

ACEJMC ASCENT

NEWSLETTER OF THE ACCREDITING COUNCIL ON EDUCATION IN JOURNALISM AND MASS COMMUNICATIONS

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More site visitors trained

The Council has conducted two more training sessions for site visit team members. The total trained is more than 120.

Sessions in Arlington, Va., and Portland, Ore., drew participants ranging from public members of the Council to professionals in all journalism and mass communications fields.

Patty Reksten, director of photography, *The Oregonian*, attended the Portland session.

"Professionals need to give something back to schools," Reksten said. "One thing I learned here is to listen, wait and learn from those who have done this before. A lot of expertise has been developed."

Chris Peck holds the Belo Distinguished Chair in Journal-



Chris Peck, Belo Distinguished Chair in Journalism, Southern Methodist University, makes a point during discussion of a case study at the Portland training session.

ism at Southern Methodist University. He also attended the Portland session.

"We're at a moment when journalism schools can provide a service," Peck said. "The essence of journalism is going to have to be reinvented. There

are new skills to impart, but we need to preserve the journalism core."

The training sessions have been supported by a three-year, \$300,000 grant from the John S. and James L. Knight Foundation.

Knight grant to support diversity book

The John S. and James L. Knight Foundation has awarded a \$100,000 grant to the Council. The grant will support publication of a book of practices that accredited schools have used successfully to increase diversity of student bodies, faculty and curricula.

Publication is planned for early 2003. The book will be distributed to professional organizations as well as accredited and non-accredited schools.

Ceppos to get Sass Award

Council President Jerry Ceppos will receive the Gerald M. Sass Distinguished Service to Journalism and Mass Communication Award for 2002.

The Association of Schools of Journalism and Mass Communication (ASJMC) presents the annual award, the association's highest honor. Ceppos will receive the award Aug. 8 during the ASJMC / AEJMC convention in Miami.

Bill Slater, dean of the School of Journalism, University of Nevada – Reno, was a member of the selection committee.

"He was the clear selection because of the work he has done with the Council and his activities outside the Council," Slater said. "You don't often find professionals at that level who will get involved with ASJMC, for example."



Patty Reksten, director of photography, *The Oregonian*, takes notes during discussion at the Portland training session.

CHEA review proceeds

The Council in December submitted its application for continued recognition by the Council for Higher Education Accreditation (CHEA). The CHEA Committee on Recognition will consider the application at its meeting March 18 – 19. Council President Jerry Ceppos, Committee Chair Trevor Brown and Executive Director Susanne Shaw will attend this meeting to represent the Council.

The CHEA Board of Directors will make the final decision at its meeting April 29 – 30.

During the review, CHEA determines whether an agency advances academic quality, demonstrates accountability, encourages purposeful change and needed improvement, employs appropriate and fair procedures in decision-making, and continually reassesses its accreditation practices.

This is the first time CHEA has reviewed ACEJMC, which was reviewed by CHEA's predecessor in 1996. CHEA is the only non-governmental organization in the United States that reviews higher education accrediting organizations.

Visit schedule, 2002 – 2003

The Council will send 26 site-visit teams out during the 2002 - 2003 accreditation round. Schools marked * are seeking initial accreditation; the rest seek re-accreditation.

October	13 - 16	* Southwest Texas State University
	20 - 23	Marshall University
		* University of Connecticut
		Kent State University
	27 - 30	University of New Mexico
		Winthrop University
		Florida International University
November	3 - 6	Brigham Young University
		American University
		University of Alabama
	10 - 13	Northwestern State University
		California State University, Fullerton
January	26 - 29	University of Wisconsin - Eau Claire
		Baylor University
		Jackson State University
February	2 - 5	University of Kentucky
		University of Texas
		* University of Southern Indiana
	9- 12	Arkansas State University
		University of Oklahoma
		* Iona College
	16 - 19	University of North Carolina
		Central Michigan University
	23 - 26	University of Washington
		University of South Dakota
		University of Alaska, Fairbanks

Ceppos appoints Council's Nominating Committee

Council President Jerry Ceppos has appointed the members of the Nominating Committee for 2002 – 2003. They are:

Will Norton (chair), dean, College of Journalism and Mass Communications, University of Nebraska; Jannette Dates, dean, School of Communications, Howard University; and Sandra Keyes, editor, *The Honolulu Advertiser*.

This committee receives suggestions from Council members for members of the Accrediting Committee. Educator members of the Council suggest educator members of the Committee, and industry representatives suggest industry members.

This year, the Council will elect five members of the Committee. Trevor Brown, Dawn Garcia and Jimmy Gentry have served two three-year terms and are not eligible for re-election. Karla Harshaw and Doug Anderson have served one term and may be re-elected.

Member and program updates

Auburn University
William Dale Harrison has replaced **Nan Fairley** as program coordinator of the Department of Communication and Journalism.

Central Michigan University
Maria B. Marron has replaced **John Hartman** as chair of the Department of Journalism.

Council member **Tom Rawlins** has retired from the *St. Petersburg Times* and has a new address and telephone number:

16965 County Road 362
Buena Vista, CO 81211
(719) 395-2865

Council member **Dawn Garcia** has a new telephone number:
(650) 725-1188

Kris Rosenblatt has replaced **Mary Ellen Woolley** as the Council representative of the American Advertising Federation. Rosenblatt is the AAF's vice president for educational services.

Richard Lee, head of the Department of Journalism and Mass Communication at South Dakota State University, received The Freedom Forum Journalism Administrator of the Year for 2002.

Calendar

May 3 – 4, 2002
Accrediting Council
Washington, D.C.
National Association of Broadcasters, hosts

September 27 – 28, 2002
Accrediting Council
Michigan Avenue Westin
Chicago

March 15 – 16, 2003
Accrediting Committee
Michigan Avenue Westin
Chicago

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