



## **Task Force Recommendations and Priority Areas**

*(continued from previous page)*

We request the AEJMC Board of Directors to share feedback on **recommendations 5 through 8**, as outlined below:

### **5. Create more fellowships for academics to spend time working in/with industry.**

AEJMC should enhance its sustained effort to share research trends with academic colleagues and industry professionals.

A committee of AEJMC officers, with input from the divisions, should determine a number of media professions, to seek input from the professional organizations' leadership on areas for research and teaching. Perhaps six areas would be a good start.

### **6. Ask professionals to write “what we’re dealing with” essays for AEJMC website.**

Identify and disseminate new knowledge that will forge ties with our colleagues in the industry, government, non-government organizations and beyond.

- Invite professionals to share aspects of their work life in periodic essays to better inform academics of current issues and trends. These could appear on the AEJMC website, similar to the ASJMC website hosting periodic essays from a JMC administrator who shares aspects of leadership.
- Start with professionals already connected with academe, such as those who participate in AEJMC conference panels and those who serve on accreditation site teams or on the Accrediting Council representing their professional organizations.
- Some professional organizations may have their own publications or websites where members offer insights into professional practice, and AEJMC might receive permission to republish these for academic insight. Besides illuminating professional issues and trends to academics, faculty may see occasional works worth sharing with students.

## **7. Forge strategic partnership with Publishers and Peer Organizations.**

Perpetuate in publications, both popular and scholarly, the wealth of research wisdom to benefit our colleagues in academe, industry, government and beyond.

### **Forge partnership with leading publishers**

Reimagine how AEJMC may collaborate with partner publisher(s) to advance knowledge by publishing significant research by leading educators and professionals.

- Explore interactive digital works, publish new modes of inquiry in our fields and establish a major publishing presence in our field.
- Collaborate with a worldwide publisher to disseminate scholarly works of the highest quality and enduring value for the broadest possible access, impact, and audience.
- Develop a publishing partnership that values engaged scholarship, supports professional growth, and encourages experimentation.

## **8. Create AEJMC Connectors Program, strengthening ties between journalism programs and local professionals.**

To overcome the institutional constraints that often hinder collaboration between journalism schools and news outlets, the AEJMC Connectors — recently retired or veteran journalists or media professionals— would serve in a part-time role running an assignments desk that guides upper-level journalism and media classes in providing news content for local media outlets. Such a program could provide a bridge to teaching for experienced journalists while also providing schools with liaisons who have the time, experience and mutual connections to build partnerships between journalism programs and local media organizations.

- In creating these assignments desks, Connectors could look to established student-powered news operations such as the [Cronkite News Service](#) or [NYCity News Service](#) and apply the model to their own situation.
- Ideally, AEJMC also could work with partners to provide training for the Connectors, either in person via an annual training workshop or a virtual training program similar to the [Poynter-Cronkite Certificate Program for Adjunct Instructors](#).

### **Revive Council of National Journalism Organizations (CNJO) funded by Knight for a few years.**

- Develop a stronger coalition of professional journalism membership groups.
- Seek funding support to enhance this coalition (see **Appendix I** for details of the 2010 Council of National Journalism Organizations initiative, a coalition of professional journalism membership groups.)