

Emerging Themes

from the Environmental Scan

AEJMC Strategic Planning Work Session

Washington, DC, August 8, 2007

We have the perception that we are not seen on the outside with a cohesive/ relevant voice

Media think tank: have fire power, need follow-through

Internal expertise & energy, external relevance

External relevance

AEJMC needs to be “go to” place by policy-makers for relevant research on mass media comm

Let’s project our core values in a stronger public voice

Making JMC programs more central on campuses ,in industry, in society

Enhance national dominance through better linkages between scholarship and professional social needs

Increasing influence of industry on education, conflict between commitments to research and social responsibility

We’re not working inside with a cohesive voice = we don’t understand/ share core values

capitalize on commitment and loyalty of members

follow-up on member priorities (top areas/ time spent)

leadership & staff continuity and level of expertise

we don’t understand our shared core values

We need to be more responsive to change in environment

let’s create new service for added values

increase IT literacy

connect AEJMC members via web and between conferences

extend mission – media literacy, public education (e.g. ethics research)

lack of diversity attention

Our members want more interactivity/ value added & connectivity in conferences

There is much more intense concern around industry relationships [than in the past]