A message from the president

Preserve fundamentals, respect new media

I’ve just returned from the winter workshop of ASJMC in Dallas, where I spoke with the organization’s executive committee about Council dues and finances and participated in AEJMC’s first “ideas summit.” It was an interesting discussion about “What should change in curriculum,” and included a PR professional, advertising executive, the local business journal editor, an online editor from the Dallas Morning News and me. It was moderated by former Council president and current Council member Jerry Ceppos. After opening comments from the participants, each of us sat at a table and conference participants moved around for what were vigorous and lively discussions.

Here’s a quick summary of my comments: Don’t forget the basics, because storytelling will always matter. Good reporting and writing will never go out of style. Don’t teach software; teach its application in storytelling. Teach students how to tell stories across all platforms and teach them how to discern which platform might work best for a particular story. Reimagine introductory reporting and writing courses so multimedia is an essential part of the learning from Day One. Every school is feeling their own way on incorporating the digital world into those fundamental courses, but make sure it isn’t an afterthought, or just an addition here and there. Media literacy and financial literacy are essential.

That introductory Media and Society course? Make sure it isn’t all about

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Accrediting Committee to meet March 26-27 in Chicago

Twenty schools and four revisits will be reviewed by the Accrediting Committee at its annual meeting Saturday and Sunday, March 26 and 27, in Chicago. The meeting will be held in the Governor’s Suite at the Westin Hotel, 909 N. Michigan Ave., beginning 9 a.m. Saturday and ending at about 4:30 p.m. The meeting will resume 8 a.m. Sunday and end by noon. For more information, contact the ACEJMC office at 785-864-3973. See page 3 for the meeting agenda.
### From the President

**Continued from page 1**

communication theory and maybe use it as a place to build media literacy of students. If the choice comes down to teaching history or ethics, I’ll take ethics every time. Finally, please innovate, test and experiment; we in industry need your help.

The Council’s work (and participation on accrediting site teams) gives me a window into life on campus at schools of journalism and mass communications. I admire and applaud the creative work going on and the dedication of administrators, faculty and students despite the incredibly tight budget times. It’s important to note that these good works have a tangible impact in improving the professions into which the students are entering. I see the value of accreditation every day in my newsroom, thanks to some terrifically talented young reporters who are staffing our growing hyperlocal community news operations. As hiring editors, I and my colleagues know that students coming out of accredited journalism and mass communications programs are not only well-trained in our discipline, but are well-educated and well-rounded intellectually, traits that always serve journalists well.

That is ever true, even in times of changing technology, curriculum and funding.

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### 2011-2012 Visit Schedule

The Council will send 19 site visit teams to schools in the 2011-2012 academic year. Schools marked with an asterisk seek initial accreditation. In addition, three schools will have revisits.

<table>
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<tr>
<th>Visit Date</th>
<th>School</th>
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<tbody>
<tr>
<td>Oct. 9-12</td>
<td>Elon University</td>
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<td>Eastern Illinois University</td>
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<td>Oct. 23-26</td>
<td>Virginia Commonwealth University</td>
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<td>University of Montana</td>
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<td>Oct. 30-Nov. 2</td>
<td>South Dakota State University</td>
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<td>University of Louisiana at Lafayette</td>
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<td>Nov. 6-9</td>
<td>New York University</td>
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<td>Nov. 13-16</td>
<td>Southern Methodist University*</td>
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<td>Nicholls State University</td>
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<td>Jan. 22-25</td>
<td>Southern University</td>
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<td>University of Arizona</td>
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<td>Jan. 29-Feb. 1</td>
<td>University of Georgia</td>
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<td>St. Bonaventure University*</td>
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<td>University of Florida</td>
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<td>Feb. 5-8</td>
<td>Florida A&amp;M University</td>
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<td>Auburn University</td>
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<td>University of Puerto Rico-Arecibo*</td>
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<td>Feb. 12-15</td>
<td>University of California at Berkeley</td>
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<td>University of Oregon</td>
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<td>Revisits:</td>
<td>University of Wisconsin-Oshkosh</td>
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<td>University of Alaska Fairbanks</td>
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<td>North Carolina Agricultural and Technical State University</td>
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### Videos provide accreditation information

The Council for Higher Education Association (CHEA) has produced four short videos to provide information to anyone with an interest in knowing more about accreditation. The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) is accredited by CHEA. Click on each below to access the video.

- Accreditation and Its Value to You
- Types of Accreditation: What’s the Difference?
- Degree Mills and Accreditation Mills
- The Council for Higher Education Accreditation
2011 Accrediting Committee
Meeting Agenda/Schedule
Governor’s Suite, Westin Hotel, Chicago

9 a.m. Saturday, March 26
Welcome and Introductions
Approval of 2010 Committee Minutes
Conflict of Interest/Procedures Reminder

School discussions ------------------------
Jackson State University (Revisit)
Norfolk State University
University of South Carolina
University of Wisconsin/Eau Claire (Revisit)
University of Nebraska
University of Missouri
University of Kansas
Drake University
Southern Illinois University/Edwardsville
Arizona State University
University of Tennessee/Knoxville
St. Cloud State University
Southeast Missouri State University
Iona College (Revisit)
Colorado State University

8 a.m. Sunday, March 27
University of Colorado
Shippensburg University of Pennsylvania
Grambling State University
University of Iowa
University of Southern California
Central Michigan University (Revisit)
Northwestern University
University of Mississippi
Middle Tennessee State University

Member & Program
UPDATE

Jannette Dates will step down as dean of the School of Communications at Howard University, effective June 30. She will return to the faculty as a professor in the Department of Radio, Television and Film. Dates will take a one-year sabbatical to focus on her research. A national search for a new dean is under way.

DeWayne Wickham has been named interim chair of the Department of Journalism and Mass Communication at North Carolina Agricultural and Technical State University. Wickham is founder and director of the Institute for Advanced Journalism Studies and is a nationally syndicated columnist. He replaces Humphrey Regis.

Bob Rucker has been named interim director of the School of Journalism and Mass Communications at San Jose State University. Rucker replaces Bill Briggs, who is now dean of the College of Communications, California State University, Fullerton.

Accrediting Council member Jerry Ceppos has written an article for Gateway Journalism Review, outlining why an education in journalism is all the more important in today’s work environment. The article was scheduled for the February issue.

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