

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, Principia 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

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**

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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,

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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.