

# Adams resigns as J-School dean

By Patty Grebe  
Assistant Editor

John B. Adams has been the "big daddy" of the journalism school for nine years, but he is ready to let someone else do the paperwork required of deans.

Adams announced his resignation as dean of the journalism school in June. He will continue his duties as dean until Chancellor Ferebee Taylor's search committee selects his replacement, probably in the fall.

"I've been in it for nine years," Adams said. "The school is in good shape. We were the first (journalism school) to be accredited as a school in the country. Our accreditation report was very favorable. There are no problems. It's just that nine years is long enough for me."

Adams, who will return to full-time teaching, said he is looking forward to having more contact with students and more time to do research and publish in his field.

"I assume I'll be teaching some of the same things I've been teaching — newswriting, journalism law, management, whatever the new dean assigns. I can't write my own job description," Adams said.

Teaching is what Adams really enjoys. "Let's face it, the really rewarding part of an academic career is contact with the students. That's what it's all about," Adams said.

The highlight of his years as dean, Adams said, is "the reassurance (from accreditation) that things have been going in the right direction."

The accreditation of the entire school by the American Council on Education for Journalism was a change from past policy in which only individual programs, such as advertising or news and editorial writing were accredited. From now on, all journalism schools will have to be accredited as a whole unit.

The UNC School of Journalism was an experimental school, volunteering to be the first school for the new type of accreditation. The school was scheduled for re-accreditation this year.

"I hope the school will continue to hold a position of some prominence in journalism higher education in the nation as it does now," Adams said. "I don't see any reason why it would move in any direction but up."

Adams said he has served the longest time of any academic dean since 1969. All other academic deans on campus have changed since then, he said.

"All administrations these days feel the pressures from a variety of sources. I must say the relationship between the school and South Building has been fine. But increasing levels of complexity and the increasing number of mandatory reports — all these kinds of tacky things we don't always know the reason for —

are time-consuming, tension-producing. I think I've done these long enough from my own point of view.

"A considerable portion of administrative paperwork is garbage," Adams said. "It's tedious and I'm not always convinced of the need for it. Obviously, some things must be done, but others seem to have no useful purpose. I'm not the only one who objects, new and old deans do, too. It's a question of coping with it. I got tired of coping with it after awhile."

Adams said he does not anticipate any difficulty in not being in the "king-making role" anymore.

"I've taught every semester since I've been a dean. And I don't have the feeling that students perceived me as anything but an instructor. I don't expect any particular change in attitude by students or on my part."

"My ego survival doesn't depend on having a title. I look upon myself foremost as a teacher anyway. I hope in fact to have a bigger office," Adams said, laughing. His present office is one-third the size it was when he became dean. He gave up parts of it as the secretarial staff needed them.

"We needed to make room for the staff and the way to do it was to cut room for the dean. I'm the only dean in the history of the university who has asked for less space twice," Adams said, laughing and tilting back in his chair.



John B. Adams

The 58-year-old Adams is well known in the journalism school for his favorite teaching position, anchoring his leg upon a table and leaning his lanky frame on it.

It has become his teaching trademark of sorts which apparently had its origins in Millville, N.J. where he was born. An old brown photograph of a chubby, young John B. in diapers shows him kicking his left leg in the air, practicing for the future maybe.

But don't ask to see the photograph, he'll probably say it doesn't exist.

## Chamberlin criticizes media

by Alma Blount  
Tar Heel Contributor

The mass media today are not doing an adequate job of upholding First Amendment freedoms for the American public, according to Dr. William Chamberlin of the UNC School of Journalism. In a speech for the Tuesday Evening Speaker Series he said that preoccupation with profit making has undermined mass media ability to play a responsive role in mass society.

Chamberlin cited conclusions by the Commission on Freedom of the Press, that a smaller group of men is becoming more powerful in the mass media.

The mass media are not providing the kinds of information our complex society needs in order to stay stable, Chamberlin said. People need to be informed better on issues such as energy and the environment so they can make positive contributions to public policy and "just plain live their lives in the best way possible," Chamberlin said.

Public opinion, no matter how well or ill informed, is likely to have an impact on public

policy. Chamberlin cited the Proposition 13 issue in California saying, because we are a mass communications society, public opinion can be easily created and expressed.

Chamberlin suggested that five performance standards offered by the commission have relevance today. The standards challenge the mass media to:

- Be accurate and provide a truthful, comprehensive, intelligent account of the day's events in a context that gives them meaning.
- Provide a forum for the exchange of comment and criticism.
- Provide a presentation and clarification of the goals of society.
- Present a representative picture of the constituent groups of society.
- Provide full access to the day's intelligence.

Chamberlin proposed that we treat public information policy as we do environmental policy, not necessarily by imposing governmental regulations, but by creating forums for public discussion and debate. Hold congressional hearings, he said, and urge the media to examine the role they play in our society and to address the issue of how that role can more adequately serve our needs.



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