

Always Watching

Accreditation frustration!

I decided to come to Winston-Salem State because of cost, proximity to my home and because of the Mass Communications major offered. Like many freshman Mass Comm. majors, when I arrived at WSSU I heard the Department of Mass Communications is not a nationally accredited program. Let me set the record straight.



TIFFANY GIBSON
EDITOR IN CHIEF

The DMC is accredited because WSSU is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools – SACS.

However, there is an “extra accreditation” the DMC can seek: Accrediting Council on Education in Journalism and Mass

Communications. ACEJMC accredits 114 programs in journalism and mass communication at colleges and universities in the United States, including one at a university outside the country. An accredited program indicates that the school has been judged by ACEJMC to meet its standards. Of the more than 500 colleges and universities that offer degrees in mass communications, only 120 have ACEJMC accreditation, and nine of those schools are HBCUs. In North Carolina, the current schools with ACEJMC accreditation are Elon, NC A&T SU and UNC-Chapel Hill.

Dr. Philip Jeter, DMC chair said that programs seek accreditation because it is one way to market a program by pointing to a specialized accreditation. Some foundations will only entertain grant proposals from ACEJMC accredited programs. Some student awards and competitions are only open to students enrolled in ACEJMC-accredited programs, he said.

There is good news for those of you who worry employers will not consider you because DMC’s program does not have the ACEJMC’s “Stamp of Approval.”

Jeter said that ACEJMC accreditation is least important to journalism and mass communications organizations that employ students. These organizations are looking for graduates who can help their company make money. As long as a person can contribute to that company’s bottom-line and productivity, employers are receptive to students, graduates, no matter what their major was or whether they graduated from an ACEJMC-accredited program.

Let’s remember graduating from an accredited program does not guarantee that dream job or any job. So don’t let the accreditation “elephant in the room” consume you. Instead, use your energy to engage, to learn and to participate in as many activities that will place you ahead of the competition. It’s really about who you know (networking) and what you can do (knowledge, skills and internships). But for those who are still worried, the DMC has plans to apply for the ACEJMC team to revisit during the 2011-2012 year.

Home for the holidays, WSSU’s version of BLACK FRIDAY.



How did WE miss that?

As a matter of policy, *The News Argus* will publish corrections of errors and clarifications in fact that have been published in the newspaper.

The corrections will be made as soon as possible after the error has been brought to the attention of the Editor in Chief at

thenewsargus@yahoo.com

Letter Policy

The News Argus is a student publication of Winston-Salem State University. The News Argus encourages written comments to the editor and guest columns, but some rules apply:

- ❑ A signature, address and phone number must accompany all letters. Letters should be double-spaced and no more than 300 words.
- ❑ Letters will be verified by *The News Argus* by a phone call prior to publication. If *The News Argus* is unable to contact the writer of a letter, the letter will be held until contact is made. Letters intended as advertising will not be published.
- ❑ *The News Argus* does not publish “form letters” or letters sent to multiple newspapers outside the Triad unless the issue discussed in the letter is of importance to the WSSU community.
- ❑ *The News Argus* reserves the right to edit letters and guest columns for clarity, length and libel. *The News Argus* will edit letters that are grossly inaccurate or cross the boundaries of good taste.
- ❑ *The News Argus* allows readers to reply to someone response to any earlier letter only once.
- ❑ Guest columns may be no more than 400 words. *The News Argus* will accept endorsements of candidates, but only one per writer per candidate. The letter may challenge a candidate’s record, but no intensely personal attacks will be printed. The News Argus permits candidates to write letters to the editor to specifically respond to another letter.

Campus Crew

Forum of comments from WSSU students, faculty, and staff randomly selected to answer a provocative question from *The News Argus*. Comments do not represent the opinions of *The News Argus*.

How do you plan to give back to your community during the winter break?

The holiday season is a perfect time to give back to your community. There are numerous things you can do. Volunteer at local shelters, donate food, clothes and toys are all ways to make someone else’s holiday

brighter. This issue’s Campus Crew is dedicated to those who have chosen to donate their time and gifts to those in need. Listen to the podcasts of the complete interviews at www.thenewsargus.com

Interviews and photos by Scott Long



CHAD WARD
PHYSICAL EDUCATION
HARMONY, N.C.

I will help with basketball practices at a local middle school.



TAMMIE MORRIS
ELEMENTARY EDUCATION
HIGH POINT

I will volunteer in any way possible. Whatever God lays on my heart.



VICTORIA FINE
NURSING
RURAL HALL

I plan to donate coats and food to the homeless. I also plan to donate to the Toys for Tots organization.



CHAD SMITH
EXERCISE SCIENCE
ROCKY MOUNT

I probably will donate canned food to the local homeless shelter and coats to the Salvation Army.



ANGELA SEWARD
ELEMENTARY EDUCATION
ROANOKE RAPIDS

I plan to continue to donate canned goods to the food bank.