

## **SPIG sessions at the AEJMC Convention in Denver, August 3-7**

### **Tuesday**

**1-5 p.m.-**

#### **Pre-conference session**

##### **Best Practices in Convergent Media Education for Small Programs**

<http://www.aejmcdenver.org/?p=692> <<http://www.aejmcdenver.org/?p=692>>

Participants in this workshop, aimed at educators and administrators in departments and schools within smaller colleges or universities, will learn hands-on approaches to better teaching in convergent methods. The audience will hear presentations based on successful convergent teaching from proven educators who specialize in one or more of the following: advertising, public relations, print-based news, photojournalism and broadcast classes. Participants will come away inspired to teach better, and will leave with syllabi, CDs filled with helpful tips and exercises, and notes from dialogue with helpful peer colleagues from across the nation.

### **Wednesday**

**10-11:30 a.m.**

#### **The Three Rs of Small Programs: Recruitment, Retention, and Reconnection**

A constant concern for Small Programs is getting and keeping students, and then reconnecting with graduates when they're gone. This panel will discuss some innovative ways to do all three with a small budget and a lot of creativity.

CCJA, SPIG

**11:45-1 p.m.**

#### **Bringing best practices in Public Relations to the Small Program Environment**

Public Relations is often a large major in our Small Programs, and it is a challenge to offer students the same type of resources that might be offered at a larger university with more established contacts and alumni. This panel will discuss ways to make those connections happen on a shoestring, often, with networking and creativity.

CCJA, SPIG

**3:15-4:45 p.m.**

#### **Mini-plen – GIFT (Great Ideas for Teachers)**

SPIG, Scholastic, CCJA (lead)

**5 -6 p.m.**

**Brian Steffen, SPIG Teacher of the Year, is making a keynote at the Issues Facing Campus Media session.**

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### Thursday

8:15-9:45 a.m.

#### **“The Invisible line between Blogging and Reporting”**

The term “blogger” is being redefined. This session will look at blogging as a real form of journalism and will teach you how to introduce blogging into your newspaper curriculum. The session will look at the difference between journalistic blogs that offer factual reporting and well-researched content, versus blogs that are filled with opinion and bias and blogs that are simply online journals. The session will also show you how to teach your students to use crowd sourcing data in a responsible way.

CCJA, SPIG

**11:45 a.m.-1:15 p.m.**

#### **Hot Topics**

From the 40<sup>th</sup> anniversary of the Chicago Democratic Convention featuring Tom Hayden of the Chicago Seven, to a panel of Pulitzer Prize Winners discussing the future of the industry, HOT TOPICS, a panel session co-sponsored by SPIG and Media Ethics, continues to be one hot ticket at the AEJMC Conference. What will Denver’s session hold in store for us? Stay tuned for details on this breaking-news panel!

Media Ethics, SPIG

**1:30-3 p.m.**

#### **Scholar to Scholar session**

SPIG

**5:15-6:30 p.m.**

#### **Refereed Research “Considering Justice in Journalism Education”**

A truly lofty goal: Students understand the really big issues and report about them in multiple media. One way to get there is integrating social justice issues into the journalism curriculum, from the first communication course through senior capstones. See examples and hear how it works from faculty. An NGO at the center of global student communication helps connect the dots.

SPIG

**6:45-8:15 p.m.**

#### **SPIG Members Meeting**

**8:30 p.m.**

**SPIG off-site social – Tentatively scheduled for Katie Mullen’s Irish Pub.**

<http://www.katiemullens.com/> <<http://www.katiemullens.com/>>

## SPIG sessions at the AEJMC Convention in Denver, August 3-7

### Friday

**12:15-1:30 p.m.**

#### Off-site Luncheon and Teacher of the Year award presentation

Congrats to **Dr. Brian Steffen**, our SPIG Teacher of the Year 2010! Brian's accomplishments will be just one of the things we'll celebrate on Friday, Aug. 6, in Denver at the annual SPIG (and friends) Luncheon. We've got a special hearty lunch buffet set up for all of us at Maggianno's Little Italy in nearby (walking distance) Denver Pavilions. The cost is \$23 and includes all you care to eat, plus, tea, water and coffee (and tax and tip).

Adult beverages are available on your own tab :-). We will provide receipts for travel reimbursement at the luncheon **YOUR RSVP IS NEEDED.**

Please send your reservation check, made payable to **VIVIAN MARTIN** by **August 1** to Ginger Carter Miller, Department of Mass Communication, CBX 032 • Georgia College & State University, Milledgeville, Ga., 31061.

**1:45-3 p.m.**

#### "Advice for Advisers: What's Next in Student Media, and How Can We Get There on a Budget?"

As the world of professional journalism shifts from print to on line, should student newspapers follow? Let's find some examples of programs where student papers have web sites and share ideas about how they work and supplement the teaching of journalism. Are they supplemental means of "publishing" the paper? What examples can we find of student newspapers that are using print, broadcast and online channels simultaneously?

Are advisers being urged to cut budgets for printing and reach on-campus readers via the Internet? What will happen to readership and advertising support for campus newspapers if the budget authorities prevail? Also, are student editors using personal media such as Facebook and Twitter to gather news or promote readership?

SPIG, Internships & Careers

**3:30-5 p.m.**

#### A Generational Ethics Gap, or a Recognition of New Realities?

Would you go to jail to protect a source? For some millennials, such an idea might seem quaintly outmoded. Is there an ethical divide between students, and over-40 mainstream media practitioners and teachers? This panel looks at research about a generational ethics gap; explores the pressures on student journalists, including students at private colleges and historically black universities, and on student publications; examines the ethical dilemmas that online and other journalists face; considers whether the idea of objectivity is outdated, and tries to find common ground among the competing constituencies. Can we do this in 1 1/2 hours? We're going to try.

Scholastic, SPIG