

Get  
Certified!

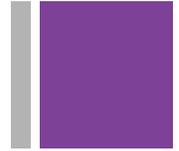


Certification  
Commission  
[www.jea.org](http://www.jea.org)

## MJE preparation

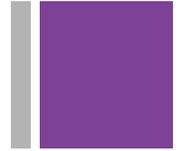
Lizabeth Walsh, MJE  
San Antonio, Texas / Fall 2012

# How to earn MJE designation



- Earn your CJE
- Be an active member of your journalism community
  - Citywide, Districtwide, Statewide, Regional, National level involvement counts
- Keep track of your accomplishments and involvement
- Complete application any time between earning your CJE and your renewal date, as long as you have 5 years of teaching journalism and/or advising publication experience
  - <http://jea.org/wp-content/uploads/2011/certification/mjeApplication.pdf>

# What counts as involvement?



## **PROFESSIONAL GROWTH AND DEVELOPMENT**

List the three activities in the past five years that have contributed most significantly to your continuing professional growth as a journalism educator. Explain how each activity has had an impact on your teaching effectiveness. Activities should include one of those listed below.

- A. participating in meetings of national, regional or state professional journalism education associations;
- B. completing journalism courses or workshops at college or universities;
- C. participating in workshops or in-service activities sponsored by JEA or other professional journalism education associations;
- D. holding elective or appointive offices in national, regional or state professional journalism education organizations;
- E. serving on major committees of national, regional or state professional journalism education associations;
- F. working on committees with responsibility for journalism curriculum, instruction, evaluation or in-service education at the district, state or national level;
- G. participating in other activities that have contributed significantly to your continuing professional growth.

# Go to Meetings



- It's not really enough to count attending the General Membership meetings at JEA, although we do want your attendance at those meetings.
- If you have a local organization, participate actively in that.
- If you don't have a local organization, make an effort to form one.

# Take Journalism Courses

- Take online or local university courses to increase your knowledge of the field and your application in the classroom
- [http://www.csjkent.org/index.php?option=com\\_content&view=article&id=83:online-ma&catid=39:teachers&Itemid=81](http://www.csjkent.org/index.php?option=com_content&view=article&id=83:online-ma&catid=39:teachers&Itemid=81)

## Online Master's Degree



In 2007, Kent State University's School of Journalism and Mass Communication became the first journalism school in the country to offer a Master of Arts degree for journalism educators that is entirely online. The program emphasizes skills and theory teachers can study today and use in their classrooms tomorrow.

From the latest technology for multi-media story telling to gaining strategies to protect students' First Amendment rights, the range of course content covers what teachers and media advisers need to know to be effective 21st century journalism educators.

### Why Pursue this Degree?

Credibility as a teacher in the journalism classroom or as an adviser for student media is vital. A master's degree from an accredited journalism school offers that, plus the continuing education that school districts demand.

### Why Choose Kent State?

- Our School of Journalism and Mass Communication is accredited and has a national reputation for excellence.
- Rigorous coursework ensures no one can question the validity of your degree. In fact, you may find yourself working harder because of all the resources at your fingertips.
- We offer the only completely online master's degree for educators through a School of Journalism and Mass Communication.
- Kent State is home to the Center for Scholastic Journalism. Center staff includes Knight Chair for Scholastic Journalism Mark Goodman, Director Candace Perkins Bowen and Assistant Director John Bowen.
- Students get to know their instructors and classmates through real-time chats, threaded discussions and interactive technology.
- Coursework focuses on concepts and lessons that can be used in participants' classrooms right away.
- Students enrolled in this program pay the in-state tuition rate.

[Program Requirements and Credit Hours](#)  
[Required Core Courses \(18\)](#)

## Teachers

- ▶ Online Masters Courses
- ▶ OSMA

## CSJ Blogs

### The Kansas governor and the teenager -- bad behavior by all

When teenager Emma Sullivan took a field trip to the state capitol and heard Gov. Sam Brownback speak, she apparently was not impressed. She tweeted during the event from her cell phone. Just made mean comme.. [Read\\_More](#)

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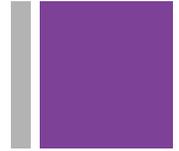
### Ongoing Better Writers Part -- 1

Perhaps it should be 'life support' to high school English When Kim Brooks wrote "Death to high school English,.. [Read\\_More](#)

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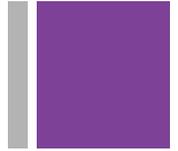
## Search CSJ

# Attend workshops



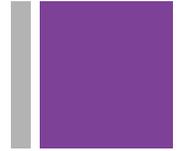
- If you don't have a local workshop, create one!
- **Summer** camps
  - You can count teaching as well as attending
  - JEA Advisers' Institute is amazing
    - <http://jea.org/home/news-events-2/advisers-institute/advregis1/>
- **Spring** into the new year
- **Falling** back into place
- The **winter** of our discontent

# Hold an office



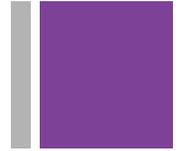
- It's not that difficult
- Put yourself out there
- Dip your toes in the water with a local or state office
- Help run a convention in your area
- Offer to assist someone who does hold an office

# Serve on a committee



- If you see a committee you'd like to join, contact the chair
- Send your résumé and a letter of application
- It's a smart way to get smarter in a hurry
- Districtwide efforts to educate journalism teachers are a great way to get started
- When you see the listserv announcement, get your application ready and send it in

# Judge & Evaluate Publications



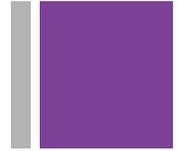
- Listserv notices
- Check the appropriate boxes in your membership form
- Send a letter of interest or application to the organization
  - CSPA- invitation only, NSPA- application only

# Publish- Don't Perish



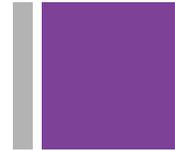
- C:JET is always looking for good articles that help advisers
- Yearbook magazines (run by publishers) often ask for articles about a wide variety of topics
- Your local organization's newsletter
- Website materials

# Whew! That seems like a lot!



- It is, so we don't expect you to do all of those things. That would be insane!
- Choose **three** you feel are appropriate for you. Make an effort to select one that pushes you to try something new and two that are easier or more in your wheelhouse.
- Do those three things well, and make them **WORK FOR YOU**- not the other way around.
- Giving back to the profession is rewarding- sometimes more than any other work you'll do.

# Now, on to the Project...



## **INTEGRITY STATEMENT**

**This form must be signed by the applicant and included with the final MJE project. Failure to comply with this requirement will cause delay in evaluating the final project.**

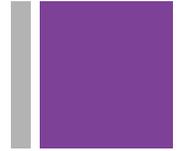
The Journalism Education Association must be confident that each Master Journalism Educator candidate's work has been responsibly and honorably acquired, developed and presented. We regard dishonesty -- plagiarism, cheating and/or fabrication -- as an extremely serious matter, with serious consequences that may range from denying a candidate certification to re-doing all or part of the project. When unsure about plagiarism, paraphrasing, quoting, or collaboration, consult a professional colleague, periodical or the chairperson of the JEA Certification Commission for guidance.

I pledge:

- all work is my own. I have not received unauthorized assistance;
- all sources have been appropriately acknowledged; and
- I have not plagiarized, cheated, fabricated, or lied about anything in my project or in my MJE application.

<b>MJE Project Title</b>			
<b>MJE Candidate Name</b>		<b>Date</b>	
<b>MJE Candidate Signature</b>			

# So, how do I format my proposal?



- Name, address, email, phone, school
- Project status / anticipated completion date
- Title, format of project
- Abstract of project
- Explanation of how this will enhance scholastic journalism education **as well as** your teaching experience & development
- Explanation of how we can help you finish

If fields are not shaded, select "Highlight Fields."

### JEA Master Journalism Educator Project Proposal

MJE Candidate Name	School
Address	
E-mail address	Phone
Project Status Planned	Anticipated Completion Date

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Working Title  
Project Format Self-designed project  
Project Abstract

How would your project best be shared with JEA members?

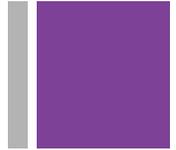
How will this project contribute to development/enhancement of scholastic journalism education?

How will this project enhance your development as a journalism educator?

In the space below, explain how we can support you in this process.

Save document and send completed form to [jeacertified@gmail.com](mailto:jeacertified@gmail.com)

# So the abstract looks kind of like...



## **Abstract of Re-Wa-Ne (Reno High School's Yearbook) Staffer Notebook & Style Manual**

### **Author:**

Lizabeth A. Walsh, C.J.E.

### **Date of Creation:**

June – September 2005

- Why do we need this?

### **Problem Statement:**

Most yearbook advisers do not have a textbook or a reference guide that will allow them to teach their students important materials and provide a reference book for those students long after the initial lessons are taught. While there are textbooks available for journalism-based programs, many of them do not address the specifics of an individual school's yearbook program. This adviser had experienced an onslaught of simple questions repeated throughout the year that indicated a need for a ready-reference manual that could be used to answer those questions without stopping the production of the yearbook to do so. This adviser decided to create a manual that could be used as a teaching tool and ready-reference book.

- How did you do this?

### **Approach:**

After reviewing many possibilities for organization of materials that students need to know and reference throughout a school year, this adviser selected the alphabetical approach, with some repeated entries where students might look up items in one area or another. This adviser typed up the alphabet and then began to generate ideas about what kinds of things would be important for students to (a) learn and (b) reference on their own at a later date.

- What was your final product?

### **Results:**

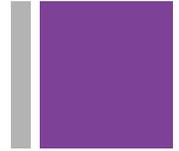
This A-Z reference manual contains definitions of yearbook-related terms, staff procedures, as well as stylistic instructions. While materials contained therein have been drawn from a variety of sources, all entries are a conglomeration of information contained in those sources and the experience of fifteen years of experience as a yearbook adviser. All materials are written in the author's own words. Some materials have been referenced as appendices, but those appendices are not included, as they are copyrighted materials from other locations and cannot be reproduced without permission from their creators.

- Any notes for use?

### **To the Reader:**

Advisers who would use this material are strongly encouraged to take its structure and use it as a reference tool but to change parts of it to truly reflect the procedures and styles of their own books. This adviser intends to take notes throughout the year and modify the entire project as updates and changes are necessary. As with any yearbook curriculum, this will have to be updated as changes in trends occur, so it is not a concrete final product, but a constantly changing creation.

# What must a project be?



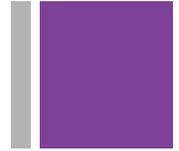
- Your original work
- Culled from a variety of credited sources
  - (MLA or APA citation is acceptable)
- Specific study (like one used for a master's degree project)
- Unit plans & Lesson plans (10 days or more in length)
- PLC work to create new items for use in teaching
- In BOTH DIGITAL and HARD COPY for final submission

# No, really...



- A-Z notebook of yearbook terms used as a handbook / textbook
- Set of Power Points used to teach design
- Article written for C:JET or Quill & Scroll
- Published surveys of journalism educators / schools / programs
- What if I already did something like that?
- <http://jea.org/home/commissions-2/certification/master-journalism-educator/project-guide/>

# Another sample project



- For my MJE I project, I submitted the **On-Site Contest Coordinator's Binder** I had created for the Indiana High School Press Association's On-Site Contests the previous year. The binder included a **judges' list**, a **timeline**, **sample correspondence**, **contest directions** for each category, judging **rubrics** and **prompts A, B and C**. I had revamped the competition into a three-year contest prompt rotation, so no competitors had the possibility of a repeat prompt during their time in high school. This binder made it easier for future Coordinators to run the program without much fuss or preparation. I also **burned it to CDs** for both JEA and for the IHSPA's Executive Director to keep on file.

-Kim Green, MJE

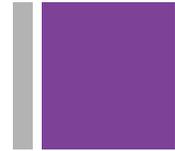
# And another...



- A few years later, another Contest Coordinator took the competition **a step further** by creating **on-site computer design contests in several categories and for multiple rotations**, making those categories more appropriate to a new generation of designers. She used this as her MJE project.

-Kim Green, MJE

# What else do I need?

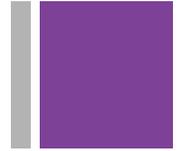


## CHECKLIST FOR APPLICANTS

Submit applications by Oct. 1 to take the MJE exam at the fall convention or by March 1 for the spring convention.

	Minimum of five years' experience in journalism teaching and advising
	Detailed letter of endorsement from a principal or supervisor
	One-page abstract of paper, project or teaching unit to be approved by JEA Certification Review Board. Final projects must be submitted by Oct. 1 to be considered for MJE status at the fall convention, or by March 1 for the spring convention. Applicants should allow six to eight weeks for return of abstracts.
	Application form (5 pages, including directory information)
	Photocopy of JEA Certified Journalism Educator certificate
	\$85 for JEA member — Membership Number _____
	\$140 for Non-JEA member

# And now, on to the test...



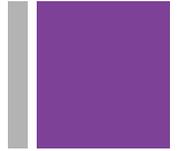
- Want to know that you (a) know your stuff, and (b) know how to teach it masterfully, and (c) can mentor new advisers
- Five essay-style questions, from which you'll select four to answer completely in 2.5 hours (one must be the law & ethics question, and you must pass that question)
- Provide details about teaching as a master teacher would
  - Stand & Deliver is out... Hands-on discovery learning is in
- You may include anecdotes, but keep them brief
- Detailed knowledge + mastery of teaching/advising = MJE

# So how are the designations different?



- CJE shows you know what you're supposed to know
- MJE shows you can teach others at the “highly effective” level
- CJE is three years minimum
- MJE is five years minimum
- CJE gives you the confidence to try new things
- MJE holds you accountable for contributions to the profession

# Questions?



- Cathy Wall [cwall@HARRISBURG3.ORG](mailto:cwall@HARRISBURG3.ORG)
- Lizabeth Walsh [ewalsh@washoeschools.net](mailto:ewalsh@washoeschools.net)
- Kim Green [kgreenmje@gmail.com](mailto:kgreenmje@gmail.com)