, Pennsylvania State, and Paul Parsons, Elon.

One AEJMC member will be elected at-large to serve on the Accrediting Council on Education in Journalism and Mass Communications. The two candidates for this position include Cristina Azocar, San Francisco State, and Michael Bugeja, Iowa State.

Three out of six candidates will be elected to serve on AEJMC's Publications Committee. Candidates include Laura Castañeda, Southern California; Sei-Hill Kim, South Carolina; Wilson Lowrey, Alabama; Charles Lubbers, South Dakota; Patricia Moy, Washington; and Paula Poindexter, Texas at Austin.

Three candidates will also be elected to serve on AEJMC's Professional Freedom and Responsibility Committee. The six candidates running are Denise Bortree, Pennsylvania State; Hub Brown, Syracuse; Heidi Hatfield Edwards, Florida Institute of Technology; Tony Fargo, Indiana; Michael Longino, Biola; and Jenn Mackay, Virginia Tech.

Three representatives will be elected to fill seats on AEJMC's Research Committee. Candidates are Serena Carpenter, Michigan State; Amy Jo Coffey, Florida; Maria Len-Rios, Georgia; Patrick Plaisance, Colorado State; Ken Plowman, Brigham Young; and Tim Vos, Missouri.

The Teaching Committee will have three slots filled from six candidates: Linda Florence Callahan, North Carolina A&T State; Raluca Cozma, Iowa State; Jennifer Henderson, Trinity; Carol Schwalbe, Arizona; Kevin Williams, Mississippi State; and Ron Yaros, Maryland

**Vice presidential candidates' platforms and candidate bios are posted on AEJMC's website at [aejmc.org/home/2016/02/aejmc-2016-election-profiles/](http://aejmc.org/home/2016/02/aejmc-2016-election-profiles/).**



Hardin



Parsons

## Reporters Without Borders to Receive AEJMC's First Amendment Award

Reporters Without Borders has been awarded the 2016 AEJMC First Amendment Award.

Selected and presented by AEJMC's Professional Freedom and Responsibility Committee, the award recognizes professionals with a strong commitment to freedom of the press.

With correspondents in 150 countries, Reporters Without Borders continuously monitors attacks on freedom of information worldwide, acts in cooperation with governments to fight censorship and laws aimed at restricting freedom of information, and assists persecuted journalists as well as their families.

The award will be accepted by Delphine Halgand, president and treasurer of the board of Reporters Without Borders-USA, during AEJMC's Minneapolis Conference Friday, Aug. 5, at 1:30 p.m.



*Join us for AEJMC's 99th annual conference Thursday, Aug. 4, through Sunday, Aug. 7 – for details, link to [aejmc.org](http://aejmc.org).*

# FROM THE PRESIDENT



By Lori Bergen  
2015-16 AEJMC President  
University of Colorado

## Minneapolis Conference Theme Exemplified by Members' Actions

The AEJMC conference theme for 2016 of **Innovate • Integrate • Engage** is exemplified by action.

We gather annually to bring new ideas, understandings and connections to empower our members to be agents of change in our disciplines and institutions, and in the global community as students, teachers, scholars and practitioners of journalism and mass communication.

I've come to know many members of AEJMC over the years, and to see the way we each take a piece of the world's biggest challenges and do what we can to move the needle, to do better, to make a difference.

The issues are important; they matter and have global implications. Democracy and free expression. Race, diversity and cultural inclusiveness. Technology, access and equity. The status of women.

The work we do on these wicked problems is reflected through our journalism and mass communication lens. Our research questions and methodologies, community partners, class projects and service learning assignments are deeply connected responses to important challenges in our world.

And this spirit of action that we have as an organization is evident in the scholarly work and creative leadership of the people who are our members. Let me share some examples.

John Hatcher and Dana Thayer of the University of Minnesota Duluth examined engagement strategies to understand how news organizations in one media "ecosystem" could leverage collaboration to better serve the community.

Hatcher and Thayer held a community media forum and a series of in-depth interviews with journalists and community storytellers to identify ways that legacy media and journalists at

community newspapers, public broadcasting stations and entrepreneurial startups can strengthen their relationships.

I know John Hatcher through our work in a Learning Exchange hosted by the Kettering Foundation. His work shows how citizen **engagement** in a democracy can be encouraged through **integration** of media organizations and community partners and is the kind of **innovation** that drives change and develops stronger democratic action, where citizens work together to name and address the public problems they share in communities.

Then, I think of my friend Cindy Royal, a Texas State journalism professor, whose commitment to champion women in tech follows this internal logic: Women make up the majority of students in JMC programs and the journalism profession. Yet women are underrepresented in the tech, computing and informatics area. Thus, we need a concerted effort to engage women in building knowledge, skill and confidence to (heaven forbid!) write code, become tech savvy and avoid another era of inequity in newsrooms and media organizations.

If not, we add to the existing challenge that keeps newsroom race and ethnic diversity at a stagnant 13 percent. We would compound what's already wrong about newsroom diversity by excluding even more journalists of color — and women as well — if the digital skill set required for journalists is beyond their reach.

***"The work we do on these wicked problems is reflected through our journalism and mass communication lens."***

Cindy has pushed for the transformation of journalism education. **Innovative** new curriculum in digital journalism. Building on traditional skills with new definitions of what counts as journalism — digital products that **integrate** data and **engagement**. Cindy has been relentless in pushing the envelope on creating new curricula and redefining what journalism is.

Finally, I've been thinking of my friend Sue Lafky, who died Dec. 12, 2015, in Portland, Oregon. Sue exemplified everything that AEJMC champions and that the coming conference in Minneapolis will celebrate.

One of AEJMC's strongest advocates for the status of women in the academy and the profession, Sue was a feminist and critical media scholar whose work on gender within the news profession and in popular culture was innovative and forward looking.

Continued on page 12

## AEJMC Announces 2016 Senior and Emerging Scholars

Two AEJMC members have been selected to receive Senior Scholar grants for 2016. This program awards up to two \$4,000 grants to senior scholars to fund innovative and timely research projects in journalism and mass communication. Recipients for 2016 are

- **Melissa A. Johnson**, North Carolina State — “Ethnic Museum and Cultural Center Communication: Building Relationships with Communities,” and
- **Linda Lumsden**, Arizona — “Journalism for Social Justice: A Cultural History of Social Movement Media from ‘Common Sense’ to #blacklivesmatter.”

Four AEJMC members have been selected to receive Emerging Scholar grants for 2016. This program’s mission is to identify, encourage and recognize some of AEJMC’s most promising emerging scholars by providing funding for research or teaching projects. Each project receives a \$2,500 research grant. Recipients for 2016 are

- **Mary Angela Bock**, Texas at Austin, “Black and Blue: The Discourse of the Police Accountability Movement”;
- **Brett G. Johnson**, Missouri, “Measuring New Norms of Intolerance toward Extreme Speech: Assessing Public Opinion of Extreme User-generated Content and the Extralegal Practices of Managing Such Speech”;
- **Ammina Kothari**, Rochester Institute of Technology, “UK Media Coverage of the Syrian Humanitarian Crisis”;
- **Jessica Gall Myrick**, Indiana, “Making the Environment Healthy: An Experimental Test of the Effects of Framing Climate Change as a Public Health Issue.”

Congratulations to our new Senior and Emerging Scholars!

## Volunteer to Serve on AEJMC Committee

AEJMC President-elect Paul Voakes, Colorado, is looking for dedicated association members willing to serve on AEJMC’s 2016-17 committees.

Volunteers as well as nominations are sought for four standing AEJMC committees: Finance, Membership, Nominations and the 2017 Chicago Conference Local Host Committee.

Serving on a committee is a great way to broaden experience with AEJMC, impact the field and enhance your CV. Members who would like to volunteer or nominate another member are asked to email Voakes at Paul.Voakes@Colorado.edu with the following information no later than **April 15**.

- Your Name or Nominee’s Name
- Title/Department
- University/Organization
- Primary Research/Professional Interest
- Primary AEJMC Division/Interest Group/Commission
- Email
- Committee(s) Volunteering/Nominating for
- One-paragraph bio plus link to faculty/personal web page

## AEJMC NEWS

Newsletter for the Association for Education  
in Journalism and Mass Communication  
[www.aejmc.org](http://www.aejmc.org)

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

# AEJMC Members Invited to Apply for Institute for Diverse Leadership in Journalism and Communication

## Background:

The purpose of the Institute for Diverse Leadership in Journalism and Communication is to increase racial, gender and ethnic diversity in administrative and other senior-level positions in journalism and communication education. The Institute's objective is to offer a year-round program to identify, recruit, mentor and train future leaders and administrators. The Institute is co-sponsored by AEJMC and the Association of Schools of Journalism and Mass Communication.

Applicants **MUST BE** current AEJMC members. Priority will be given to associate or full professors interested in administration and/or those journalism and communication practitioners who have moved into the academy and have a minimum of three years in an academic setting.



Fellows will participate in Institute activities while continuing to work at their home campuses. The Institute program involves five group sessions during the fellowship year, two of which will happen during AEJMC Conferences. Fellows and their home institutions are expected to cover costs associated with travel to those two AEJMC Annual Conferences, which most members normally attend. Travel for the other three trips will be funded by the Institute.

## Components:

There are three key components of the Institute:

- **Workshop Sessions** — Mandatory workshops for fellows will be held at the AEJMC 2016 Minneapolis Conference, the 2017 ASJMC winter workshop, the 2017 ACEJMC meeting and the AEJMC 2017 Chicago Conference. Workshops will cover a variety of administrative issues, including fundraising, developing leadership, and work/life balance.
- **Mentor Program** — The Institute will match each fellow with a current administrator mentor. The mentoring relationship consists of monthly contact via telephone or e-mail, and a week-long visit to the mentor's campus for a first-hand look at administering a journalism/communication program.
- **Resource Networking** — Institute fellows are introduced to current administrators during social and programming sessions at their workshops. Mentors introduce fellows to other administrators to help the fellow begin to establish a network of resources.

## Application Process:

AEJMC expects the selection process to be competitive. Applications for the 2016-2017 year of the Institute should include ONE PDF file that includes the following parts:

**Part I. An "Institute Application" that answers the following questions:** 1. Why would this program be valuable to you now — at this stage of your career? 2. What skills and past leadership experience do you have? 3. What would you like to learn from the program if you were selected? 4. Why would you like to become an administrator or have a leadership position in higher education? 5. How has your experience as a member of a racial, gender or ethnic group in higher education provided you with ideas to address barriers or bias in the academy?

**Part II. A vita, maximum of 5 pages.** Vita should include:

- current position, rank and number of years of teaching;
- summary of professional experience;
- leadership positions and significant service contributions to department, university, AEJMC and other academic associations;
- maximum 10 publications, presentations and awards.

**Part III. Two letters of recommendation.** One letter should be from your immediate chair or dean, and one should come from another person who is familiar with your work. The letter of nomination from the immediate chair or dean should indicate the support the institution can offer for the candidate to attend the two AEJMC annual conferences.

**The complete packet should be converted to a PDF and emailed to:**

AEJMCnews@aol.com. The file should be called: AEJMC\_Institute\_(your last name).

**All application materials should be received by 5 p.m. Eastern time on Friday, March 18.** Only complete applications will be considered. The selection process is very competitive. Up to eight fellows will be selected for the 2016-2017 class. Notifications will go out by late April. Direct questions to Jennifer McGill at Jennifer@aejmc.org. Type "Institute Inquiry" in the subject line.

## AEJMC DIRECTORY

AEJMC members are reminded that the AEJMC *Directory* has gone digital; the online eDirectory features instant updates, searchable keywords and the option to add your photo or logo!

To take advantage of these extras, please note the following:

**How to add your division or interest group to your entry:**

1) login to your eDirectory listing; 2) go to "Edit"; 3) scroll down to "Categories and sub-categories"; 4) click on "divisions, interest groups and/or commissions"; 5) click on each category that applies to you; and 6) click "Submit" to add categories to your entry.

**How to add your research or teaching categories to your entry:**

1) login to your eDirectory listing; 2) go to "Edit"; 3) scroll down to "Keywords for the search" (maximum 10 keywords); 4) type in general research or teaching categories, **separating each by a return**; 5) click "Submit" to add categories to your entry.

**How to search for an AEJMC member:** type in last name and all members with the same last name will appear.

**PLEASE NOTE:** Membership address changes to the eDirectory should also be sent to the AEJMC Membership Director. The membership system is not connected to the eDirectory.

For more information, please link to [aejmc.org/home/membership/aejmc-edirectory/](http://aejmc.org/home/membership/aejmc-edirectory/).

## AEJMC's Mass Comm & Society Division Offers Members More than \$40,000 in Travel Funds and Awards

AEJMC's Mass Communication and Society Division (MCS) seeks nominations for several awards in the next year. This year MCS will provide more than \$40,000 in travel funds, research awards, teaching awards and PF&R awards to MCS members. MCS reserves the right not to grant any award in any given year.

**Travel Awards:** Graduate Travel Awards – Midwinter Conference (\$1,000, 2 awards); Graduate Travel Awards – AEJMC Conference (\$4,000, 4 awards)

**Research Awards:** Dissertation Award (\$3,000); Research Awards (\$20,000, 2 awards faculty; \$5,000, 1 award grad student); Moeller Competition Awards (\$475, 3 awards for student papers completed for class)

**Teaching Awards:** Distinguished Educator Award (\$500); Promising Professors Awards (\$950, 3 awards faculty, 3 awards grad students); Adjunct/Instructor Awards (\$475, 3 awards); Teaching Ideas Competition (\$475, 3 awards); Service-Learning Competition (\$1,000, 2 awards)

**PF&R Awards:** Traves Service Award (\$500); PF&R Award (\$250); Professional Award (\$250)

Information on awards is posted on the MCS website, <http://aejmc.us/mcs/>.

Send nominations and direct questions to MCS Awards Chair Michel Haigh, [mmh25@psu.edu](mailto:mmh25@psu.edu).

## Research Committee Announces 2016 Blum Award

AEJMC's Research Committee has announced that Paula Poindexter, Texas at Austin, is the recipient of its 2016 Eleanor Blum Distinguished Service to Research Award.

The Blum Research Award was created to recognize people who have devoted substantial parts of their careers to promoting research in mass communication. It is named in honor of its first recipient, the late Eleanor Blum, a long-time communications librarian at the University of Illinois at Urbana-Champaign. In determining this year's winner, the committee especially found meritorious Poindexter's broad service to research throughout the field of journalism, service supporting the advancement of theory, and service supporting many graduate students.

Poindexter will be recognized during AEJMC's Minneapolis Conference this August.



Poindexter

# Scripps Howard Foundation Funding New Grant Program for Visiting Professors in Media Ad Sales

The Scripps Howard Foundation is funding a new grant program for AEJMC members.

Members are invited to apply for 2016-17 Scripps Howard Foundation Visiting Professor Grants in *Media Ad Sales*. The grants will be administered by AEJMC.

Two members will be selected to receive grants, funding two weeks of summer studies at either WPTV in West Palm Beach, Florida, or E. W. Scripps Company Headquarters in Cincinnati, Ohio. Award recipients will be introduced to numerous aspects of advertising sales that support social media and/or digital marketing while at these venues. The goal is for them to apply this new knowledge to their classroom instruction in the fall.

A second phase of the program provides funds for a professional from each of these venues to travel to the professors' schools for three to five days during the 2016-17 academic year. These media ad sales specialists will be involved in a variety of activities while on campus, depending on the needs of the participating professors and the schools.

The Scripps Howard Foundation has \$4,000 total available for each application selected for the program. The first phase of the program provides \$3,000 to each visiting professor for travel, housing and other expenses for the two-week visit to the media venue. The second phase provides \$1,000 for the reciprocal visit by the media venue professional. No additional money is available if expenses exceed these amounts.

**Applicants must be fulltime faculty and current AEJMC members. Graduate students are not eligible for these grants.**

The expectation for the selected visiting professors is that each is contributing his/her time to go on the venue visit, and will plan and implement the professional's visit to campus (with that person's input).

**Application packets should include the following:**

- (1) Explain what courses you are teaching in fall 2016 and winter/spring 2017 that would be enhanced by this experience.
- (2) Explain briefly why you would like to participate in the program.
- (3) Select the venue you would like to visit and why – either WPTV or E. W. Scripps Company Headquarters (*this venue should not be in your same city or nearby*).
- (4) Provide some ideas regarding what a media ad sales specialist might do while visiting your campus.
- (5) Include full contact information (email address and telephone number).
- (6) Include a three-page vita.
- (7) Include a statement that if you are selected for the program,
  - you agree to spend two weeks at the selected media venue prior to the start of fall 2016 classes;
  - you will use the experience to enhance your teaching; and
  - you will plan and execute a reciprocal visit by the media venue representative during either the 2016 fall or 2017 spring semester.

The deadline to apply for the program is 5 p.m. Eastern time on **Wednesday, April 13**.

**Send the above information in one file as a pdf via email to Lillian Coleman at [aejmcnews@aol.com](mailto:aejmcnews@aol.com).**

An AEJMC committee will select the award recipients, and the process is expected to be very competitive. Awardees will be notified in early May.

Please direct questions to Lillian Coleman, AEJMC project manager, at [aejmcnews@aol.com](mailto:aejmcnews@aol.com).



# AEJMC Members Invited to Apply for Visiting Professors in Social Media Grants

AEJMC members are invited to apply for 2016-17 Scripps Howard Foundation Visiting Professors in Social Media Grants.

The grants, funded by the Scripps Howard Foundation and administered by AEJMC, fund two weeks of summer study for six AEJMC members at various media outlets in order for them to learn first-hand how news and information delivery is being transformed by digital media. The goal is for them to take that knowledge into their classrooms when they return to their campuses in the fall.

A second phase of the program provides funds for professionals from participating media outlets to travel to visiting professors' schools for three to five days during the 2016-17 academic year. These professionals can be involved in a variety of activities while on these campuses, depending on the needs of the six different journalism/mass communication programs.

This is the sixth annual Visiting Professors Program that the Scripps Howard Foundation has funded for AEJMC members.

The Scripps Howard Foundation has \$4,000 total available for each application selected for the program. The first phase of the program provides \$3,000 to each visiting professor for travel, housing and other expenses for the two-week visit to the media outlet. The second phase provides \$1,000 for the reciprocal visit of the media outlet professional. No additional money is available if expenses are more than these amounts.

**Applicants must be fulltime faculty and current AEJMC members. Graduate students are not eligible for the program.**

The expectation for the selected visiting professors is that each is contributing his/her time to go on the media visit, and for planning and implementing the professional's visit to campus (with that person's input).

The six media outlets that will be hosts for 2016-17 visiting professors include the following:

- C-SPAN (Washington, D.C.)
- The Dallas Morning News (Dallas, Texas)
- DigitasLBI Chicago (Chicago, Illinois)
- The Post and Courier (Charleston, South Carolina)
- Scripps Washington Bureau (Washington, D.C.)
- WCPO-TV and WCPO.com (Cincinnati, Ohio)



**Application packets should include the following:**

- (1) Explain what courses you are teaching in fall 2016 and winter/spring 2017 that would be improved by this experience.
- (2) Explain briefly why you would like to participate in the program.
- (3) Select the outlet you would like to visit and explain why (list one specific outlet from the six possibilities above – *this outlet should not be in your same city or nearby*).
- (4) Provide some ideas about what a professional who visited your campus might do.
- (5) Include full contact information (email address and telephone number).
- (6) Include a three-page vita.
- (7) Include a statement that if you are selected for the program, you agree to spend two weeks at the selected media outlet prior to the start of fall 2016 classes, that you will use the experience to enhance your teaching, and that you will plan and execute a reciprocal visit by the media outlet representative during either the 2016 fall or 2017 spring semester.

Deadline to apply for the program is 5 p.m. Eastern time on **Wednesday, April 13. Send the above information in one file as a pdf via email to Lillian Coleman at [aejmcnews@aol.com](mailto:aejmcnews@aol.com).**

An AEJMC committee will select the recipients, and the process is expected to be very competitive. Successful applicants will be notified in early May. Scripps Howard Foundation Visiting Professors in Social Media from previous years are not eligible to apply again. Direct questions to Lillian Coleman, AEJMC project manager, at [aejmcnews@aol.com](mailto:aejmcnews@aol.com).

## ***Innovate • Integrate • Engage*** **at AEJMC 2016**

Join us in Minneapolis, MN, Thursday, Aug. 4, through Sunday, Aug. 7, as we *Innovate • Integrate • Engage!*

This year's Conference will feature more than 100 panel sessions and more than 900 original research papers.

A full day of pre-conference workshops will be held on Wednesday, Aug. 3.

The Conference will be held at the Hilton Minneapolis, 1001 Marquette Ave., tel. 612/397-4855. Special room block rate is \$179 single/double, plus 13.4% room tax. Rooms for the Conference will be available at this rate until the room block is sold out or until July 5, whichever comes first.

In order for members to receive "**Early Bird**" registration rates, registration must be made by **Wednesday, July 8**. Early Bird rates are as follows: Member \$175; Non-member\* \$290; Student Member \$85; Non-member Student\* \$135; and Retired Member \$85.

**After July 8**, registration rates are as follows: Member \$225; Non-member\* \$340; Student Member \$100; Non-member Student\* \$150; and Retired Member \$100.

Conference registration may be purchased with cash, check, Visa, MasterCard, Discover and American Express.

For more Conference information and registration forms, please link to [aejmc.org](http://aejmc.org); a microsite link will be available by mid-March.

*\* Only non-member rates include AEJMC membership dues.*

## **Conference Offers Job Hub**

The AEJMC Job Hub will be offered during the AEJMC 2016 Minneapolis, MN, Conference Aug. 4-7 at the Hilton Minneapolis Hotel.

If you are looking for a job or trying to fill a slot on your faculty, now's your chance – the Job Hub brings together program representatives and candidates from all over the world, and gives them the opportunity to meet one-on-one in an interview setting during the Conference.

There will be NO on-site registration for those using the Job Hub service.

**Individuals using the Job Hub must be current members of AEJMC and Conference registrants at the time of sign-up.** This stipulation does not apply to participating programs. Materials may be uploaded at <https://aejmc2.wufoo.com/forms/2016-job-seekers-form/> or contact Felicia Greenlee Brown at [Felicia@aejmc.org](mailto:Felicia@aejmc.org). Individuals wanting to use the service are required to have requested materials to the central office by **June 1**.

Schools may review files on individuals seeking employment opportunities and individuals may review files on position openings. **Rates for programs using the service at the Conference will be \$100 for the first position and \$75 for each additional.**

Programs participating in the service should have requested materials to the central office by **July 29**. To upload a position opening and participate in the Job Hub Service go to: <https://aejmc2.wufoo.com/forms/2016-aejmc-job-hub-signup-form/>

For more information about the AEJMC Job Hub service, please contact Felicia Greenlee Brown at (803) 798-0271 or [Felicia@aejmc.org](mailto:Felicia@aejmc.org).



# Top 10 Ways to Get Your Paper Disqualified

by Pat Curtin, Oregon

It's that time of year. Deadline for tax filing is approaching—not to mention the deadline for submitting our papers for the Minneapolis Conference. So with tongue firmly in cheek, if you want to ensure your paper is one of the increasing number of papers disqualified each year, just choose one of these 10 ways to put yourself out of the running.

## 10. Ignore the instructions in the paper call.

Remember that there is a general paper call and a specific one for each division or interest group. Not reading and following the instructions in one or both is a surefire way to have your paper disqualified.

## 9. Keep all identifying information on your file.

Each year, I put my cursor over a file to open a paper and review it and get the full details of who you are and where you work. While it's nice to make your acquaintance, however remotely, if I can't blind review your paper because of identifying file information, it's disqualified.

## 8. Make me put on my readers.

Page limits are based on readable type. We all teach; we all know the tricks. Using 9-point font and single or 1.5 line spacing is a sure sign you're asking for your paper to be disqualified.

## 7. Cite yourself—explicitly and frequently.

Good for you if you did a pilot study or published earlier work on which this study is building. But just put (Cite withheld for blind review) unless you really want to be disqualified. The same goes for additional data on a website; don't give us the url until blind review is over.

## 6. Have questions but don't ask them.

Research chairs are available to answer questions about what constitutes grounds for disqualification, as are members of the Standing Committee on Research. But if you want to be disqualified, don't ask, and we won't answer.

## 5. Think I'm in communication because I don't do math.

Page limits are page limits. Having a 25-page paper with four page 16s isn't a 25-page paper. It's a 28-page one. And I don't need my fingers to figure that one out.

## 4. Double dip.

Not sure which division or interest group to submit to? Submitting the same paper to more than one is a great way to have your paper disqualified and not have to continue agonizing over the decision.

## 3. Recycle.

Coming up a little short this year for submissions? Dusting off a paper already presented at a different conference will also ensure you meet the disqualification bar (student papers presented at AEJMC regionals are the one exception to the rule for most divisions and interest groups. See guidelines.).

## 2. Jump the gun.

Already sent the paper off for publication review but want to see the sights of Minneapolis? Submitting a paper that's already out for review at a journal is a great way to ensure you miss strolling the edge of Lake Harriet and lawn bowling at Brit's Pub.

## 1. Forget to submit by deadline.

OK, so technically this isn't a disqualification, but it is a good way to ensure your paper isn't part of the Conference.

We'd actually rather see you all at the Conference than have you become a disqualification statistic. It promises to be a great meeting, and we want you to be a part of it. Remember to read all guidelines and rules carefully, and ask questions if you're not sure. See you in Minneapolis!

## Conference Paper Submissions Due April 1

Deadline for all paper submissions is **April 1 at 11:59 p.m. CDT**. Any submissions after this time will not be accepted.

Before submitting your paper, please make certain that all author-identifying information has been removed and that all instructions have been followed per the AEJMC uniform paper call. PAPERS UPLOADED WITH AUTHOR'S IDENTIFYING INFORMATION DISPLAYED WILL NOT BE CONSIDERED FOR REVIEW AND WILL AUTOMATICALLY BE DISQUALIFIED FROM THE COMPETITION. ALL AEJMC DIVISIONS, INTEREST GROUPS AND COMMISSION PAPER SUBMISSIONS WILL ABIDE BY THIS RULE WITHOUT EXCEPTION.

Follow online instructions about how to submit a clean paper for blind review; for more information on all group paper calls, go to [aejmc.org](http://aejmc.org) and look at the January 2016 issue of *AEJMC News*, starting on p. 10. Contact Felicia Greenlee Brown with comments, concerns and other Conference paper call inquiries at [Felicia@aejmc.org](mailto:Felicia@aejmc.org).

**To submit a Conference paper, go to <http://convention2.allacademic.com/one/aejmc/aejmc16>**

# TEACHING TIPS CORNER



By Earnest L. Perry Jr.  
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## Teaching in the Eye of a Storm

Last August, when I began planning for the upcoming fall semester I worked on how to use the growing social justice movement and the media coverage surrounding it in my undergraduate Cross Cultural Journalism class and my graduate Media and Civil Rights history course. The previous year, students here at Missouri organized in response to the shooting death of Michael Brown in Ferguson, a short, two-hour drive from Columbia. They met with administrators in a series of town hall events to voice their concerns about what they saw as a hostile campus climate for students of color. MU officials assured them that they would address their concerns. There were meetings over the summer, the Faculty Council formed a race relations task force, chaired by a fellow journalism faculty member, but as classes began tensions remained high.

My usual approach to teaching hot-button issues in my undergraduate class is to wait until heightened emotions have subsided so that the conversation can focus on facts not perceptions. I planned to walk my students through the media coverage of Michael Brown, Freddie Gray, the Charleston church shootings and other racially-charged events of the past year. The goal was to teach students the importance providing context, voices, complexity, authenticity and proportionality to tell very difficult stories. At the time, I had no clue the next stop in the fight for social justice would be right outside my office window.

By now I'm sure that many of you reading this article have seen the events that took place on the Missouri campus in November. Those of us teaching at the world's first journalism school helped guide our students through covering a national event while trying to deal with how it was affecting them personally. For many of us it was the teaching and mentoring challenge of a lifetime. For me personally, there were many sleepless nights and stressful days. However, many of the methods we have developed over the years in Cross Cultural Journalism helped us work through the challenges we faced. Here is an overview of the most effective methods:

**It's not about you!** This is a statement we use from day one in the course and our students hear it until they walk across the stage at graduation. I found myself saying this over and over either in my large lecture class or in one-on-one sessions with students. Even when the story is not about something close to you,

it's hard to separate yourself. It becomes next to impossible when it is about you and yours. Many of our students felt they were under attack; some of them received actual threats. However, when they were assigned to cover the story or it came up in class discussions I advised them to remember that the story is about others living the experience and not us the journalists.

**Concentrate on listening.** This is a trait I wish many in the national media would follow. After getting students to realize that the story was not about them, I pressed them to listen to what they were hearing before making a determination. In other words, don't listen for confirmation of what you already assume. Listen to gain understanding and knowledge. Don't feel compelled to get every one of your predetermined questions answered. Listening leads to the authentic story, not the one you had in your head before you arrived. More on this later.

**Know your history.** Those in journalism education who question the importance of history in our curriculum should spend a week in the midst of a social justice struggle on campus. I spent a lot of time during the crisis educating students, staff, other faculty and national journalists about the long struggle for equality and citizenship. Many of the civil rights struggles in the 1950s and 60s began on college campuses. The current movement may have started on the streets of Ferguson and Baltimore, but it may be sustained within the halls of academia. What happened at Missouri is an evolution, not a singular event. Knowing the history of the struggle provides context and can help inform what could come next.

In the midst of the events I and other faculty and staff spent a lot of time listening to students talk about what they were experiencing and feeling. We heard how difficult it was for our students of color to report on the protest when they wanted to join their friends on the front line. We also heard the frustrations of our white students as they watched the negative images of the school being beamed from satellite trucks positioned in the stadium parking lot. Even though Cross Cultural Journalism has an enrollment of more than 200 students, we have created an open environment where students get to talk about difficult subjects in a way that educates. The goal is to talk to one another, not at one another. Allowing students to share their thoughts and experiences with one another helped prepare them to tell family and friends the authentic story of what took place on campus not only from their lived experience, but from that of their fellow students from all backgrounds.

There is more for us to learn. We are in the process of developing a case study based on the events of last semester that can be used throughout our curriculum. Last fall, I learned a lot about what I don't know. However, I believe many of the grounding concepts taught in Cross Cultural Journalism helped our students navigate through the personal and professional challenges they faced and continue to face in this current phase in the struggle for citizenship.



# Placement Ads

## Ad Rates

AEJMC Placement Service ad rates are \$250 for the first 200 words and 25 cents for each additional word. Ads should be emailed to [aejmcnews@aol.com](mailto:aejmcnews@aol.com). Type "Newsletter Ad" in the subject line. Include the name of the contact person and phone number. Schools are billed after publication with tearsheets.

### Copy Deadlines

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

**Loyola University New Orleans** – Loyola University New Orleans School of Mass Communication seeks to hire an outstanding faculty member for a full-time position beginning August 2016. The school seeks **candidates to teach applied advertising courses to undergraduates in the Strategic Communication Sequence**. We welcome applications from creative, energetic individuals who are eager to work collaboratively.

We are looking for a dynamic individual with award-winning professional advertising experience. The individual would become a part of the school's extraordinary or ordinary faculty (tenure track) depending upon academic credentials. The individual would teach courses including the school's advertising competition team, advertising principles, brand lab and other courses as necessary. This individual is expected to bring cutting-edge ideas and creativity to the school, should be well versed in advertising trends, campaigns, social media, layout and design and media

planning and would be expected to have an active leadership role in the advertising curriculum. This individual would also lead the school's Advertising Club and be involved with the local chapter of the American Advertising Federation.

Applicants should send a resume or curriculum vitae and a list of three references to Dr. Sonya Duhe', Director, School of Mass Communication at [sduhe@loyno.edu](mailto:sduhe@loyno.edu). Loyola University New Orleans is a comprehensive Catholic university with approximately 5,000 students. Located in beautiful Uptown New Orleans on historic St. Charles Avenue, Loyola is across from Audubon Park. Loyola is an Equal Opportunity, Affirmative Action employer that embodies academic excellence synonymous with Jesuit education. Women and members of minority groups are especially encouraged to apply.

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### **University of Alabama – APR Tenure-Track Faculty Position.**

The Department of Advertising and Public Relations at The University of Alabama seeks an outstanding faculty member for a tenure-track assistant professor position with a **potential start date of August 2016**.

**Research:** An earned doctorate in advertising, integrated marketing communication or related field is required by date of appointment. Applicants must demonstrate strong potential to establish and maintain a scholarly research program. Because our departmental mission is to "shape the future of global advertising and public relations," we welcome diverse research perspectives, an understanding of the changing media environment, and entrepreneurial, leadership-focused thinking.

**Teaching:** UA is a student-centered research university, thus it is preferred that candidates have prior teaching experience and be able to successfully engage students in the

classroom. Applicants must display an ability to be an active and involved member of a highly collaborative faculty team.

An understanding of the strategic foundation of advertising is necessary, and applicants with professional experience in this area will be particularly strong candidates. Primary teaching assignment will include advertising strategy courses, such as research methods, consumer insights, advertising account planning and media planning. Secondary teaching assignment could include creative advertising development courses, dependent upon department's needs and candidate's skills. The APR department houses a master's program and participates in a college-wide doctoral program.

The Department of Advertising and Public Relations is nationally recognized with more than 40 years of achievement by leading scholars and a highly competitive AAF National Student Advertising Competition team. Student work has been exhibited during The One Club for Art & Copy's Creative Week in New York. The department is a frequent finalist in PRWeek's Education Program of the Year. The University of Alabama is an Equal Opportunity/Affirmative Action Employer.

To apply: Upload an application, resume and cover letter at <https://facultyjobs.ua.edu> and mail three letters of recommendation to:

APR Search Committee  
Attn: Dr. Lance Kinney  
University of Alabama  
Box 870172  
Tuscaloosa, AL 35487-0172

### **Application review begins immediately and will continue until the position is filled.**

Questions regarding the search should be directed to [kinney@apr.ua.edu](mailto:kinney@apr.ua.edu).

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## **American Journalism Accepting Applications for Rising Scholar Award**

*American Journalism*, the flagship journal of the American Journalism Historians Association, seeks applications for its Rising Scholar Award. The application deadline is June 1.

The award provides research assistance of up to \$2,000 for a junior, untenured faculty member or a media professional who has transitioned within the last four years to full-time work in the academy. The proposed research project must be related to media history, and all methodological approaches are welcomed.

Applicants must be current AJHA members at the time the proposal is submitted. Proposals may be for sole-authored or co-authored work (award amount will be shared). For details on how apply, visit [ajhaonline.org](http://ajhaonline.org).

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## Innovate • Integrate • Engage

Make plans now to attend AEJMC's 99th annual conference  
in Minneapolis, Thursday, Aug. 4, through Sunday, Aug. 7.

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### President's Column Continued from page 2

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She was also one of the warmest, optimistic and infectious funny people I've ever known.

A professor emeritus at the University of Iowa, Sue had a Ph.D. from Indiana, where as fellow grad students, we worked together on a secondary analysis of data collected by David Weaver and Cleve Wilhoit for the second edition of *The American Journalist*, which became the basis of our two dissertations. I helped code her data and she helped code mine.

We worked together at the Bloomington *Herald-Telephone* and over the years we

used the AEJMC Conference to reconnect. Those who knew Sue and her battle with cancer for the past 20 years will remember how each August meeting became increasingly hard for her to navigate – yet she never wavered in her commitment to AEJMC, her friends and colleagues, and the important work she did to advance the status of women and the gay, lesbian, bisexual and transgender community.

Sue was a member of the PF&R Committee, received the 1995 Presidential Service Award, and the Baskette Mosse Award for Faculty Development in 1996 from AEJMC. She was at the forefront of innovation, integration and engagement for our organization. I'm grateful for her encouragement and inspiration as a scholar and friend.

Sue Lafky's work, and that of so many of us in the organization, embody this theme, and inspire us to move beyond the status quo, to work together and across boundaries to make stronger connections and collaborations.



Lafky

The theme **Innovate • Integrate • Engage** underscores opportunities to network, to build, to participate. To inspire, to be disruptive, to transform new ideas into something of value. To use our scholarship and teaching to make the world a place better than we found it.