

SCHOLASTIC Source

DECEMBER 2012

DETAILS, DETAILS

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BY DEC. 14

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Jan. 4-6 meeting dates

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REGISTER

See registration form on p.
7 of this newsletter. Mail it
by Dec. 17.

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Tampa Bay reporter, Poynter faculty member to headline upcoming midwinter meeting

Calvin Hall
VICE HEAD / APPALACHIAN STATE

Author and reporter Jeff Klinkenberg will be among the featured presenters at the 2013 Scholastic Journalism Division Midwinter Meeting in St. Petersburg, Fla., on Jan. 4-5.

Kenny Irby, senior faculty member at the Poynter Institute, will also be a presenter at the meeting, which will be held at the Poynter Institute. Irby specializes in visual journalism and diversity training.

Klinkenberg reports for the Tampa Bay Times, where he has worked since 1977. He is also the author of several essay collections, including *Pilgrim in the Land of Alligators* and *Seasons of Real Florida*.

The Midwinter Meeting begins at 1 p.m. on Friday, Jan. 4, with a presentation by Irby, followed by a panel discussion. The Scholastic Division will hold its business meeting at 5 p.m. At the end of the business meeting, members will have its ever-popular state gift-exchange session. Members who will be attending the meeting are asked to bring an interesting and unique exchange item valued at \$10 or less from their respective states.

Saturday, Jan. 5, features Klinkenberg, who writes about Florida culture for the Tampa Bay Times. Following Klinkenberg's presentation a panel will discuss the atmosphere created in high schools by *Hazelwood v. Kuhlmeier* and its impact on college media.

After lunch, recent scholastic journalism research will be the focus



Poynter Institute's Ellyn Angelotti shares tips for using social media as reporting tools. Angelotti was a featured speaker at last year's midwinter meeting. Photo by Teresa White

of the day's next panel.

Smartphones and tablet computers are the focus of the final session, titled "Apps for You." Session leaders Julie Dodd and Judy Robinson invite division members to share their favorite apps for education, media and personal use.

"I think we have a great program planned again this year, as has been the tradition over the years," said Calvin Hall, Scholastic Journalism Division vice head. "I hope that our members can once again find their way back to St. Petersburg to refresh and renew themselves before beginning a new semester."

To register for the meeting, complete the form enclosed in the newsletter and mail it and the registration fee to Scholastic Journalism vice head Calvin Hall at the address listed on the form. If

you have questions or need other information, contact Hall at hallecl@appstate.edu. The registration deadline is Dec. 17.

Hotel reservations can be made through Dec. 14 at the Hilton St. Petersburg Hotel, 333 First St. S. Use the group code AEJMC to receive the AEJMC Scholastic Journalism Division Midwinter Meeting rate.

Reservations can be made by calling the hotel directly at 1-800-944-5500 or by calling Hilton Reservations at 1-800-445-8667.

The rates are \$119 for single or a double room and include \$6 per day for parking and access to the Executive Lounge. Check-in is 3 p.m.; check-out is noon.

The room rates also are available three days before and three days after the official Jan. 4-5 meeting dates, as available.

SJD WEBSITE:
aejmc.net/scholastic

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ROBERT P. KNIGHT MULTICULTURAL RECRUITMENT AWARD

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HEAD LINES

Paly programs' approach to success

When I was in my last year as a journalism adviser at Ben L. Smith High School in Greensboro, N.C., I heard plenty about the program at Palo Alto High School in California. I have to admit that I was skeptical—and a bit envious. I was teaching at a relatively poor school in a fairly urban environment, and my students did the best they could to publish eight news magazines a year and a semi-daily newsletter. This was 1999, so they were also beginning to dabble in online journalism. How could we compete with what I heard was happening in Palo Alto?

I chalked up the quality of the journalism at the high school in California to socioeconomic. Palo Alto was home of a world-class university in Silicon Valley. The students who worked at the Paly Voice were simply ahead of my students at the starting gate of life. Nor did the Smith scribes have the same kind of engaged student body to serve that I was sure existed at Palo Alto High School.

Then, a few years ago in Denver, I heard Palo Alto adviser Paul Kandell speak about the journalism operation at the school near Stanford University. Kandell had gone where few if any scholastic programs had gone in the 21st Century; he had fully taken Palo Alto into the digital world. Yet the more I heard Kandell talk, the more I realized he was in a fairly typical



David Bulla
ZAYED / ABU DABI
DIVISION HEAD

American high school, and just because journalism had become so successful there did not mean the Paly program did not have its share of headaches. After all, why should a school in the middle of the world's greatest research valley give a jolt about journalism?

Hearing the details about Paly journalism silenced the skeptic in me. I did not care anymore that Kandell might have had a group of students with a relatively higher socioeconomic status than my old posse back at Smith in Greensboro. This California scholastic program was a first-class journalistic outfit, in large part due to its leadership.

If I wanted anymore proof, I had only to look at the fact that Ellen Austin, who advises Palo Alto's The Viking sports magazine, has just joined Kandell as a Dow Jones News Fund National Teacher of the Year. That's two advisers from the same high school winning the Dow Jones award in four years.

And did Austin ever deserve this award. The proof is in the—proofs. Just look at the print

and online versions of The Viking, the Paly sports magazine. The design is exceptional; the photojournalism is excellent, and the variety of sports covered is exemplary. Indeed, The Viking is sort of a cross between Sports Illustrated and Frank Deford's defunct daily sports newspaper The National, although it covers only a single high school athletic department.

However, it covers everything at Paly, and now the students bring traffic to their website using social media. But don't think that The Viking is only about jocks and games.

"It is our commitment and belief that, through the lens of sports, we can talk about the issues of the day with our readers," Austin said of The Viking. "We look at the typical student issues of stress, time management, and the juggling act of the current student's life, but we also dive deep into bigger issues. The Viking has discussed religious views, drug use, hazing, fighting dogs (and their wrongly maligned reputation). We also try to cover big names or big topics in a new way, like looking at NBA rookie phenom and Paly alum Jeremy Lin's life back in high school, or interviewing former Secretary of State Condeleezza Rice about her views on the NFL."

Let's just take a look at last November's print edition. The theme was diversity in sports, with the front-cover headline:

"Beneath the Surface: When skin becomes the story." The main story in the package begins with an anecdote about Paly seniors chanting "He's a white guy" after a senior named Holger Thorup had dunked at a gym rally during spirit week. His competitors from the junior class were two African Americans. The writers went on to observe: "The school's response to the person dunking, as opposed to the dunk itself, speaks volumes about hidden racial biases that exist in modern athletics." White guys aren't supposed to be able to jump, much less win dunk contests, and black guys aren't supposed to lose to whites in such competitions. The story also included a bar graph showing that 82 percent of Paly's coaches are white, 12 percent are Asian and the rest are Latino. Elsewhere, a poll dealt with the effect of racial profiling on participation in sports, while the package finished with a sidebar that featured interviews with two non-white athletes who had experienced racism firsthand.

While the magazine has a prominent feature each month, it also includes updates on the seasons various Paly teams are having; several pages of outstanding action photography; an SI-like "Faces in the Crowd" section; a pop culture grid a la ESPN the Magazine, and a regular column on the next-to-last page. In

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On being tired, but mostly inspired

Cheryl Pell / MICHIGAN STATE

Editor's note: As the Scholastic Journalism Division's Honors Lecturer Cheryl Pell delivered the following speech Aug. 10 during AEJMC's annual conference in Chicago.

Thank you so much, David Bulla. And thank you to Julie Dodd, who nominated me for this honor and thank you to all of my wonderful Scholastic Journalism Division colleagues who were there when the nomination took place and didn't vote no. It is very humbling to be in front of you this evening.

Since that day in January at our mid-winter meeting, I felt I had plenty of time to work on this little talk. I did my homework and read as many of the honors lectures that I could get my hands on. I listened to and watched the Julie Dodd and Linda Puntney lectures online — delightful, by the way. I thought all the preparation would help. It didn't. Quite the opposite. It has scared me to death.

How could I possibly be as inspiring as Barbara Hines or Jack Dvorak? As witty as John Hudnall or Bobby Hawthorne? As knowledgeable as H.L. Hall or Dick Johns? As charming as Beth Dickey or Kay Phillips? As insightful as Bruce Konkle, Tom Eveslage or Marilyn Weaver? All of these people have been my colleagues, my mentors, my teachers. They've inspired me and guided me — and I'm not going to embarrass myself by trying to imitate them. I just have to be myself and hope for the best.

As most of you know, I recently stepped down as director of the Michigan Interscholastic Press Association. I figure 25 years at the helm is long enough. One of the great joys of my long association with scholastic journalism has been my involvement with AEJMC — and specifically with our Scholastic Journalism Division. I have loved every minute of our times together, and for me, that generally meant our Mid-Winter Meeting. Typically, the MIPA Summer Journalism Workshop takes place the same week as the AEJMC convention, so I miss it because I'm either too busy or too exhausted to attend.

But I seldom missed the Mid-Winter Meetings, now held at the Poynter Institute. They're fantastic. Some of you might remember standing on the stage at the Grand Ole Opry together or touring the Devil Rays' stadium or visiting The Miami Herald. Or who doesn't remember the adventures we had road tripping to the restaurants Dick Johns scouted out for us? We've laughed together and, of course, we learned so much together. I remember when Judy Robinson and Julie Dodd had us learning how to use our Palm Pilots in our classrooms. Or Kelly McBride leading us in a discussion about teaching ethics to the millennial generation. Or Kenny Irby sharing powerful Pulitzer Prize winning photos with us. We have had amazing times together, and I cherish them all. This division absolutely has it going on.

Now that I've had a little time to decompress after those many years of directing MIPA, I've had some time to reflect

on all the changes that have taken place, the amazing teachers I've known and worked with, the incredible experiences we've shared, and I'd like to share with you a few stories about how I fell in love with journalism as well as some of the highs and lows. You know, change is always exciting but it can be exhausting too, so it goes without saying that I'm a little tired, but I'm mostly inspired.

The one person that I perhaps owe the most to in terms of what I do to make my way in the world — the person who instilled in me a love of words, a love of newspapers, a love of writing and reading, and a love of the First Amendment — is my dad. He died when he was a year younger than I am, but I feel his influence in my life every day. My dad was editor of high school and college publications and in 1949, he bought a small newspaper in Michigan. One of my family's urban myths is that on the mid-December night I was born, he and my mom were trying to put the Christmas issue to bed. My mother was banging away at the Linotype machine when it became clear that I had other plans. Or so the legend goes.

I grew up in a house full of newspapers and magazines and lots of talk about world events and news. We were eating Sunday dinner and witnessed Jack Ruby shoot Lee Harvey Oswald. I traveled to political rallies and conventions with my dad. I watched him and my mother read the four daily newspapers we received.

I'm sure it was my dad who influenced me to publish my first newspaper at the age of 11 — It was a neighborhood rag, and we could print two copies at a time, using carbon paper. I want you to notice the interactive quality here: "Hey, kids, color this." And I believe this section here would be considered blogging before it was cool.

Later on, as the editor of my high school newspaper, the First Amendment became something I put into practice. One of my favorite teachers, another person I credit for my love of writing and words, was being railroaded out by the administration. They thought the books he was choosing — Siddhartha, Madame Bovary, to name a couple — were too liberal for our small bedroom community 25 miles east of Grand Rapids I wrote a fiery editorial supporting and praising him for his efforts to shake up the reading list. The superintendent, none too happy with us, informed my mom she had a "lippy daughter." I was thrilled.

And then in the early 80s when I was teaching high school



SJD Vice Head Calvin Hall congratulates Pell as he presents her with a plaque commemorating the lecture. Photo by Bruce Konkle

Honors Lecture

Continued from page 3

English and advising the student newspaper, a reporter on the staff discovered that the principal had dismissed a grade on a senior's report card so that he would leapfrog over a few people to a higher berth in the top ten. You see, the senior was bright, brainy, and nerdy. He had no eye-hand coordination and had received a C in typing two years earlier. Without so much as mentioning the situation to the business teacher, the principal just simply pulled the grade, assuming no one would find out. Of course, the principal also pulled the plug on the story. Can you imagine a story like that getting out into a tight-knit, small community? So the story got pulled, but in its place the students wrote an article about censorship and student rights. Yes!

Soon after that, the superintendent called me into his sterile office, sat me down and told me he would tolerate no more "negative" reporting in the student newspaper. He left it up to me and the staff to figure out what constituted "negative." I was livid and promptly called the Student Press Law Center.

And soon after that I got the job at the MSU School of Journalism as the director of Michigan Interscholastic Press Association, and I was scared to death then as well. What saved me — professionally and psychologically — was this very group of people, the Scholastic Journalism Division, as well as the JEA State Press Association director group.

My story is hardly unique, but I would like to take a few moments to describe a few of the things that made me tired, but don't worry, I'll end with the things that make me inspired.

First, I'm sick of hearing about the imminent demise of newspaper journalism — and I'm especially sick of hearing it from newspaper journalists. I know you read these stories too. This directly connects to this: Mamas, don't let your babies grow up to be journalists. Parents are reluctant to have their children go into journalism because they think it's a dying industry. We know it's not. The industry is changing, not dying. Darkrooms died, but that doesn't mean photography did.

But then what happens? School districts start to cut journalism programs because of economic or curricular reasons. If administrators really understood what journalism is all about, journalism would be required and English Lit would be an elective. We need to do a better job of getting the word out about what journalism does for our students. The Common Core and the 21st Century Skills have journalism written all over them. We need to continue to shout this message loud and clear to administrators, counselors, parents, students and even other teachers. I have a dream that if all of us put out an SOS call to all of those young people whose lives we've touched, Facebook and Twitter would crash because of all the positive, wonderful responses we would get.

When No Child Left Behind happened, it took on many shapes and forms in Michigan. Do teachers in Michigan need to be certified to teach journalism? Yes. That did not change. Do they need to be certified to advise a yearbook or newspaper? That answer varied, depending on the individual school district, and the person you got in

touch with at the state department. And then there was highly qualified status. Some school districts allowed teachers to create portfolios to show highly qualified status. Others shuffled staff around. Others told their teachers to get certified. It was a confusing time, and I was tired.

Over the years, I've enjoyed creating summer and online courses for teachers. During some summer sessions, we had 70 pre-service and in-service teachers taking a variety of courses from us. But the cost of those classes has skyrocketed. And even though journalism teachers might prefer to take our practical courses to make them better advisers, their pocket books prefer something else. Paying \$500 for three credits at a local community college beats paying more than three times that to a university with planned programs, even if the university courses are far better.

I get it. This summer, I offered four courses. Only one of them made and only 12 people were registered for it. It made me tired.

Of course, the situation may get a lot worse before it gets better. In Michigan, there's a bill in the legislature that says teachers do not need to acquire more credits for certification after they get their initial teaching certificate. If this passes, I believe it will decimate our courses for teachers. Even worse, it will have a profoundly negative impact on the quality of instruction public schools offer young people.

And perhaps what weighs heavily on me more than anything is that Michigan still does not have a law in place to protect student voice. To me journalism has always been about democracy and living in a free society, and we need to start by giving freedom of the press back to our young people. Not having a law is not because we haven't tried, as we have tried several times, but the political climate in Michigan has hurt us, and now it seems there are more pressing problems in education and in the state as a whole that demand the attention of legislators. My hope is that we will pass a law before I die. And I just may have more time to work on it now that I'm not planning conferences, contests and workshops.

These are just a few of the things that exhaust and frustrate and confound me, but I'm essentially a positive person, and there's much to be happy about and thankful for.

First and most importantly, I think journalism is more exciting than ever. We have what young people want. Millennials want to share and document their lives, and journalism is ready and waiting for them. Telling multimedia stories is hot! The new journalism teachers coming out of college and onto the scene are prepared to lead the way, while those of us who tapped out our first stories on an IBM Selectric, who sliced and diced our fingers with Exacto knives, and who learned to crop a photo by using a proportion wheel — we have been forced to swim fast or be eaten — and it's been a blast.

More and more journalism programs at the high school level are developing an online presence. Just a few years ago, journalism advisers balked at going online. I'm thankful many advisers jumped in and found the transition to be sometimes challenging, but rewarding as well. More and more scholastic journalism workshops are offering courses to help schools who haven't made the move. Betsy Rau, who is here tonight, directed the MIPA Summer Journalism Workshop for 19 years, and she made it a priority to move our curriculum in this

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Honors Lecture

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direction. I love the fact that in every high school there are tech geeks lurking, and journalism teachers need to welcome them into the fold. Many times, those bright young people are teaching the teachers, and I love that.

In addition, it won't be long before student journalists will use iPads and other tablets to create interactive publications. Great design for magazine-type apps is possible with InDesign, and I couldn't be happier. I had one of my best teaching experience this spring when three honors college students asked to work with me to pull together a website or a print magazine based on the history of graphic design. I told them I would work with them if they agreed to create an app — and they did. The app is available now, and it's free. It's called "Cropped: A Brief History of Graphic Design," and I couldn't be prouder of these three young women.

They did all the research, secured the permission to use all of the images, wrote and edited the copy, figured out how to create interactive design features, and used the Adobe Folio Builder. You see, I could never get thrilled about web design, because I never wanted to learn code because what you see is not what you get. That has all changed with Adobe InDesign's commitment to apps. I don't think it will be long before we see high school students creating fabulous magazines for tablets. One of my mentors, who taught me so much about design over the years, is Mario Garcia. I admire him so much, in fact, I named my dog after him. I love what he says about tablet design:

"At 64, I am more inspired than ever. At a time when others seek to retire (and I don't blame them!), I only wish I were 29 years old, since, as a storyteller, this is the best time to tell stories across platforms. I am loving every second of it. I trained to be a storyteller, to engage audiences, and now I am doing it in better ways. Stories on the tablet have longer legs. If this is not enough to inspire all of us in this industry, I don't know what is."

Finally, I am inspired by all of the amazing, dedicated people who are working to secure the future of scholastic journalism. I'm impressed with the Scholastic Journalism Institute, founded by Mark Newton, Steve O'Donoghue and Aaron Manfull. This site should be required reading for all new and current journalism teachers. It's a blueprint for making journalism known, respected and valued by stakeholders in the education community. It's the PR part I mentioned earlier.

And speaking of Aaron Manfull, his site, The Next 26, along with JEA Digital Media, are must-visit sites for journalism teachers as well.

The Center for Scholastic Journalism at Kent State with Candace and John Bowen and Mark Goodman is doing critical research as evidenced by their 2011 Scholastic Journalism Census.

Frank LoMonte and the Student Press Law Center deserve our highest praise for fighting the press rights battles that pop up all over the country and in Michigan, we have movers and shakers like Erin Hill Perry at the Detroit Free Press. She's not well



In her lecture Cheryl Pell attributed her love for journalism to her father. Pell also shared the challenges current high school journalism facing Michigan teachers. Photo by Bruce Konkle

known outside the state, but she runs Freep High, a partnership program with Ford Motor Company for mentoring high-school journalists in Detroit schools. She works hard to make sure diversity is reflected in our newsrooms. We presented her with one of MIPA's most prestigious awards a few years ago, and I'm happy that one of her teachers won a seat on our MIPA board this past spring.

And we can't forget all of the amazing journalism teachers and advisers in the country, who are there every day working with young journalists. We have some top-notch advisers in Michigan, and I know you have them in your states as well.

In short, we in scholastic journalism have far more reasons to celebrate than to commiserate. As I said at the beginning, I'm tired, but mostly inspired. And I've never been more passionate.

So as I step down as the director of MIPA, I am pleased the MSU School of Journalism within the College of Communication Arts and Sciences has chosen to commit itself once again to scholastic journalism by hiring another full time faculty member to serve as the new MIPA director, and that person is Jeremy Steele. I knew of Jeremy when he was a high school journalist. He was editor of the student newspaper at MSU. He's been a professional journalist as well as a PR exec and has been very active in SPJ. He will do a wonderful job as director, I know. And I'm right across the hall from him so I'll be able to keep him in line.

I'm not sure where I'll be in 25 years when Jeremy decides to step down, but I hope I'm still vertical, and I hope MIPA and scholastic journalism are stronger than ever, that First Amendment rights for young people are respected, that student publications are vital and relevant and full of powerful young voices. I bet I'll still be a little tired, but I hope to be — I plan to be — mostly inspired.

SJD Business Meeting Minutes

Annual Conference, Chicago, Ill. • August 10, 2012

I. CALL TO ORDER

David Bulla called the meeting to order at 8:40 p.m.

II. FINANCIAL REPORT

Bulla reported “we’re in pretty good shape”. The division general account balance for the year 2011-12 was \$4,926.16. The Laurence Campbell account was \$6,209.16. The balances reflect several expenditures and transactions related to the annual convention. The report was approved. (Monica Hill/Candace Perkins Bowen)

III. COUNCIL OF DIVISIONS REPORT

FUTURE CONFERENCES

Discussion was held on upcoming AEJMC Convention locations. The 2013 convention will be held in Washington, D.C.; 2014 in Montreal; and 2015 in San Francisco. Under consideration for the 2016 convention are New Orleans, Indianapolis, Minneapolis and Nashville. Division consensus was Indianapolis, Minneapolis, Nashville and New Orleans, in that order. Bulla will pass that information on to the Council of Divisions.

CENTENNIAL FUND RAISER

To encourage donations of \$100 by Nov. 1, the division raising the most amount in pledges will get an extra CHIP for the 2013 convention in Washington, D.C.

CHIPS SESSIONS

The COD is continuing consideration of changing CHIPS sessions from face-to-face to electronic meetings. Preliminarily, Division Head David Bulla and Division Vice Head Calvin Hall favor in-person meetings.

IV. SPLC DONATION

After discussion, a donation of \$500 to SPLC was approved. The division will consider donating an additional \$500 to SPLC at the Midwinter Meeting (John Bowen/Adam Maksl)

V. HAZELWOOD: A 25-YEAR RETROSPECTIVE

Monica Hill announced the symposium will be held Nov. 8-9 at the University of North Carolina-Chapel Hill. Research chair Adam Maksl will inquire about the division conducting a call for proposals related to the anniversary recognition in conjunction with the Law Division.

VI. VICE HEAD’S REPORT

Calvin Hall reported 29 attendees of the 2012 Midwinter Meeting at the Poynter Institute. Increased costs of meeting at Poynter are a concern, especially now Poynter intends to charge \$500 for faculty involvement. Options were discussed. Officers were encouraged to talk to Poynter to explore possibilities, as well as with the University of South Florida in St. Petersburg.

TEACH-IN

More than 20 teachers attended a successful Teach-In at Loyola University in Chicago. Hall extended the

Division’s appreciation to Loyola for its hospitality.

VII. COMMITTEE REPORTS

INNOVATIVE OUTREACH TO SCHOLASTIC JOURNALISM

Bulla relayed suggestions by Innovative Outreach program chair Julie Dodd to consider ways to strengthen the program and entries by either offering a monetary prize or by holding the call for entries alternate years. The discussion was tabled until the January Midwinter Meeting at Poynter Institute.

RESEARCH AND PAPER COMPETITION

Top Faculty Paper Award was presented to Bruce Plopper of the University of Arkansas-Little Rock and Anne Fleming of Bemidji State; Top Student Paper Award was presented to Joseph Dennis and Amy Sindik of the University of Georgia.

Midwinter 2012 research papers submitted totaled four, of which two were accepted. Two of the four were from students, though neither was accepted. Overall acceptance rate was 50 percent.

For the convention, 14 papers were submitted and 10 accepted. Three of the 14 were from students, and two of those were accepted. Overall acceptance rate was 71.4 percent.

3

Adam Maksl stated a need to consider expanding the focus of the call for research papers to include all pedagogy, which no other division offers, and other scholastic-related areas that may generate more entries. Maksl will come up with language and email it for review before the Midwinter call.

PROFESSIONAL FREEDOM AND RESPONSIBILITY

John Bowen cited cases in Washington state should be watched.

ROBERT KNIGHT MULTICULTURAL AWARD

Eastern Illinois was awarded the Knight Award during the convention, Cheryl Pell reported. Recipient Sally Renaud thanked the division for the honor, stating her work “is a labor of love.”

DIVISION ARCHIVES

Bruce Konkle updated the division’s holdings, including Honors Lectures by John Butler and Robert Knight, which were found by Jack Dvorak as he cleared his office upon retirement.

MEMBERSHIP AND SPECIAL PROJECTS

Chairs are needed for these committees.

VIII. ADJOURNMENT

Meeting adjourned at 10:39 p.m.

•Minutes respectfully submitted by Vanessa Shelton.



Kent State graduate Marina Hendricks received the SJD's Innovative Outreach to Scholastic Journalism award while University of Georgia Ph.D. candidates Joe Dennis and Amy Sindik co-authored the Division's top student paper. Pictured are Hendricks and Dennis, who were recognized at the annual conference in August.

Below Vice Head Calvin Hall, Appalachian State, and Bruce Konkle, South Carolina, share information during the Division's business meeting. Photos by David Bulla



August 9-12, 2012

Bulla

Continued from page 2

addition to the main package, there are other feature stories. The April 2012 edition had a piece on Lin, who led the school to a state title in 2006 before playing collegiately at Harvard.

Another major asset of The Viking is its emphasis on covering a variety of sports. In the November 2011 issue, the following sports were written about one way or another: baseball, cross country, football, go-cart racing, golf, jogging, rowing, skiing, soccer, tennis, ultimate Frisbee, volleyball and water polo. Meanwhile, the

website keeps Palo Alto High students updated on sports in their school on a daily basis. It has a slide show, feature stories and a poll. A Twitter feed (@thevikingmag) helps keep the traffic flowing.

While The Viking resides in the home front of the digital revolution, Austin says Paly students actually like the print version of the magazine.

"Our readers like to have a tangible product," she said. "Yet the irony is that they live online and in their devices."

Austin says that one of the major reasons The Viking is so successful is that she tends to stand back and let her students

own their journalism.

"The biggest challenge as a journalism teacher is letting go and trusting the kids, the process, and the training that we've given them to lead them on the right path to sound stories and strong writing," Austin said. "Unlike my English classes where I call the shots, set the calendar and use the 'hammer' of the grade book to make things happen, in my journalism classes I take on a background role and have a much more indirect impact on what happens."

The Palo Alto adviser, whose mother was a teacher and who worked for the Daily Illini newspaper and Illio yearbook at

the University of Illinois, said that The Viking is now doing more video.

"We're moving strongly into video-enhanced packages, and that's been a new and separate learning curve," she said. "Getting a story up fast is already a challenging goal, and adding into the mix a one- or two-minute video reel puts new wrinkles into the editors' 'worry list.'"

"No matter what social media innovations or new tech gizmo or web design improvement, however, the central focus of each and every day is finding the story at the center of it all and getting that story into the hands and minds of our readers."

Midwinter Meeting Registration Form

Jan. 4-5, 2013, Poynter Institute

Name: _____

School/Business/University: _____

School Address: _____

School Phone: _____

E-mail Address: _____

Home Address: _____

Home Phone: _____

Home E-mail Address: _____

Check one:

_____ \$75 registration fee for Scholastic Journalism Division members

_____ \$40 special registration fee for graduate students, first-time attendees and current high school journalism teachers

Make your check payable to: AEJMC Scholastic Journalism Division

Mail your check and this registration form to: Calvin L. Hall
Department of Communication
Appalachian State University
ASU Box 32039
Boone, NC 28608-2039

Mail check and form by **Monday, Dec. 17.**

A group dinner will cap off the activities on Saturday evening.

I plan to attend.

I can drive my car/my rental car as part of the carpool to dinner Saturday evening.

Scholastic Journalism Division Midwinter Meeting

Poynter Institute, St. Petersburg, Fla.

Tentative Schedule • Jan. 4-5, 2013

Friday, January 4, 2013

1-1:10 p.m. Welcome, Calvin L. Hall, Appalachian State University, vice head

1:10-2:30 Kenneth Irby, Poynter Institute: Diversity Across the Curriculum

3-4:30 Panel: "Where Do We Go from Here? Tailoring the Curriculum to the Realities of the 21st Century?" The time is ripe for both college and high school faculty to consider reforming the curriculum with all the technological and fiscal changes that have occurred in the last decade. What do we need to change? What do we need to keep? How do we make both happen? Panelists: Bonnie Layton, Indiana University; Diana Hadley, Franklin College; Karen Flowers, South Carolina; and Julie E. Dodd, University of Florida

5-7 p.m. Scholastic Journalism Division business meeting and states' gift exchange. Presiding: David W. Bulla, Zayed University. (Include in discussion, budget, paper call and possible division name change.)

Dinner on your own afterwards.

Saturday, January 5, 2013

9-9:15 a.m. Welcome, Calvin L. Hall, Appalachian State University, vice head.

9-10:30 Invited speaker: Jeff Klinkenberg, the Florida culture writer for the Tampa Bay Times. Jeff will speak on feature writing, specifically historical and cultural pieces. His website: <http://www.tampabay.com/writers/article380232.ece>

11-12:30 Panel: "The Spread of Hazelwood into the College Domain." Moderator: Calvin L. Hall, Appalachian State University. Panelists: Teresa White, Indiana University; Diana Hadley, Franklin College; Rob Marino, College of Central Florida; and Dan Riemold, University of Tampa. Contact: David W. Bulla, Zayed University

12:30-1:30 Lunch

1:30-2:30 Research paper session: David W. Bulla, Zayed University, Moderator

2:30-4 Julie E. Dodd, University of Florida, and Judy Robinson, University of Florida. "Apps For You: Which Apps Make Sense and Work in the Journalism Classroom?"

7 p.m. Dinner at Columbia Restaurant, at The Pier, in downtown St. Petersburg, Fla.