Since its inception in 1945, ACEJMC has had a singular focus – to define and gain wide acceptance for standards of education for careers in journalism and mass communications. That focus and the commitment behind it continue, and now are complemented with leadership and “advocacy” – which for the Council means affirming its vision, “Journalism and mass communications are among the most vital forces in the maintenance of society and are foundational to a democratic government and a free society.”

At its virtual business meeting in August, the Council approved language for a new bylaws objective, which reads:

To advocate for the value of education in journalism and mass communications in championing democratic values as the foundation of a diverse and inclusive society.

The Council believes that journalism and communications transmit and interpret culture and bind society together; that these disciplines seek to protect the rights of citizens to inform and enlighten them as they pursue their public and private interests; and that our disciplines embody the values of free inquiry, dissent and expression.

Continued on Page 2
### President’s Message, from Page 1

Through the years – and particularly more recently – higher education, accreditation and social justice have come under attack. When these attacks challenge the very foundation of what ACEJMC represents, the Council now has the flexibility to be more active in educating constituents and speaking out in support of its mission and values.

The Council recognizes – indeed, is painfully aware – that the weaponization of higher education, accreditation and social justice is a slippery slope. It creates a delicate climate to navigate. BUT, navigate it we must to demonstrate and ensure our commitment to gain wide acceptance of standards of education in the pursuit of excellence in journalism and mass communications.

To manage these challenges, an Advocacy Committee has been established, representing respected and experienced educators and professionals from the Council and Committee. See the Advocacy Committee article below for details.

In partnership with the Bylaws and Policies Task Force, the Advocacy Committee will prepare a policy defining what advocacy means for the Council – what we will and what we won’t speak out on. Practically speaking, no policy can fully capture all circumstances or challenges. Life’s not that tidy. What the policy will provide is guidance, allowing us to affirm our commitment to our values, while avoiding the politicization of our role and responsibilities.

Since adopting our advocacy bylaw, I have heard from many of you – Council and Committee members – and other stakeholders. Comments range from “Happy to hear it,” “It’s about time,” to “Uh, oh, this is dangerous,” and “I’m concerned ACEJMC is going to become politicized or, worse, a political target.”

I hear you, as do your officers. We understand the hopes and fears. It is now our job – in partnership with our Advocacy Committee – to find that sweet spot of affirming our values, while managing any downside. It’s a lot. It’s a tall order, and that’s what leaders do – the hard stuff.

I welcome your thoughts.

Del Galloway, APR, Fellow PRSA
President, ACEJMC

### Advocacy Committee

We have established an Advocacy Committee of experienced educators and professionals from the Council and Committee. These respected leaders are: Marie Hardin, Dean, Donald P. Bellisario College of Communications, Pennsylvania State University, and chair, ACEJMC Accrediting Committee; Steve Geimann, Bloomberg News, retired, and ACEJMC Council public member; Rosanna Fiske, APR, Fellow PRSA, and ACEJMC Council member representing Public Relations Society of America; Mike Cherenson, Executive Vice President Public Relations, SCG Advertising & Public Relations, and ACEJMC Committee member; Dan Shelley, President and CEO, Radio-Television Digital News Association, and ACEJMC Council member.

### Task Forces, from page 1

#### Membership Task Force

The Council approved a motion to accept the application of the Alliance of Schools and Colleges of Communication and Journalism as a new member of the Council, effective August 2024.

The Membership Task Force is in discussion with additional professional organizations about potentially joining the Council. Updates will be provided as developments unfold.

Chair Greg Pitts discussed outreach to colleges and schools that currently have one unit accredited by the Council, to explore expanding accreditation to other units within the program currently not accredited.

#### Strategic Planning Task Force

Chair Lucy Dalglish reviewed the approach and timeline for the Council’s strategic planning process, which will commence this fall, with an update at the Council’s 2024 spring meeting.

#### Brand Identity Task Force

Co-chair Jenny Buschhorn reviewed highlights of the Council’s recent brand identity research and the resulting new identity – including a new logo, typeface, tagline and color palette, to be rolled out later this fall. See the brand identity article on page 4 for details.

#### Development Task Force

Chair Del Galloway announced a new partnership with the Freedom Forum headquartered in Washington, DC. The Freedom Forum has generously offered to host Council meetings. – www.freedomforum.org

Galloway shared the status of other fundraising “asks” to major, high profile nonprofit foundations. Updates will be provided as developments unfold.
ACEJMC Task Forces 2022-2024

Strategic Planning
Affirm, articulate and advance our Council mission in a society increasingly hostile to the First Amendment, journalism, strategic communications and social justice.

Lucy Dalglish, Chair
Caesar Andrews
Dorothy Bland
Heidi de Laubenfels
Marie Hardin
Andy Mendelson
John Paluszek
Bey-Ling Sha
Dan Shelley

Bylaws and Policies
Affirm, update and modify bylaws, and consider new policies that support the Council’s mission.

Steve Geimann, Chair
Andy Alexander
Michel Haigh
Marie Hardin
Denise Hill
Suzanne Horsley
Rafael Lorente
Jennifer Sizemore

Brand Identity
Refresh the Council’s brand identity and affirm its commitment to and investment in a quality accreditation program that upholds the highest standards and recognizes excellence in journalism and strategic communications; one that supports our First Amendment - freedom of inquiry, freedom of expression and freedom of the press – as indispensable values in a free society. Deliverables include a refresh of the Council logo, collateral, web resources, letterhead and other communications materials, and a brand voice that reflects the Council’s role as an advocate for democratic values.

Jenny Buschhorn, Co-chair
Mike Cherenson, Co-chair
Rosanna Fiske
Nance Larsen
Greg Luft
Diana Martinelli

Development
Identify and solicit organizations for resources that advance our Council mission.

Del Galloway, Chair
Kathleen McElroy
Greg Pitts
James Stewart
Diane McFarlin (of counsel)

Membership
Identify and recruit industry organizations to join our Council and identify and recruit schools to participate in accreditation.

Greg Pitts, Chair
Del Galloway
Jennifer Greer
Jackie Jones
Brad Rawlins
Al Stavitsky

Executive Director
Patricia Thompson
2101 Knight Hall, 7765 Alumni Drive
College Park, MD 20742 Office (301)405-1527 patth@umd.edu

Leadership

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Accrediting Council Vice President
Greg Pitts
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Representing Broadcast Education Association

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Dean
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Accrediting Committee Vice Chair
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Earlier this year, ACEJMC conducted a brand research study to understand the perceptions and beliefs of Council and Committee members relative to their knowledge of the organization and its efforts. Survey questionnaires were completed by 72% of Council and Committee members, as well as ACEJMC staff. The results were used to inform the development of the Council’s new brand and visual imaging. At its August virtual meeting, the Council’s new imaging was introduced – seen here. The new logo, titled “Center of Communications,” features at its center a figure reflecting the Council’s multiple stakeholders: students, parents, faculty, administrators, as well as employers, site teams, Council and Committee members and the public. Surrounding the figure are concentric communication circles “signaling” the essence of ACEJMC – its commitment to excellence in journalism and mass communications. The new typeface has a fresh, modern look and feel, with a color palette reflecting the diversity of those we serve.

Ad2 of Southern California, in partnership with the Council’s Brand Identity Task Force, led the development of the new creative. ACEJMC thanks Ad2 for its generosity, for investing itself in the work of the Council and for producing a new identity package that will well serve ACEJMC into the future. Ad2 is the young professionals arm of the American Advertising Federation. Shawn Nichols is president of the Southern California chapter, and the members of the Ad2 SoCal Public Service Committee are: Kaylen Buschhorn, chair, Samantha Hernandez, Chris Degenaars, and Shawn Nichols.

Next Steps: As we roll out our new identity this fall, we’ll provide more information about how, when and where you can incorporate the Council’s new “seal of approval,” as well as other brand details.

ACEJMC March Committee Meeting
Friday and Saturday, March 22-23, 2024, at the Westin Hotel in Chicago on North Michigan Avenue. The hotel room rate is expected to be $159/night plus taxes.
Hotel registration information will be available later this year.
NOTE: ASJMC’s 2024 workshop is at the same location March 20-22.

ACEJMC Spring Council Meeting
Friday and Saturday, May 3-4, 2024, at The Freedom Forum headquarters, 610 Water St. SW, Washington, D.C. Additional information will be available later, but here are a few of the many hotel options for the Council meeting:
Canopy by Hilton*  Hyatt House*
CitizenM  Riggs
*Higher price points; located next door to The Freedom Forum’s new headquarters.