

# spig news

Newsletter of AEJMC's Small Programs Interest Group

Summer 2014

## Biola prof is SPIG Teacher of the Year



CAROLYN MAE KIM

Carolyn Mae Kim, APR, Ph.D., is the 2014 winner of the Ginger Rudeseal Carter Miller Teacher of the Year Award.

The announcement was made by Liz Atwood, chair of the Teaching Committee of the Small Programs Interest Group. Kim will be honored at a luncheon at the AEJMC 2014 Conference in Montreal this August.

Kim, public relations program director at Biola University, La Mirada, Calif., led the proposal to launch Biola's new public relations major, oversees a student-run public relations agency at the Southern California school and is the adviser to

the campus chapter of PRSSA.

An adjunct faculty member at Biola in 2010 and 2011, Kim was an account executive and communications specialist for the Ambassador Advertising Agency in Irvine, Calif. She is also former director of public relations for the AP Driving School, Cerritos, Calif.

Kim earned her doctorate in communications, with a focus on digital public relations, from Regent University, Virginia Beach, Va. She has a master of arts in Christian Apologetics and a bachelor of arts in journalism, with a public relations

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## HEAD NOTES

### *Demanding life of professors ?*

By Michael Ray Smith

Do you remember the national press report on professors as the new leisure class?

This idea gets attention every few years.

Some report that the Carnegie Foundation

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SMITH

## Searching for a textbook? Check our online journal

Searching for a new journalism textbook? Wondering whether to switch from a paper text to an "e-book?"

The Spring 2014 symposium section of Teaching Journalism and Mass Communication, published online by the Small Programs Interest Group, opens with a discussion of "The Merits of Musty Page Smells vs. Tablet Texts," followed by an account of a "book club" class session in a media writing course, a report on do-it-yourself textbooks and a review of the most popular texts in use today.

And it's all waiting for you to read for free on the Web at <http://aejmc.us/spig/journal/>, a peer-reviewed electronic journal focused on teaching journalism and mass communication in small departments, and dedicated to the open exchange of information.

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for the Advancement of Teaching say most profs teach about 10 hours per week. The critics go on to say that half of full-time faculty spend about four hours weekly on research and scholarly writing but less than half of our colleagues have had no professional writing accepted or published in a two-year period.

That's not the case with members of the Small Programs Interest Group.

Not only is it our duty to teach the culture of journalism, public relations and more, but also we are expected to know the latest technology and be familiar with an industry in crisis.

Can you stay ahead of this crush? Remember how difficult it was working those years in industry when you were mastering the culture of the newsroom or the office? Remember the long discussions about the vigilance of a free press and the need for a free flow of information for the salvation of this democracy?

Those are important discussions, but a recent conversation with one of the best news editors in the nation gave me a shock.

Me: "What are you looking for in new hires?"

Editor: "Coders."

Coders? You mean all the time that SPIG profs spend talking about the demanding business of writing the narrative is OK, but building a web page is what some recruiters want most? Well, yes, but you need to know how to write well, too.

Ah.

### Journalism professor to news editor:

*Q. "What are you looking for in new hires?"*

*A. "Coders."*

We are not the leisure class. We spend our days reading and monitoring list serves in a relentless effort to stay current . . . not to mention the attention that we hope to devote to journals and some of the more cerebral pursuits of the academy. Let's not forget that we love words and love to read. We read a lyrical line and yearn to tell someone . . . maybe a student.

#### Places to go

Here is my quick and dirty list of places to go for daily help even if we aren't part of the leisure class:

<http://www.pbs.org/mediashift/>

Mark Glaser always has something fun that I should be aware.

The listserve for College Media Association.

[cmamembers@collegemedia.org](mailto:cmamembers@collegemedia.org)

You have to join and you will get dozens and dozens emails, but most are relevant.

The listserve for the church-related institution.

[accm-bounces@lists.nwccolumn.com](mailto:accm-bounces@lists.nwccolumn.com)

[nwccolumn.com](http://nwccolumn.com)

Again, you will have to join, but they cover issues that can be helpful.

I do hope you get a break this summer. I also hope to see you in Montreal. We have lots of leadership opportunities. Anyone interested in avoiding the leisure lifestyle and becoming SPIG Head? Vice-Head?

Lemme know.

**Michael Ray Smith, Head of the Small Programs Interest Group, is making a summer switch in assignments from Campbell University in Buies Creek, N.C., to Palm Beach Atlantic University, West Palm Beach, Fla.**

#### SPIG NEWS CO-EDITORS

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emphasis, from Biola University.

A member of the board and Community Services chair of the Orange County Public Relations Society of America, Kim served as fundraising co-chair for the AEJMC Public Relations Division and is social media co-chair of the AEJMC Small Programs Interest Group.

She has been a panelist at two recent AEJMC national

conferences, including "Equal Opportunity for All: Tips for Teaching Students with Disabilities" in 2012 in Chicago, and "Service Learning In Journalism and Mass Communications" in 2013 in Washington, D.C.

The Teacher of the Year award is named for a former Small Programs Interest Group leader, Ginger Rudeseal Carter Miller.

## SPIG Profile

### Sutherland got his media start with Armed Forces Radio

#### What is your current primary job title and employer?

My job title at Bethany College in West Virginia is Professor of Communications and Media Arts and Adviser to WVBC Radio. I currently teach courses in Globalization and International Communication, Communication Law and Ethics, Sports Information Directing, WVBC Radio and a course in our First Year Studies Program titled "ESPN Rules."

#### Tell me an interesting fact about you.

I'm an introvert who, as a doctoral student at Ohio University, took a humor-writing course from the late Professor Mel Helitzer, and thus learned to laugh at myself. I then ended up teaching college freshmen the same course in humor writing for some eight years. And no, I'm not very funny, but I can teach the students the formulas and enjoy watching them perform a comedy routine as part of their final exam in the course... It's all about the transformation from audience member to humor communicator!

#### What was your first job?

My first job was as a stock boy at an A&P Grocery Store in La Crosse, Wis. It was third shift and worked out well so I could attend classes and study mornings into early afternoon and sleep late afternoons. Not a bad start to college life.

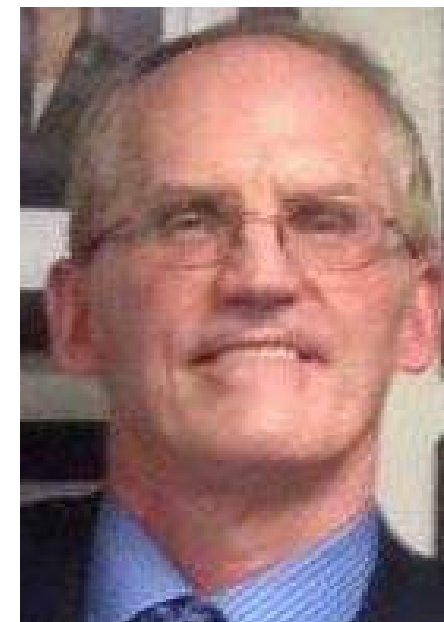
#### Tell me about your education.

My freshman undergraduate year was spent at the University of Wisconsin La Crosse.

My sophomore year I joined the other immediate members of my family in Fairbanks, Alaska, for the mid-1970's "oil rush." I attended the University of Alaska in Fairbanks.

College was put on hold after my sophomore year for four years of U.S. Army duty in Europe with American

### SPIG PROFILE



**PATRICK SUTHERLAND**

Forces Radio and Television in Germany. After the military, I finished my undergraduate degree at Marquette University in Milwaukee, Wis. After five years of working at local radio and television stations in Alaska, I started and finished my master's degree in Mass Communication at the University of Florida.

I started full-time teaching at Bethany College in 1989 and in 1996 began my six years of doctoral studies at Ohio University's Scripps School of Journalism, graduating in 2001. It took six years because other than for a one-year sabbatical and a six-month leave of absence for my dissertation. I taught full-time at Bethany College while taking summer classes at Ohio University and commuting to night classes during the regular semesters. The old GI Bill helped me to develop a passion for learning.

**What was your dissertation topic**

#### and what is your current research focus?

My dissertation topic was on how faculty, administrators and programs adopted innovations in the classroom in journalism and mass communication. It resulted in several journal articles published in Journalism and Mass Communication Educator (in 1999 and 2003). More recently, I have been the author of a few book chapters. The first, in 2006 titled: "Motion Pictures" (Chapter 12), in Mass Communication in the Global Age, 2nd Edition, edited by David Copeland and Anthony Hatcher and published by Vision Press of Northport, Ala. Also in 2013, I wrote a chapter called "ESPN Transforms Sports Culture" for "American History through American Sports: From Colonial Lacrosse to Extreme Sports," edited by Danielle Coombs and Bob Batchelor and published by ABC CLIO Inc. of Santa Barbara, Calif.

#### What do you like about your job and your workplace?

Bethany College's Communications and Media Arts Department has a solid legacy of placing graduates around the U.S./world. Now, as the senior professor in the department where I started as an instructor, I've been able to teach over three-dozen different courses. I've served as department head in two separate departments for a total of eight years. Bethany College professors do research because it enhances their teaching and I enjoy the freedom to do different kinds of research, on my own timetable.

#### Tell me something about your personal life.

I am divorced with no children. I remain friends with my ex-wife and we talk regularly. I have one brother and two sisters and we try to get together for a family reunion once a year if

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possible. Bethany College was founded by Alexander Campbell, who also started a protestant denomination titled "Disciples of Christ," and the local congregation is truly my church family.

**What other significant achievements have you had?**

I've been elected to the Town of Bethany Council for going on 12 years and have been active in trying to improve the community's quality of life through revitalization projects.

I also serve on the Town's Planning Commission. I'm a graduate of West Virginia University's Local Government Leadership Academy and of the Wheeling, W.Va., Chamber of Commerce "Leadership Wheeling" group. A few years back I was part of the Scripps Howard Leadership Academy held at LSU.

**What are your personal or professional goals now?**

Professionally, I hope to have an upcoming Fulbright Scholar application approved for a Spring 2015 sabbatical. I'd like to explore writing a textbook or workbook related to sports communication. I'd like to try

an assistant dean position somewhere down the line before retirement, but I know it's a very tough job. Personally, I've traveled to all 50 states and about 20 other countries, and would like to

*"Bethany College was founded by Alexander Campbell, who also started a protestant denomination titled "Disciples of Christ," and the local congregation is truly my church family."*

continue traveling to different parts of the world, but reading for pleasure works for me as well!

**What leadership roles have you had in the AEJMC and the Small Programs Interest Group?**

Within SPIG, I served as Co-Teaching Chair once and Co-Research Chair twice now. I was fortunate to have served on the Executive Cabinet of the Association of Schools of Journalism and Mass Communication (ASJMC), representing small programs, for three

years. Staying active within AEJ has been very beneficial to my professional development because teaching at a small rural college has its challenges in terms of keeping up with one's discipline.

**What goal do you have for SPIG?**

My main goal for SPIG is to simply stay active as a member. I've enjoyed meeting and working with very talented professors from around the country, these associations have enriched my teaching and research and that has resulted in friendships, which is priceless.

**If you had to describe yourself, what words would you use?**

Professionally, I am driven to study and teach in a variety of communication areas such as digital programming and sports communication. Thanks go to good parenting and many excellent professional mentors and colleagues.

I'd describe myself as community minded and stubbornly optimistic that media, if used wisely, can greatly enhance the quality of our lives. Personally, I'm proud of my family's farming roots and small town sensibilities.

**SPIG discussion: Should we stop teaching InDesign?****From the SPIG Listserv****Donna Harrington-Lueker (Salve Regina):**

(May 29, 2014)

The bookstore is clamoring for book orders for the fall--and as a result I'm thinking a bit more about my editing class than I normally would in May. And I'd love some feedback.

I'm thinking seriously of dropping InDesign from the class. (We've typically spent a good 5 weeks on page layout and design and becoming familiar with InDesign and Photoshop--and students have completed two projects--a magazine layout and a front-page layout.)

But our alum are telling us they don't use InDesign in their jobs--and the class is so bursting-at-the-seams full at this

point that I'm thinking it might be good to take InDesign out and concentrate on online editing skills more. Photoshop would remain in the class, and WordPress might come into play. And there'd be much emphasis on editing and creating content across platforms.

Good idea? Bad idea? We're finding that most of our students are going on to jobs in PR and social media. And while some go on to good jobs at weeklies, they're not being asked to do layout.

**Donna Shaw (The College of New Jersey):**

(May 29, 2014)

I feel your pain -- I seem to be revamping my editing course every year. My thinking now is that my students

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**Nairobi experience: How to take multimedia on the road****By Cathy Yungmann**

As more colleges sponsor international student journalism/media trips, discussions arise about what kind of media acquisition equipment to take along. Here are suggestions based on my recent trip to Nairobi, Kenya:

For media that would end up on the Web, I would take an iPhone5, external microphone, iPad, a power transformer and plug adapters.

In Nairobi, I recorded video interviews and uploaded them to my Dropbox using the hotel Wi-Fi. I shot everything on the iPhone5 using an external microphone for better audio quality. Photos and videos were seamlessly transferred to the iPad via automatic Photo Stream backup whenever I was on Wi-Fi.

For iOS7, go to Settings, then Photos and Camera and turn on My Photo Stream to activate automatic backup. By opening the iPad Photos app when I returned to the hotel Wi-Fi, I could save my Photo Stream media to the iPad for later editing.

While in Nairobi, I edited iPhone interviews into smaller chunks of video and uploaded the raw video files into Dropbox.

I sent students the Dropbox links so that they could download the clips back at Cabrini College and edit the interview into a final piece for use in our senior capstone Web project. The website is [IncreasingThePeace.com](http://IncreasingThePeace.com).

Colleague Michael Ray Smith, SPIG head, praised the work for its quality and novel approach to international reporting. Here's one more hint: Use a mophie brand external iPhone battery case, which is particularly useful, more than doubling the battery life of my phone's nightly charge.

*Cathy Yungmann is an associate professor of communications at Cabrini College in Radnor, Pa. She received the Scholarship of Application competition during competition held in Chicago in 2013.*

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A screen grab from [IncreasingThePeace.com](http://IncreasingThePeace.com) shows Juan Carlos Duran, a monitoring and evaluation specialist for CRS Youth Programs in El Salvador, who was attending the same conference the Cabrini College group visited in Nairobi.



Three with Cabrini College ties who were at the Nairobi conference included, from left, Dr. Jerry Zurek, Cabrini College Communication Department chair; Melissa Stevens, 2007 Cabrini College graduate and current social media strategist for Catholic Relief Services, and Associate Professor Cathy Yungmann, who teaches Cabrini courses in multimedia communications.

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The edition marks the end of the term of its founding editor, **Vivian B. Martin**, professor and chair of the Department of Journalism at Central Connecticut State University, and the introduction of a new editor, **Brian Steffen**, chair of Communication & Media Studies at Simpson College.

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Coping with Smart Phone 'Distractions' in a College Classroom *By Kehbama Langmia and Amy Glass*

#### Symposium

Whither Old Textbooks? The Merits of Page-musty Smells vs. Tablet Texts *By Lisa Carponelli-Lovell*

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#### Scholarship of Application

Teaching in the Galapagos Islands, Summer Study Abroad

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#### Industry

Help Students Get Started Building Their Social Network *By Darren Sweeney*

#### Review

Book Review: Searchlights and Sunglasses: Field Notes from the Digital Age of Journalism *By Butler Cain and Aaron Chimbel*

## TJMC seeks essays, research articles and commentary

#### By Brian Steffen

Teaching Journalism & Mass Communication, the official research and comment journal of the Small Programs Interest Group within the Association for Education in Journalism & Mass Communication, is seeking original research to be considered for publication in the Fall 2014 edition of the online journal.

Of course, this can't work without SPIG members as contributors. Get in touch with TJMC editor Brian Steffen ([brian.steffen@simpson.edu](mailto:brian.steffen@simpson.edu)) with possible ideas or to submit works for consideration. We think this is a good opportunity for people who are intimidated by more formal quantitative research but who would like to try something for the journal. Hope to hear from you soon. Our Fall 2014 deadline for submission will be July 1.

TJMC publishes a number of types of articles that serve the members of

**Deadline: July 1**

SPIG. These include:

#### Scholarship of Application:

Essays that explore a lesson or course, with some detailed attention to course outline, strategies, challenges and outcomes. When possible, writers are encouraged to utilize the web to illustrate the experience through links and/or multimedia.

**Research:** Papers should present research on practical teaching and learning issues within journalism and mass communication. All methods (quantitative, qualitative, interpretive, participatory, and theoretical) are welcome. All papers undergo double-blind review. Shoot for no more than 8,000 words, including tables and references, with an abstract of no more than 150 words. Identifying and contact information should be on a

separate page from the abstract and article. APA style.

**Columns:** These pieces run 800-1,000 words. They include:

**Teaching+:** Issues affecting the professoriate in and out of the classroom.

**Industry:** Commentary on issues in journalism, public relations and other JMC fields of interest to academia.

#### Reviews

Books, software, film, apps, Web resources.

Please contact Brian Steffen with any questions you have! Follow TJMC on Twitter @teachingjmc and like the journal on Facebook at <http://www.facebook.com/teachingjmc>

*Brian Steffen is editor of Teaching Journalism and Mass Communication and a professor and chair of Communications and Media Studies at Simpson College, Indianola, Iowa.*

## SPIG discussion: Can we take an iPad overseas?

#### From the SPIG Listserv

Monday, May 19, 2014

#### Vivian Martin asks:

Has anyone out there had great success editing on an iPad and uploading to Wordpress, Dropbox, etc., from the field? I should add I use iPad 3 and have lots of apps (Quick Office, PS, etc.) and I use a Zagg Folio keyboard. I am trying to get around lugging a computer (in my case a PC) to France June 3-14.

A colleague and I will take 20 students to cover the 70th anniversary commemorations in Normandy and Paris. Students will be uploading stories on deadline and doing some longer pieces when we return. I will have a tech editor back stateside doing copy editing and publishing to Wordpress, which puts some pressure off me.

I have done a few run-throughs on iPad with no difficulties. I was able to see all the buttons I would see on my PC, and I am not the person doing formatting, etc., and taking care of the website. I have had a few people insist that this can't be done on iPad and that something will go wrong,

but they then also say that they are on earlier versions of iPad and don't have the cellular account to back up their Wi-Fi or the suite of programs I have.

We're going to be pretty loaded. I will have my iPad, Kindle (I prefer it for reading), two phones (mine and the school-issued iPhone), my DSLR camera and a small monopod. The students will have devices, some with laptops. My colleague, our broadcast sequence head, will have a video camera, as will a couple of students.

Would you do it without a net (laptop)?

*Vivian B. Martin, Ph.D., Professor and chair, Department of Journalism, Central Connecticut State University, New Britain, CT 06050 [martinv@ccsu.edu](mailto:martinv@ccsu.edu)*

#### Cathy Yungmann replies:

(on the same date)

I am in Paris now and had no problem uploading pics and keynotes using only hotel Wi-Fi with a new iPad Air that I purchased last week. It doesn't have a data/cell plan. I also just tried uploading a

short iPhone video to YouTube as a test for you and it worked on hotel Wi-Fi from my phone. I did notice that I cannot message pictures, but can email and send to Facebook just fine.

I didn't realize that google doc, my primary document depository, won't accept keynote presentations, only PPT format. What a pain. Had to convert them to PPT and upload to Dropbox for download to the MacBook where the presentation panel's files were stored.

Last month from Nairobi, Kenya I was able to upload video from my iPad 2 using hotel Wi-Fi. I shoot everything on my iPhone and transfer it to my iPad via iPhoto automatic photostream of photos and video whenever I'm on wireless. Just have to remember to turn off your phone wireless when you're not in the hotel wireless area or it really runs down your battery constantly searching for wireless connections.

In all honesty, I think that my MacBook Air is lighter than my new iPad 3 with the Logitech keyboard/case.

[c.yungmann@gmail.com](mailto:c.yungmann@gmail.com)

### Our teaching journal needs reviewers

With a large number of submissions for the Fall 2014 edition of TJMC, we are looking for reviewers who would be willing to assess the papers we've been receiving.

Serving as a peer reviewer is disciplinary-service activity that many institutions consider favorably in tenure and promotion dossiers, so consider helping out. Among other things, you'll find your name and affiliation on the journal's board of reviewers.

Contact me for more information on how you can become a reviewer.

**Brian Steffen**

*Simpson College*

**Join AEJMC in Montreal, Canada August 6 - 9**

**Le Centre Sheraton**

*Launching the Future of Journalism and*

*Mass Communication*

<http://aejmc.org/events/montreal2014/>

# A journalism program's journey over time

By John McClelland

Is Journalism at your shop a: Program in English? Department? School? College? Recently changed?

Jim Simon asked this question of readers of the Small Programs discussion list because Fairfield University is contemplating reconfiguration. Newsletter editor Dick Hendrickson thought a retiree's personal recollection might help advance the discussion.

After 20 years in news, I was a graduate assistant in the huge college at Ohio State, then visiting faculty in the English Department at Miami of Ohio. My first faculty meeting involved arcana among the English-lit types, but we few journalists generally got along.

At Roosevelt University in Chicago, the J-program had begun as one person in the English Department in the 1970s. When I arrived in 1989, it was one of at least 14 mostly small departments and 27 programs in the College of Arts & Sciences. We three full-timers had offices adjoining English and sharing that department's secretarial support.

We offered journalism, public relations and broadcast majors, service courses in speech communication, and a master's in journalism. Adjuncts taught a lot of sections (still do), but full-timers did all the required courses and key electives. We ran the institution's only networked computer lab-classroom.

The business college offloaded its tiny master's in marketing communication to us circa 1992. Rebuilt to drop two accounting courses and re-focus on communication, it became one of the strongest of its kind. Added faculty included our first PhDs.

A new dean of Arts & Sciences consolidated numerous departments into sometimes-odd groupings that evolved into six schools. We became a School of Communication within A&S about 1996. After one term as its first director, I eagerly turned the reins back to a talented colleague returning from sabbatical.

We converted the print and broadcast majors to convergence journalism around the turn of the 21st century.

Later, bowing to logistics and economics, the school cut back J-specific courses on the suburban campus and consolidated the downtown core.

A deft dean restored departments, with more than six but far fewer than 14. It meant little change for us but angst for others who had co-existed, often uneasily. One goal was to have groupings that were large enough to handle collegial chores such as the first-level committees for retention-tenure-promotion, and small enough to be coherent with only modest infighting.

Film is entirely separate, in art. Audio-visual services have a small television studio mostly for making instructional videos system wide; we do television journalism entirely with mobile gear.

We teach photography for our majors and as an art elective. We do speech communication, not therapy, as a service. One of the faculty and one of the staff do minimal work with the online-only radio station.

Undergrad majors now include convergence journalism, integrated marketing communication

(public relations, advertising and more), and communication studies.

We offer an MS in journalism and one in integrated marketing communication.

The chairman delegates some key functions to program leaders. The department faculty meets as one body, and one curriculum committee endorses proposals to the A&S panel.

Our leader has always reported directly to an academic dean.

Through it all, we have had a good home in A&S.

*John McClelland is an associate professor of journalism, emeritus (retired, active part-time), Roosevelt University, Chicago. You may contact him at [jmcclell@roosevelt.edu](mailto:jmcclell@roosevelt.edu). His web site is <http://sites.roosevelt.edu/jmcclell>.*

*"We converted print and broadcast majors to convergence journalism around the turn of the 21st century. .... We offer an MS in journalism and one in integrated marketing communications."*

# AEJMC: Schedule of SPIG events in Montreal

Wednesday, Aug. 6

1:30 to 3 p.m.

**Internships and Careers and Small Programs interest groups**

PF&R Panel Session: "Has the Unpaid Internship Run Its Course?"

Moderating/Presiding: Lei "Tommy" Xie, Fairfield

Panelists:

**Frank LoMonte**, executive director, Student Press Law Center

**Rachele Kanigel**, San Francisco State

**James Simon**, Fairfield

**Grace F. Levine**, Quinnipiac

**Barbara Selvin**, Stony Brook

*Unpaid internships are a hot topic. Recent court decisions have rebuked employers, particularly in media, for treating interns essentially as unpaid employees doing work that could be performed by paid workers. Some employers provide interns with formal teaching, field trips, special supervision and so on, but many do not. Employers who seek interns need the cooperation of colleges and universities to recruit students and to provide academic credit. Are there models for unpaid internships that meet the letter of the law? How can educators work to prevent abuses? Should AEJMC take a stand on this issue? If so, what should it be? Our panelists will outline the law as it stands and review relevant court decisions. They will discuss what works and what fails to work for both their students and media organizations in the context of the characteristics of their programs. The panelists' reflection will offer a map to a successful internship program that adapts with time.*

Thursday, Aug. 7

8:15 to 9:45 a.m.

**International Communication Division and Small Programs Interest Group**

Teaching Panel Session: "International Engagement: Projects and Partnerships that Globalize Education"

Moderating/Presiding: **Diana Rios**, Connecticut-Storrs

Panelists:

**Michael Longinow**, Biola

**Celeste Gonzalez de Bustamante**, Arizona

**John William**, Principa College

**Carolyn Kim**, Biola

**Diana Rios**, Connecticut-Storrs

*Incorporating globalization and diversity within higher education is a growing focus among programs. This panel will explore projects and strategic partnerships that allow educators to create a dynamic learning environment that fosters cultural engagement. From courses that require students to immerse themselves in other cultures to projects that hinge on exploring cultural diversity without ever leaving campus, faculty will share tips and insight that help students become global leaders and culturally aware members of society.*

1:30 to 3 p.m.

**Scholar-to-Scholar Refereed Paper Research Session**  
Pedagogical Approaches to Student-Run Firms Using Experiential Learning: A Case Study for Small Programs  
**Carolyn Kim**, Biola

Discussant: **Mia Moody Ramirez**, Baylor

3:15 to 4:45 p.m.

**Small Programs and Entertainment Studies interest groups**

Teaching Panel Session: "Opportunities and Challenges of Entertainment-Education Interventions for Global Justice"

Moderating/Presiding:

**Michael Ray Smith**, Campbell

Panelists:

**William Brown**, Regent

**Benson Fraser**, Regent

**Brad Yates**, West Georgia

**Mark Callister**, Brigham Young

*This panel will explore the benefits and disadvantages of embedding pro-social messages in entertainment. Panelists will cite case studies that suggest the advantages of this approach along with examples of messages that are co-opted by third parties with questionable motives. This panel will explore the many opportunities and challenges of strategically using entertainment media to promote global*

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**Take your passport!**  
*When you travel across the U.S.-Canadian border to attend the AEJMC 2014 conference in Montreal, Que., you will need a current U.S. passport.*

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justice and meet critical social needs throughout the world. Presenters will consider the use of entertainment-education to promote peace, reduce ethnic and religious conflict, advocate good health practices, and advance educational goals. Examples of entertainment-education interventions will be discussed from many different countries.

**Friday, Aug. 8****7 to 8 a.m.**

Association for Journalism and Mass Communication  
Business Session: Divisional Editors Meeting  
TJMC **Brian Steffen**, Simpson  
**Mitzi Lewis**, Midwestern State  
Moderating/Presiding: **Sandy Utt**, Memphis

**12:15 to 1:30 p.m.****Small Programs Interest Group**

Off-site Luncheon: “**Ginger Rudeseal Carter Miller Teacher of the Year Luncheon**”

*Café Republic, also known as Peel, at 1200 rue Peel, in downtown Montreal (514-875-1200)*

Moderating/Presiding: **Michael Ray Smith**, SPIG Head  
2014 Small Programs Teacher of the Year  
**Carolyn Kim**, Biola University

**1:45 to 3:15 p.m.****Small Programs and Community Journalism interest groups**

PF&R Panel Session: “**Hyperlocal News on Both Sides of the Border**”

Moderating/Presiding: **Jan Shaeffer**, J-Lab

Panelists:

**Robert Washburn**, Professor of E-Journalism, Loyalist College, Belleville, Ont., and the Innovation Editor of J-Source.ca

**Tyrone Shaw**, Professor and Director of the Communications and Community Media program at Johnson State College, Johnson, Vt. (ComJIG)

**Carrie Buchanan**, Assistant Professor of Communication, John Carroll University, Cleveland (SPIG)

**Brenda O’Farrell**, Senior Editor, West Island Gazette and Off Island Gazette, two hyperlocals launched by the Montreal Gazette.

**Lisa Phillips**, Assistant Professor of Journalism, SUNY New Paltz (SPIG)

*Hyperlocal journalism, which focuses on geographically*

*small or narrowly defined coverage areas, is evolving as a response to the shrinking number of legacy news outlets, corporate consolidation, and the rise in online news reading and reporting. In a time when Big Hyperlocal (AOL’s Patch, Journatic) is under scrutiny and startup news sites try to figure out how to become sustainable for the long haul, this panel will examine trends, issues, and innovation in hyperlocal journalism on both sides of the U.S.-Canada border.*

**7 to 8:30 p.m.****Small Programs Interest Group**

Business Session: **Members’ Meeting**

Moderating/Presiding: **Michael Ray Smith**, Palm Beach Atlantic University, and **Lisa Phillips**, State University of New York at New Paltz

*SPIG social to follow at Café Republic, also known as Peel, at 1200 rue Peel, in downtown Montreal (514-875-1200)*

**Saturday, Aug. 9****9:15 to 10:45 a.m.****Small Programs Interest Group and Magazine Division**

Teaching Panel Session: “**Teaching the New Narrative**”

Moderating/Presiding: **David Abrahamson**, Northwestern

Panelists:

**Mitzi Lewis**, Midwestern State

**Lisa Phillips**, SUNY-New Paltz

**Aileen E. Gallagher**, Syracuse

**Brent E. Huffman**, Northwestern

*This panel builds on a pedagogical question that emerged at the 2013 AEJMC Annual Conference: How are educators teaching the new forms of multi-platform, narrative journalism that are being embraced by journalistic storytellers around the world? To answer that question, we will build on a panel presented at the 2014 International Conference for Literary Journalism Studies. We’ll start with a survey completed by IALJS, SPIG, and Magazine Division members, to gauge what our colleagues around the world are doing to help their students understand and engage with new, often digital forms of literary journalism. Next, panelists will share “best practices”—practical strategies for the classroom. We’ll close with what we hope will be lively comments and discussion with everyone present.*

**11 a.m. to 12:30 p.m.****Religion and Media and Small Programs interest groups**

Teaching Panel Session: “**Introducing Pluralism to**

See **SCHEDULE**, page 11

**SCHEDULE**, from page 10**Moral Absolutists and Relativists**

Moderating/Presiding: **Michael Ray Smith**, Palm Beach Atlantic University, West Palm Beach, Fla.

Panelists:

**John Jenks**, Dominican University, “To participate in the creation of a more just and humane world: Social justice and utilitarianism in journalism education.”

**Mitch Land**, Regent University, “Media ethics and the point-of-decision pyramid

**Chiung Hwang Chen**, Brigham Young Hawaii,

**INDESIGN**, from page 4

are coming to me with less and less knowledge of the basics: grammar, spelling, punctuation, parts of speech and sentence structure. So I tell them if they want to learn InDesign, go work for the student newspaper. We teach WordPress, html, css and video editing in other courses. Last year I added “Working with Words” and the accompanying exercise book to my editing class. I’m putting less emphasis on layout and design, more on headlines and SEO. Like you, I’m also putting more emphasis on editing across platforms. It’s a moving target every year!

**Doug Mendenhall (Abilene Christian):**

(June 2, 2014)

I wouldn’t think of it as page-design skills, but as presentation and packaging skills, which are a vital part of a forward-looking media career. Use whatever pagination program you feel most appropriate – we use InDesign, and won’t drop it yet even as we add more online presentation skills to the mix of our course. I also believe that teaching the skills of newsroom teamwork is essential, because someone on the team needs to be able to quickly pull together the varying skills of the members and provide the framework for a successful package, series, page or campaign. Being that person is a great way to make yourself marketable, and being able to handle the planning plus the design is even better.

And while it is true that editing skills have been lagging for some time now, I would not recommend mixing that into the design and packaging aspects. It is a different beast altogether and deserves to be attacked in a separate class.

(My perspective on this is the result of two decades as a graphics editor, design editor or managing editor for daily newspapers, and six years now in the classroom.)

“Negotiating meaning between sacred and profane: Doing cultural studies at religious institutions.”

**Ginny Whitehouse**, Eastern Kentucky University, “Introducing pluralism to moral absolutists and relativists.”

*This panel will discuss teaching how to integrate a faith-based philosophical framework contrasted the dominant utilitarian philosophical perspective in media practice. Moving from philosophy to praxis takes ingenuity and creative thinking. Often, students and professionals struggle with how to confront/address complex ethical dilemmas in the media. We propose featuring colleagues who have found ways to do just this.*

**Tommy Xie (Fairfield):**

(June 9, 2014)

Last spring was the first time I dropped InDesign in my all-inclusive “buffet” Digital Journalism courses. The only minor complaint I received was from kids of our newspaper who constantly used InDesign. My reasons to do so might be slightly different from yours.

1. I found that in recent years the Adobe Suite (not only InDesign) has been gravitating to customers with high multimedia specialty, rather than popularizing itself to the mass market. This is what I call the “Elitization of the Adobe Suite.” For example, Photoshop was the standard for all digital post-processing. However, most of the photographers I know today do most of their post-processing in Lightroom while considering Photoshop as a tool to do really sophisticated retouching.

2. Although learning InDesign can be a lot of fun, the relatively heavy technical side often distracted students from digesting the aesthetic side of design, especially in the “buffet course” I’ve been teaching. Therefore, the ideal tool in my class is something that allows students to instantly apply the principles they have learned without being overwhelmed by “where to click.” That’s partly why I choose iBooks Author over InDesign.

3. I believe tablet design (in a broader sense, including anything that resembles paper like the foldable e-ink technology) will be replacing print. But InDesign has not been fully evolved into an interactive design tool, though some solutions are out there, either too technically cumbersome or too expensive.

4. The time I saved on dumping InDesign was mostly spent on editing and producing stories across platforms, such as WordPress, social media and iBooks. I found it more gratifying than teaching only the technical know-how. So my thought is “Go Ahead,” and let us know how it goes.

## Southern Calif. draws Christian media events

Two leaders of the AEJMC Small Programs Interest Group attended back-to-back conferences in early May in Southern California.

Michael Ray Smith, who will begin teaching at Palm Beach Atlantic University in West Palm Beach, Fla., in August, joined Michael A. Longinow, chair of Biola University's Department of Journalism and Integrated Media, and adviser of *The Chimes* newspaper, in speaking to participants at both events.

They started with a weekend retreat in La Mirada of Advisers of Christian Collegiate Media, and followed with the annual convention at the Sheraton Inn Anaheim of the Evangelical Press Association, which serves 400 publications of faith.

Other speakers for the programs were Manny Garcia, a Pulitzer Prize winner and editor of the Naples, Fla., *Daily News*, and Kenny Irby, a two-time Pulitzer Prize-winning photojournalist who is now a senior faculty member for visual journalism and diversity and director of Community Relations at Poynter Institute.

Longinow is executive director of



**All smiles as they take a break at the pier Huntington Beach, Calif., are, from left, Michael Ray Smith, Michael A. Longinow, Manny Garcia and Kenny Irby, who pressed the button to shoot this “selfie” photo.**

ACCM, which represents scores of advisers nationwide at Christian colleges and universities. He said he wanted to help journalism professors think about their influence on the next generation of journalists. The sessions included a roundtable discussion and suggestions from Garcia and Irby to emphasize humanity while chasing the news.

At the Evangelical Press Association conference, participants learned basics

about feature writing and more advanced techniques such as moving content from print to multi-media.

Workshops featured speakers such as Irby and Garcia along with publishers of Christian and faith-based periodicals. This year was the first one for ACCM partnering with EPA on a joint project. AEJMC members Kyle Huckins, Michael Chute, Dean Nelson were also panelists at the EPA convention.

## SPIG head writes ‘how-to’ book on feature ideas

Lighthouse Publishers of the Carolinas has released “[The ABC List of Feature Ideas](#),” a new book for budding journalists by Michael Ray Smith, a communication studies professor. Smith spent 11 years teaching at Campbell University and will lead the multimedia journalism program at Palm Beach Atlantic University, West Palm Beach, Fla., in August.



Smith wrote the book to help new writers generate story ideas and think strategically in planning and executing features articles for the popular press.

He said he consulted writers from across the nation on the

book and gathered input from colleagues.

In addition to “[The ABC List of Feature Ideas](#),” Smith is working with Lighthouse Publishers on two other books slated for release in 2014: “[Seven Days to a Byline](#)” and “[How I Write](#).”

Smith has written hundreds of articles for newspapers, magazines and online sites including the *Baltimore Sun*, the *Philadelphia Inquirer*, *USA Today*, *Christianity Today*, *Guidepost*, *Decision* and others. He is 2013-14 head of the Small Programs Interest Group.

The book retails for an affordable \$9.99 or as an inexpensive Kindle book. For a complimentary desk copy, please write: Eddie Jones, Acquisition Editor, publisher of Lighthouse of the Carolinas at [lighthousepublishingcarolinas@gmail.com](mailto:lighthousepublishingcarolinas@gmail.com)