JENNY H. MOORE

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EDUCATION

2010	Certification, National Writing Project Invitational Summer Institute, Writing Teaching Consultant
2001	M.S. Journalism and Communication, School of Journalism and Communication, University of
	Oregon
1996	B.A. Cultural Studies, The University of Texas at Austin

ACADEMIC EXPERIENCE

2010 - Present Assistant Professional Track Faculty, Texas A&M-San Antonio
 2008 - 2010 Lecturer, Communications-Journalism, Texas A&M-San Antonio
 2000 - 2001 Graduate Teaching Fellow, University of Oregon, School of Journalism & Communication

- Digital Media course instruction;
- Magazine Sequence Editor;
- Graduate Teaching Fellow for DuckTV (the University of Oregon TV Network)

ADMINISTRATIVE EMPLOYMENT

2010- Present Program Coordinator, Texas A&M-San Antonio Communications-Journalism Program

Responsible for overall operation and development of the Communications-Journalism program. Under my direct supervision, the program has tripled enrollment (to 100 students), secured resources for low-income minority students, and is the only 2-year communications-journalism program at a public institution of higher learning in San Antonio, TX. The academic program was launched in 2009 and currently offers two B.A. degrees: the B.A. in Communications-Journalism and the B.A. in Communications with Photography-Business Administration Emphasis. Upper-division coursework is offered in Mass Media Studies, Journalism, Photography-Business, Digital Media and Public Relations.

Program Coordinator Activities and Accomplishments:

Curriculum Coordination (new course development, revisions, scheduling)

- Establishes new partnerships with leading media corporations including Univision and other major networks and media outlets
- Coordinates production-level skills courses and collaborative projects across multiple course sections
- Researches communications programs and curriculum innovations across the U.S.
- Travels annually to visit programs, meet with deans and faculty to assess sweeping curriculum changes in journalism education
- Proposes new degree plan concentrations and courses

Faculty Management (hiring, contract renewals, annual evaluations)

- Recruits and hires adjunct faculty and lecturers
- Develops annual evaluation protocol
- Performs faculty observations and feedback

Program Recruiting (student recruiting, incentive programs, retention)

- Responsible for highest percentage enrollment growth (64%) in College of Arts & Sciences (Fall 2013)
- Recruits actively from the Alamo Community Colleges; schedules regular site visits to meet with faculty coordinators to process transfer and articulation agreements between institutions
- Schedules open houses and orientation sessions for prospective students
- Establishes recruiting incentives including scholarships

Budget Management (purchasing, maintenance)

Oversees program budget and purchasing including equipment, software, and supplies

- Attends university budget training seminars/workshops as needed
 Program Assessment (reports and evaluations)
 - Lead Faculty for Institutional Effectiveness Plans (IEP) and Reports (IER)
- Assesses learning outcomes and addresses proposed changes to syllabi and courses **Internship Coordination** (advisor, director, community relations)
 - Identifies local, regional and national internship opportunities for undergraduate Communications majors
- Maintains relationships with internship coordinators and regularly assesses intern performance
 Faculty Advisor (student publications, Society of Professional Journalists student chapter)
 - Lead advisor for student publications, including The Mesquite, www.mesquite-news.com
 - Lead advisor for Society of Professional Journalists Student Chapter

Institutional / Educational Collaborations – Collaborations initiated by A&M-SA's Communications program are an outgrowth of the university's mission to create a culture of service and prepare workforce ready graduates and are specifically designed to broaden opportunities for low-income Hispanic students. Collaborations include:

- Educational Pipeline Partnership w/ University of California at Berkeley Graduate School of Journalism (Established 2013) - Undergraduate partnership between A&M-San Antonio and UC Berkeley providing 1-2 Rodgers Fellowships for graduating seniors (or program alumni) to attend the graduate school's annual Open House annually in mid-October.
- Town Hall w/ Texas Public Radio and League of Women Voters (Established 2013) Undergraduate partnership between A&M-San Antonio and Texas Public Radio station to plan a civic engagement project, including co-hosting city council forums and town halls.
- Undergraduate Reporting Project w/ John S. and James L. Knight Foundation and NOWCastSA.org (Established 2012) Undergraduate partnership to plan an immersive health reporting project that sheds light on the prevalence of diabetes in South Texas.
- Mobile Newsroom / Texas A&M-San Antonio w/ College of Arts & Sciences (Established 2012)

 Undergraduate partnership between student reporters and the College of A&S to design a collaborative forum with students majoring in History and Political Science to broaden communications students understanding of other disciplinary areas. Course Connections: POLS 4316: AMERICAN POLITICAL BEHAVIOR; HISTORY 4340 UNITED STATES SOCIAL AND CULTURAL HISTORY: HISTORY 4318: EUROPE SINCE 1914
- Immersive Internship w/ National Geographic Channel (Nat Geo TV) (Established 2010) Interns shadowed and assisted a freelance producer to shoot and edit a 50-minute segment of "Lockdown" at the Bexar County Detention Center. "Lockdown" is a televised series produced by the National Geographic Channel offering an inside look at U.S. prisons.
- Proyecto U w/ KWEX / Univision 41 (Established 2012) The innovative Emmy-award winning student-produced Spanish newscast began as a partnership between Univision and TAMU-San Antonio. Proyecto U is designed to enhance curriculums for a larger student audience and allow student-related issues to be a part of the local newscast. The groundbreaking scholastic initiative pairs students from seven (7) universities and colleges in San Antonio, TX with the local Emmy award-winning KWEX Univision 41 station with the goal of improving academic achievement for U.S. Hispanics. (Program coordinator and faculty liaison for all participating universities)
- Light of Day Project w/ The Freedom of Information Foundation of Texas (Established 2011) A collaborative program aimed at increasing awareness and use of public information laws. Each year, an advisory committee selects a topic that lends itself to a long investigative series. Projects: Campus Crime/Clery Act; An investigation of student fees
- Content-Sharing Collaborative w/ La Prensa Newspaper (Est. 2012) The newspaper and the College's student-produced newspaper share a publishing collaborative providing the local newspaper with student-produced content and perspectives for its weekly education section.
- How I Wrote the Story Workshops w/ San Antonio Express-News (Est. 2010) Communications students enrolled at TAMU-San Antonio hold quarterly meetings at the San
 Antonio Express-News for the purpose of "How I Wrote the Story" workshops, an opportunity for
 seasoned reporters to share the back story, or process involved in the writing of in-depth or
 investigative works of non-fiction.
- Guest Speaker Series w/ San Antonio Association of Hispanic Journalists (SAAHJ) (Est. 2010) SAAHJ members provide ongoing support in the form of guest speakers, conference planning and training workshops.
- Guest Speaker Series w/ Society of Professional Journalists, Region 8 (Est. 2010) SPJ members provide ongoing support for A&M-San Antonio's SPJ student chapter and offers students ongoing training and volunteer service opportunities hours, including the opportunity to raise funds at an annual fundraiser.
- Collaboration with Association of Women in Communications, and San Antonio College
 (Est. 2011) "Meet the Pros" offers networking opportunity for journalism-communications students.

2008 - Present Director of Student Media Texas A&M-San Antonio Communications-Journalism Program

Responsible for overall operation and development of Student Publications, including The Mesquite, the on-line only "digital-first" community news site serving the campus of A&M-San Antonio and area city council districts. Daily instruction and advising includes mentoring and training in the areas of beat reporting, ethics, law, libel, branding, social media, and general office management. Provides daily one-on-one editing workshops of news and feature stories for publication. Nominates Student Media board members composing a broad range of university faculty, staff and community advisory board members.

Director of Student Media accomplishments:

Program Coordination (advising)

- Supervises publication serving 4,500 undergraduate and graduate students
- Trains and oversees management of 20 student staffers, including contributing writers
- Secured Student Publications stipend program (6 paid editors/\$20,000 annual fund)
- Conceived and designed a wordpress news site with a professional educational partner and mid-size web agency
- Initiates and maintains community relationships with media agencies seeking millennial produced content and perspectives

Contests (identification, preparation)

- Prepares contest materials for local, regional and national contests
 - 2012-2013: Lone Star Emmy and 7 state press awards

Facility Management (design, research)

- Visits other convergence labs to determine space needs/use
- Drafts proposals to secure technological resources
- Designed campus' first Mac Lab and convergence newsroom

HONORS, AWARDS, & other recognition

- 2014 **Ted Scripps Leadership Institute Recipient**, a training program offered by the Society of Professional Journalists and the Scripps Howard Foundation
- 2013 Society of Professional Journalists Chapter Grant, Community News Site Training Workshop
- 2013 Lone Star Emmy Nominee, Category: Community Service, National Academy of Television and Sciences for "Proyecto U," a collaboration with KWEX/Univision, Channel 41
- 2012 **Lone Star Emmy Award**, Category: Community Service, National Academy of Television and Sciences for "Proyecto U," a collaboration with KWEX/Univision, Channel 41
- 2012 Lone Star Emmy Nominee, Category: Education/Schools News Single Story/Series/Feature, National Academy of Television and Sciences for "Proyecto U" a collaboration with KWEX/Univision. Channel 41
- 2010 McCormick Foundation Award, Associated Press Managing Editors (APME) NewsTrain Workshop
- 2005 Residency United States National Park Service, Writer in Residence Program, Buffalo National River, Arkansas
- 2005 Residency United States National Park Service, Writer in Residence Program, Hot Springs National Park, Arkansas
- 2002 **Research Award (National) -** Council for Advancement and Support of Education (CASE) Journalism (Topic: border issues in Juarez, Mexico and El Paso, Texas)
- 2001 Story of the Year / First Place: Feature Writing Los Angeles Times / Columbia Scholastic Press Association
- 2001 Mark of Excellence Award / Best Student Produced Magazine Society of Professional Journalists
- 2001 Certificate of Merit / Non-fiction Article for Magazines Columbia Scholastic Association
- 2001 National Magazine Pacemaker Award (w/ Flux Magazine staff) Associated Collegiate Press
- 2001 Mark of Excellence Award / Best Student Magazine (Regional Category) Society of Professional Journalists
- 2000 Deadline Award Oregon Daily Emerald
- 2000 Best Editor Award Flux Magazine, University of Oregon, School of Journalism & Communication

Publications/Reviews of Media Partnerships

San Antonio Express-News, "TAMU-SA and Univision sign multi-year lease agreement," (August 9,
2013). (Documents the "Proyecto U" collaboration with KWEX / Univision 41).
James Aldridge, "Univision inks lease agreement at Texas A&M-San Antonio's Downtown Campus,"
San Antonio Business Journal (August 12, 2013). (Documents the "Proyecto U" collaboration
with KWEX / Univision 41).
Benjamin Olivo, "Univision opening studio at former Alameda," San Antonio Express-News (August
10, 2013). (Documents the "Proyecto U" collaboration with KWEX / Univision 41).
Marisa Villa, "Behind the Scenes in TV," Conexion (March 14, 2012). (Documents the "Proyecto U"
collaboration with KWEX / Univision 41).

Nowcast, televised interview on the subject of A&M-San Antonio's reach into the community SA2020 Forum Roosevelt High School, Nov 21, 2010.

Forum Roosevelt High School, Nov 21, 2010.

2010 FOX 29/KABB San Antonio. Morning news anchor Ernie Zuniga spotlights his visit to Texas A&M San

10 FOX 29/KABB San Antonio. Morning news anchor Ernie Zuniga spotlights his visit to Texas A&M San Antonio and guest lecture to students. Air Date: April 7, 2010

GRANTS AND FELLOWSHIPS

2013- 2014	Retention and Student Success Grant Texas A&M University-San Antonio Unfunded	
2013-2014	Recipient, Society of Professional Journalists Chapter Grant\$350.0 Society of Professional Journalists	0
2010-2011	Recipient, National Writing Project Fellow College of Education and Human Development The University of Texas at San Antonio	\$2,000
2007	San Antonio Arts Foundation Grant Finalist, Literary Arts (Unfunded, \$5,000)	
2005	Recipient, Good Samaritan Center w/San Antonio Independent School District	\$115,000
1998	Recipient, Rice University Publishing Institute	\$2,000

PROFESSIONAL EXPERIENCE

2001-2008 Freelance Reporter

McSweeneys,

Rice University

Austin American Statesman, San Antonio Express-News,

Eugene Weekly, Trinity Magazine, Sombrilla Magazine

2002-2008 Writer-in-Schools (K-12)

San Antonio, TX / Austin, TX / Houston, TX

Grant funded positions through United Way, Office of Cultural Affairs, City of San Antonio, and select school districts to provide writing workshops and individual mentoring and instruction for low-income college bound minority students.

- St. Mary's Hall Summer Newswriting Camp (2006-2008)
- St. Paul's Episcopal Montessori School Young Writers' Workshop (2006)
- Alamo Heights High School College Essay Writing Workshop (2005)
- Girl Scouts of San Antonio Young Writers' Workshop (2005)

- URBAN 15 Creative Writing Workshop (2005)
- Good Samaritan Community Services Young Writers Camp (2004-2006)
- Guadalupe Cultural Arts Center Dia de Los Muertos Writing Workshop (2004)
- San Antonio Public Library Storytelling Workshop (2004)

2000-2001 Reporter - Oregon Daily Emerald Newspaper

Eugene, OR

Recruited freelance writers, assigned and edited stories. Produced monthly special sections and advertising supplement.

2004-2006 Director of Literary Services - Good Samaritan Community Services

San Antonio, TX

a. Pre-College Writing Instructor for the Mentoring Others through Developmental, Educational and Leadership Opportunities (MODELO) Program. The goal of the program was to provide educational, employment and leadership skills to assist youth improve academic performance, attendance and college preparation. (Ages: 15-19) b. Director of Literary Services: The Literary Arts program was funded by the Department of Protective and Family Services' Community Youth Development Program. The fiscal agent was the San Antonio Independent School District (Grant Amount: \$115,000). (Ages 6-14)

2001-2002 **Copy Writer** - Big Advertising

San Antonio, TX

Produced copy for a full service design and mid-size advertising agency; Logo design, web design and the writing of scripts for radio and television commercials. Clients: San Antonio Zoo, USAA, Stone Werks, Marks on the Riverwalk, Emily Morgan Hotel

1998-2000 **Quality Analyst and Copy Writer** - Top Drawer Multimedia Production

Austin, TX

Designed storyboards and educational and corporate training software for multimedia developer of custom e-learning applications for educational publishers and corporate training. Clients: Chase Bank. Addison Wesley Longman. Simon & Schuster

1997-1998 Marketing Assistant - Texas Monthly Magazine

Austin, TX

Managed promotional materials. Facilitated short lead press and media kits for special projects and promotions.

1996-1997 **New Media Intern** - Texas Monthly Magazine

Austin, TX

Assisted with the design and implementation of the magazine's first web site

1996-1997 Marketing Intern - University of Texas Press, University of Texas at Austin

Austin, TX

Proofed jacket copy, planned book signings and provided general assistance to Marketing Director

TEACHING

Teaching Certifications:

2010 Teaching Consultant - National Writing Project

1998 Reading Specialist Certification - Literacy Volunteers of America

Courses Taught (Undergraduate) - Texas A&M San Antonio, Communications-Journalism program

COMM 3301 Reporting I COMM 3302 Interviewing

COMM 3303 Creative Nonfiction Writing

COMJ 3304	Features and Special Articles
COMJ 3311	Publication Design and Production
COMJ 4302	Editorial Writing
COMM 4301	Online Community Reporting
COMM 4390	Publications Lab
COMM 4391	Independent Study (Portfolio)
COMM 4392	Internship
COMM 4306	Selected Topics in Communications
COMM 4306	Reporting II

Courses Taught (Undergraduate) - University of Oregon, School of Journalism & Communication J330 Introduction to Electronic Media

J331 **Television Studio Production**

Teaching Awards:

2010 Faculty Excellence Award in Service - Texas A&M University-San Antonio

Awards / Recognition for Student Work (Under Direct Supervision):

2015	Texas Intercollegiate Press Association Convention Awards 3rd Place, Online Division 2, Best Interactivity Awarded to the staff of The Mesquite 3rd Place, Online Division 2, Best Website Navigation 3rd Place, Newspaper Division 3, General Column Awarded to Jennifer Luna 3rd Place, Newspaper Division 3, News Feature Story Awarded to Rebecca Salinas 3rd Place, Online Division 2, Best Use of Mapping Awarded to the Staff of The Mesquite Honorable Mention, Online Division 2, Best Use of Data Awarded to the Staff of The Mesquite Honorable Mention, Newspaper Division 3 Picture Story Awarded to Monica Lamadrid Honorable Mention, Online Division 2, Best Community Engagement Awarded to the Staff of The Mesquite 3rd Place, TV Announcing (Spanish) Awarded to Michael Hernandez 3rd Place, PR Release Writing Awarded to Jacob Beltran 3rd Place, Print News Writing Awarded to Jacob Beltran
2014	
-	Two Lone Star Student Emmy Award Nominations (Alison Wadley and Lucia Espino)
2014 2014	Four San Antonio Association of Hispanic Journalists Academic Student Scholarships
	Thirteen Texas Intercollegiate Press Association Student Awards Buster Haas Minority Internship Program
2014	
2014	- Funded Recipient, Alma Linda Manzanares
2014	Society of Professional Journalists, Mark of Excellence Awards, Region 8 - First Place, Best Digital-Only Student Publication - First Place, Online Opinion and Commentary
2013	National Press Photographers Association (NPPA) Conference - Funded Recipient (Francisco Navarro)
2013	University of California at Berkeley Rodgers Fellowship
20.0	- Funded Recipient (Nicole West)
2013	Society of Professional Journalists Region 8 Scholarship
20.0	- Funded Recipient (Tawseef Syed Ali)
2013	Dream Maker Award (Jonathan Reyes-Sales)
2013	San Antonio Association of Hispanic Journalists Academic Scholarship
_0.0	- Funded Recipients(Linda Alma Manzanares and Lucia Espino)
2013	Association of Women in Communication Ajay Castro Scholarship for Re-entering Women (
2010	- Funded Recipients (Stephanie Alonso and Alison Wadley)
2013	Texas Intercollegiate Press Association (7 individual entry awards, 1 st through 3 rd place)
2012	American Advertising Federation San Antonio ADDY Awards
2012	Entry Title: The Mesquite – Website, Category: Responsive Design award for Mobile Journalism
2012	First Place, In-Depth Reporting, Newspaper Division 3 - Texas Intercollegiate Press
	Association
2012	Second Place, General Column, Newspaper Division 3 - Texas Intercollegiate Press Association

2012 2012 2012 2012 2012	Third Place, Feature Story, Newspaper Division 3 - Texas Intercollegiate Press Association Third Place, Best Breaking News, Online Division 2 - Texas Intercollegiate Press Association Third Place, Best Breaking News, Online Division 2 - Texas Intercollegiate Press Association Third Place, Best Breaking News, Online Division 2 - Texas Intercollegiate Press Association Third Place, News Feature Story, Newspaper Division 3 - Texas Intercollegiate Press Association Association
2012	Association of Women in Communication Ajay Castro Scholarship for Re-entering Women. (Grace Newton)
2012	H-E-B Scholarship \$2,200 - Funded Recipient (Nicole West)
2012	KLRN Mesquite Sponsorship awarded to 7 students to attend National Association of Hispanic Journalists Conference
2012	Lone Star Emmy in conjunction with Univision/KWEX for "Proyecto U" city-wide scholastic Spanish broadcast collaborative
2012	Texas A&M-San Antonio Entering Student Scholarships - Funded Recipients (Laura de Leon and Syed Tawseef Ali)
2012	Dream Maker Luncheon Speaker Recognition (Laura De Leon)
2011	San Antonio Association of Hispanic Journalists, \$1500 scholarships - Funded Recipients (Michael Jimenez, Melody Mendoza and Yesenia Camacho)
2011	Online News Association, Google Scholarship - Funded Recipient (Michael Jimenez)
2010	National Geographic Television, <i>Lockdown</i> production internship at the Bexar County Detention Center (Belinda Bermudez, Patricia Barrios)
2010	Assistance League of San Antonio, Tuition Scholarship - Funded Recipient (Melissa Sanchez) Award: \$2,000.00
2004	Girls Scouts of San Antonio/San Antonio Express News Literary Arts Scholarship awarded to student Lorenza Alaniz. Award: \$200
2005 2005	Gemini Ink Literary Arts Scholarship awarded to student Marisol Calderon. Award: \$200 Laura Thompson Public Relations Agency, An Evening with Maya Angelou at Trinity University awarded to 6 seniors high school seniors at the Good Samaritan Center's Modelo Program. Award: \$450.00

RESEARCH / SCHOLARSHIP

Panels / Presentations

- 2014- Panelist, First Year Faculty Development Workshop, College of Arts & Sciences, Texas A&M University-San Antonio
- 2014- Panelist, Teaching Clinic: Building a Cultural Shift in Student Achievement and Performance, Faculty Retreat, College of Arts & Sciences, Texas A&M University-San Antonio
- 2014 Panelist, Future of Campus Journalism, Southern States Communications Association
- 2013 Panelist, CBI National Student Electronic Media Convention, "Broadcast Internships: Increase your Takeaway"
- 2012 Panelist (Invited), Association of Women in Communications "When Rights Collide" (March 27, 2012)
- 2009 Presentation: Beyond Words, Visual Thinking Strategies for Middle School Writers at the National Writing Project, University of Texas at San Antonio
- 2009 Presentation: *Building Writing Communities* at the National Writing Project, University of Texas at San Antonio
- 2009 Presentation: Sharing Practice among Peers: Mentoring in the Classroom at the National Writing Project, University of Texas at San Antonio
- 2006 Presentation: Visual Storytelling for Middle-Schoolers at St. Mary's Hall in San Antonio, Texas
- 2005 Presentation: Water's Memory: Stories of African-American Bath House Attendants at Hot Springs
 National Park Visitor Center

Works in Progress:

2015 - Jenny Moore, "Proyecto U: university-media collaboratives for Spanish-broadcast projects. Submission to the Association for Education in Journalism and Mass Communication

SERVICE

Service (Dep	artment)
2014	Founder, Bilingual Journalism Education Advisory Committee
2012 -	Faculty Adviser, Society of Professional Journalists Student Chapter, Chapter Founder
2012 -	Member, Information Technology Advisory Committee
2011	Member, Curriculum Committee, School of Arts & Sciences
2010	Founder, Communications Club Brown Bag Lunch Series Founder
2009 - 2011	Faculty Adviser, Communications Club, Chapter Founder
Service (Univ	versity)
2014	University Committee on Space Sharing Technology Resources across Colleges

2014	University Committee on Space Sharing, Technology Resources across Colleges
2013	Texas A&M-San Antonio Downtown Education and Cultural Arts Center, University Focus
	Group
2011	Member, Public Relations/Special Events Coordinator Search Committee
2011	Co-chair, Student Engagement Assessment Committee
2011	Member, Strategic Planning Committee
2010	Peer Reviewer, Southwest Learning and Teaching Conference
2009 - 2010	Session Facilitator, Southwest Learning and Teaching Conference
2009 -	Student Media Board, Chair

Service (Community)

Service (Community)		
2014	Texas Public Radio, Pledge Drive Volunteer Coordinator with TAMU-San Antonio	
2014	San Antonio Association of Hispanic Journalists— Gala planning committee member	
2014	Texas Intercollegiate Press Association, Convention Planning Committee	
2013	Texas Intercollegiate Press Association, Live News contest planning committee	
2013	Society of Professional Journalists – GridIron Fundraiser/SPJ student volunteer advisor	
2013	Lone Star Chapter of National Academy of Television Arts & Sciences- Advised student	
	volunteer committee, 2013 Emmy Awards	
2013	Texas Public Radio Pledge Drive – Advised student volunteer committee	
2013	San Antonio College Urban Journalism Workshop – Member, candidate interview panel	
2013	McCollum High School – Guest Speaker, Yearbook Class	
2012	Jefferson High School – Guest Speaker, Film Class	
2012	Proyecto U, Univision Spanish News Broadcast Consortium – Founder and Partner	
2012	Texas Intercollegiate Press Association – Contest Judge	
2010	Comfort ISD, Morning News Program – Media Consultant	
2011	Southwest High School and SWISD – Media Program Consultant	
2011	Edgewood Independent School District – Media Partnership, Elementary News	
2010	City Year San Antonio – Urban Journalism Project Founder	
2010	Northside Independent School District Journalism Forum – Member, Guest Speaker	
2009	College Media Advisers National Convention – Student Critique, Magazine Design	
2003	Society of Professional Journalists Student Chapter - Guest Critique, Trinity University.	
2003	Association of Women Journalists of South Texas Regional Meeting/ Publicity Coordinator	

PROFESSIONAL AFFILIATIONS / MEMBERSHIPS

Texas Intercollegiate Press Association San Antonio Association of Hispanic Journalists Southern States Communication Association Society of Professional Journalists Associated Collegiate Press College Media Advisers Association for Education in Journalism and Mass Communications International Communications Association