

# spig news

Newsletter of the AEJMC's Small Programs Interest Group

Winter 2008

## Contests provide opportunities for SPIG members



By Ron Hollander

SPIG head

SPIG is a bit like a hibernating bear this time of year, slumbering off the fall glut of having stoked up for the St. Louis winter planning meeting where we secured our panels for the August convention, but not yet having bestirred ourselves to greet the plans and reservations for Chicago.

If I can be the pesky little cave mouse here, I'd like to poke you all to wake up, because in fact the SPIG ice is melting. (OK, I promise I'll drop the metaphor.) Elsewhere in the newsletter, you can see the great success we achieved in St. Louis, thanks to the advance planning and on-the-scene negotiating of our co-vice heads doubling as program chairs, John Jenks and Vivian Martin.

We're offering a recent high of eight panels. We're co-sponsoring them with some accustomed allies, like Community College Journalism and Ethics (for our flagship panel, Hot Topics), but we've also made alliances with some new groups including Law, Magazine, and Religion.

I think this is good because it gets SPIG better known, and we can build on these links for the future.

There still may be some lining up of panelists—though I can't promise anything—so if you're dying to talk about topics ranging from runaway institutional review boards to plagiarism, give a holler.

Our traditional scholarship again will be presented in a Scholar-to-Scholar session, and we're adding what I hope will be a jazzy, off-site awards luncheon to recognize the winners of our three competitions (see below). There will also be the customary business meeting, followed by our socializing with Community College Journalism.

But what I'd really like to nibble you about (oops, mea culpa) are the three contests we're sponsoring only for SPIG members. We may have bitten off a bit more than we can chew, (I must be late for lunch!) but the three contests are:

- Teacher of the Year
- Scholarship of Application (ie, freelance journalism and PR work)
- Program demonstrating Best Practices.

Inside the newsletter you can read about the specific requirements, deadlines,

where to send your stuff, etc. But right here, I really want to urge you all to apply. Our respective chairs have worked their tails off refining the ground rules, and they were circulated to you on the list serve first in draft, and then in final form.

*But all that work will be for naught if you don't apply!*

These contests can bring you great recognition, as well as a plaque and a check. Will look terrific on your CVs when you go for tenure, promotion, grants or that sabbatical. Will bring fame (if not exactly fortune) to your program and school. Might even make you a star in the small firmament of SPIG, or in the larger constellation of AEJMC (we're hoping to have an ad in the Chicago convention program with pictures of our winners).

So do throw your hat into the ring. (It is the season for that, isn't it?) As I tell my students in urging them to call that copy chief they're scared of, or even to enter their own journalism contests, "nothing ventured, nothing gained."

Look forward to hearing about your applications. Have a rewarding spring semester. And now it's on to Chicago, and let's win there.

## Chicago events to include awards luncheon, new co-sponsors

SPIG will sponsor 13 events at the SAEJMC convention in Chicago, Aug. 6-9, including eight co-sponsored with five other divisions/interest groups. Ron Hollander, SPIG head, and Vivian Martin and John Jenks, vice-heads, attended the mid-winter meeting in St. Louis.

### Tentative Schedule

#### Wednesday, Aug. 6

10 a.m. – *Internationalizing the curriculum* (with CCJA, SPIG leads), teaching.  
1:30 p.m. – *Your Cheatin' Heart: Plagiarism by Journalism Students* (with

CCJA), teaching.

3:15 p.m. – *Great Ideas for Teachers*, (mini-plenary with CCJA/others)

#### Thursday, Aug. 7

11:45 a.m. – *Hot Topics* (with Ethics), PF&R.

1:30 p.m. – *Scholar-to-scholar*, SPIG research presented in poster session.

3:15 p.m. – *Runaway Institutional Review Boards* (with Law), PF&R.

5 p.m. – *Preparing Students to Work in Trade Magazines* (with Magazine), teaching.

#### Friday, Aug. 8

8:15 a.m. – *Mentoring Faculty* (with Religion), PF&R.

12:15 p.m. – *Off-site SPIG Awards Luncheon* honoring three competition winners (see pgs. 2-3).

1:45 p.m. – *Teaching Religion and Public Affairs Courses* (with Religion), teaching.  
5:15 p.m. – *Opinion Writing* (with Ethics), teaching.

6:45 p.m. – Business/Executive Meeting.  
7:45 p.m. – Joint Social with CCJA.

## Longinow, Friend author ethics, religious media texts

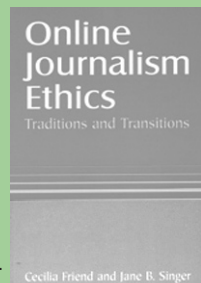
Michael Longinow, who was named chair of the Department of Journalism at Biola University in June, wrote the "Book Publishing" chapter in *Understanding Evangelical Media: The Changing Face of Christian Communication*, forthcoming through InterVarsity Press this spring, edited by Quentin Schultze of Calvin College and Robert Woods of Spring Arbor University.



Longinow also wrote sidebars on the importance of "bad news" in evangelical Christian culture, and the future of evangelical Christian magazines in the 21st century. Biola's Department of Journalism began photojournalism trips to inner-city Los Angeles and Mexico led by Pulitzer Prize-nominee Greg Schneider as part of its curriculum-wide departmental emphasis on cross-cultural journalism and media begun in 2005.

*Online Journalism Ethics: Tradition and Transitions*, co-authored by Cecilia Friend, professor of journalism at Utica College, and Jane B. Singer, associate professor at the University of Iowa, was published by M.E. Sharpe in July.

The book addresses how online media present both old and new ethical issues for journalists who must make decisions in an interactive, instantaneous environment short on normative standards or guidelines. The book guides prospective and professional journalists through ethical questions encountered only online.



## New professional competition to honor creativity in print and electronic media

A new SPIG competition will recognize faculty excellence in two categories "professional" research or creative work at the 2008 AEJMC Convention.

Submissions must have been published by full-time faculty members during the 2007 calendar year. The work must be related to and contribute to the faculty member's expertise in her/his teaching areas. Judges will take note of community service aspects of, or professional recognition of, or awards for the projects submitted. (Mention of awards should be made in the description and copies of certificates or award proclamations or award notices must be included in the entry packet.)

### Categories

1. Print writing (newspaper, magazine or public relations)
2. Electronic media (TV/film/documentary visual or radio or web convergent production that mixes at least two content forms – such as written word, still images, video and/or audio)

### Contest Rules

First-place winners will be honored in each category. No second or third places will be selected this inaugural year to assure that the interest group can capably administer the new competition.

The competition is open only to full-time faculty members and only to those who are members of SPIG; entries will not be accepted from graduate students, adjunct or part-time faculty.

Entries should be mailed to:  
Dr. Carol Dykers  
Salem College, P.O. Box 10548  
Winston-Salem, NC 27108.

The entry packet must include:

- (a) the piece (as tearsheet or DVD);
- (b) a vita for primary author;
- (c) a statement by submitter's department chair (or a senior colleague) that the work was done by a full-time faculty member at the designated institution;
- (d) a brief letter (500 words maximum) explaining how what the

author/creator did is an outgrowth of what he or she teaches regularly or periodically and why it's a good illustration of expertise in that teaching area;

(e) the submitter's professional and personal email addresses and a preferred telephone number to use in the event that email notice is undeliverable.

The deadline is a postmark by midnight, March 1, 2008. The packet should include entries or work completed the previous calendar year: spring, summer or fall 2007.

Submitters must include their actual completed projects in the packet described above:

1. For print projects: hard copy of a single published feature or investigative or documentary project (the actual clip in a tearsheet from a publication) or all planning and creative pieces for a single Public Relations campaign (including, for example, a SWOT analysis, series of news releases on an agency's or organization's letterhead and a brochure or other creative materials that execute a solution to a PR problem and that were created for any organization – for profit or not-for-profit);
2. For electronic media: playable DVD containing the electronic media project done for a media organization or as community service for an academic organization.

SPIG research chairs will combine the two categories if one category produces substantially fewer entries than the other. We will announce winner(s) by email on May 15, 2008. No plaque(s) will be mailed after the 2008 AEJMC Convention. Winners must pick them up at the SPIG luncheon or business meeting (or arrange for a colleague to pick up the plaque in the case of illness or injury).

Authors/creators may NOT submit multiple entries across categories.

Winners in each category will be listed on the SPIG Web site with examples of their work.

For more information, contact the SPIG Research Co-Chairs: Carol Dykers (dykers@salem.edu or cell: 919.548.5583) OR Pam Parry (parryp@mail.belmont.edu)

## Great Ideas for Teachers

# Annual poster session presents GIFTs, teaching tips

The Community College Journalism Association, SPIG, and the Scholastic Journalism Division of AEJMC are seeking Great Ideas For Teachers (GIFT) to be showcased Aug. 6, 3:15 -4:45 p.m., in Chicago, Ill. The year's most innovative teaching tips from the journalism and mass communication educators will be featured just in time for the new academic year.

All AEJMC members are eligible to submit one GIFT for blind peer review; graduate teaching assistants are also encouraged to participate in this opportunity to share their innovative teaching tips.

GIFT finalists/scholars will be selected for inclusion in the poster session, a GIFT publication, the AEJMC program listing and GIFT scholar Web page index (<http://www.geocities.com/aejmcgift>).

Finalists/scholars are eligible to win a \$100 grand prize and commemorative plaque to be awarded at the convention. All receive a souvenir certificate for their teaching portfolios as well.

Teaching tips wanted include but are not limited to these courses:

advertising, broadcast journalism, general or introductory mass communications, ethics, history, international/multicultural communication, law, public relations, research, technology and new media, visual communication and writing.

Those interested in sharing their GIFT must describe their teaching idea in proper form (downloadable from <http://www.geocities.com/aejmcgift>) and submit it via e-mail to the GIFT coordinator.



All entries must be received between Feb. 1 and April 1 and will be reviewed by a panel of eight judges based on originality, creativity, practicality, adaptability and impact. Submissions will be acknowledged (a confirmation of receipt will be e-mailed) but not returned.

GIFT finalists only will be notified of their status after May 15.

## Animated, practical discussions benefit ListServe readers

If you haven't subscribed to the SPIG listserv you've missed some great discussions this academic year. To subscribe, email Brian Steffen at [brian.steffen@simpson.edu](mailto:brian.steffen@simpson.edu). He assures us you'll be added "almost instantly."

Discussions this year have included some great insights, helpful hints for teachers, dealing with plagiarizing students and whimpy administrators, sparkling wit, practical suggestions and only an occasional whine.

Here are a few samples from recent discussions:

### Re invasive institutional research boards:

*At the large j-school where I did my PhD and MA work, we did NOT submit journalistic opinion polls and certainly not journalistic interviews to IRB reviews. I have discovered a large body of discussion out there about IRB "creep" and some*

*opinions (which I am beginning to share) that the world has gone mad. Is anyone else out there feeling beleaguered? If yes, is there a good answer? Has anyone had a good outcome that seems reasonable to try?*

This discussion prompted a successful panel proposal for the 2008 AEJMC convention.

### Re appropriate release time for newspaper advising:

*I would ask the administration what, exactly, you are supposed to accomplish (and if it translates to "be the editor," run for your life!). But if the administration is willing to give six hours, then learns that other schools give zero or three, the offer of six won't stand. The cliché about gift horses is probably appropriate here.*

### Re updating syllabi and exercises for a copyediting class:

*I just learned that I will be pinch*

### Timeline

- April 1 – deadline for GIFT submissions
  - April – judging of GIFT submissions; top 25 papers chosen
  - After May 15 – notification sent to 25 GIFT finalists/scholars only
  - May 15 – list of GIFTs due to AEJMC for program copy
  - June – ranking of top GIFTs; grand prize winner chosen
  - July – production of GIFTs for publication
  - Aug. 6 – GIFT poster session at the AEJMC convention; winner recognized and awarded.
  - September – highlights/photos of poster session and winning GIFT reprinted on the GIFT Website
  - December – GIFT 2008—scheduling of GIFT 2009 in Boston, Mass. (10-year celebration!)
- For more information about the GIFT program, contact Dr. Edna R. Bautista, the GIFT program coordinator, at [aejmcgift@yahoo.com](mailto:aejmcgift@yahoo.com), or go to the GIFT Web site at <http://www.geocities.com/aejmcgift>.

*hitting for a journalism class this semester and I'm frantically pulling together a syllabus and resources. (It's been at least five years since I taught this course. So my AP quiz samples are really old.) I'm hoping someone might have -- and be willing to share -- an AP quiz/exam bank of questions or items.*

(This SPIG member received many resources in response to this request)

### Re balancing the teaching load:

*How do some of you hybrids who can swing either way – practical or theoretical/analytical courses – deal with this matter and ensure that you have a load that allows you to have a more enriching experience. Many of us still do journalism and enjoy teaching it, but we also go the doctorate because we were looking for other challenges.*

Have a topic or question you'd like to discuss? Sign up today.

## Competition to focus on teaching, application topics

Members of all divisions and interest groups are invited to contribute research papers to the annual SPIG research competition. Research may use any methodology, quantitative or qualitative, and should focus on research about teaching, especially how teaching about changing media, including convergence, can be accomplished without major financial resources. For example, how can visual editing be taught with free tools or web tools?

For more information, contact the SPIG Research Co-Chairs: Carol Dykers (dykers@salem.edu or cell: 919.548.5583) or Pam Parry (parryp@mail.belmont.edu or cell 615-566-9918).

### Guidelines

See the AEJMC General Paper Call for instructions to upload to All-Academic Site.

1. The competition is open to faculty and to graduate students; no separate student competition is held.
2. The paper must be uploaded to the AEJMC All-Academic server no later than 11:59 p.m. on Monday, April 1, 2008;

3. Format must be Word or PDF;
4. Researchers also must upload an abstract of no more than 75 words;
5. Authors must completely fill out the online submission form, including author's name, affiliation, mailing address, phone numbers (academic, home and cell), and preferred email address;
6. The title must be on the first page of the manuscript and on the running heads on every page. However *do not include* author's name or affiliation within the running heads or any pop-up options that may be contained in PDF submissions;

7. Papers are accepted for peer review with the understanding that they are *not* under review (or being submitted during the AEJMC review period) to a second division or interest group *or* to a journal or other publication;

8. Papers submitted to the 2008 convention should *not* have been presented to another convention and neither should they have been published or be in the publication process *before* the date of the 2008 Convention in August;

9. By May 15, 2008, all authors will

be notified as to whether their papers have been accepted; authors will be notified by email – therefore, an appropriate email address must be provided by the author(s);

10. Authors will retain the copyright to their paper(s) and are free to submit them for publication during or after the Convention;

11. SPIG requests a paper length of *no more* than 25 pages (excluding references) and the document must be double-spaced and typed in 11-point Arial font or Times Roman font – and follow APA style guidelines;

12. Authors also must heed the AEJMC general paper call regulations. For example, papers submitted to the wrong division or that do not meet *all* the above guidelines will not be reviewed (for example, submission of an abstract by the deadline but a paper *after* the deadline, will result in the paper *not* being accepted). However, SPIG research co-chairs will make every effort to contact authors who do not meet guidelines so that they will be aware as early as possible that their paper has not been accepted and the reasons why.

### Position Announcements

Lock Haven University invites applications for a full-time, tenure-track faculty position in Communication Media to begin Aug. 16, 2008. Anticipated appointment level is assistant professor, Step 2 (\$50,829.92). A terminal degree is required for tenure track appointment.

If a candidate without an appropriate terminal degree is selected, the position will be temporary for one year and appointment level will be Instructor step 1 or 2 (\$41,817.82 - \$43,098.71).

A curriculum vita, unofficial undergraduate and graduate transcripts, and three letters of reference are to be directed to Dr. Sharon Stringer, Search Committee Chairperson, Department of Communication and Philosophy, 603 Robinson Hall, Lock Haven University, Lock Haven, PA 17745. Electronic sub-

missions will not be accepted. Review of applications will begin Jan. 2, 2008 and continue until the position is filled. Official transcripts are required at the time of an on-campus interview.

Abilene Christian University's Department of Journalism and Mass Communication is searching for two full-time, tenure-track faculty members to join six colleagues in an ACEJMC-accredited program serving more than 250 majors.

*Broadcast, Digital and New Media:* The ideal candidate will have professional experience in video production, or as a broadcast or online journalist and a master's degree in the field. A terminal degree is strongly preferred.

*Print/Convergent Journalism:* The ideal candidate will have professional experience in print and/or online

journalism and a terminal degree.

Both faculty members will work closely with faculty colleagues to further integrate the curriculum with the co-curricular student media produced in the converged media newsroom opened in January 2008. Research and service expectations support the university's status as a premier comprehensive university.

ACU is affiliated with the fellowship of the Church of Christ. All qualified applicants for these positions must be professing Christians and be active, faithful members of a congregation of the Churches of Christ and willing to support the Christian mission and purpose of the university.

For application information and more detailed descriptions go to <http://www.acu.edu/academics/provost/positions.html#cas>

## Entries sought to highlight innovation in journalism education

SPIG announces a call for Best Practices in Journalism Education. This new competition was added after discussions at the business meeting at the 2007 AEJMC convention in Washington, D.C.

### Rules & Criteria

Winning entries will demonstrate the following:

- Integration of theory into practical instruction for journalism;
- Clear connection of learning outcomes to the latest trends in professional journalism;
- Clear use of learning objectives and course materials to guide course instruction;
- Clear connection between the course and the ongoing direction of the overall curriculum and/or,
- Integration of the co-curriculum as a tool for instruction to serve the curriculum

Applicants must submit these items:

- Course syllabi for classroom and online courses (in print or PDF);
- Catalog listing of curriculum with course descriptions;
- Copies of three consecutive airings/issues of co-curricular publications (magazines/newspapers), tapes of broadcast news programs (radio/TV), links to URLs of online news sites or news-driven blogs (class- or student publication-produced). In the event blogs are included, please specify if they are class or student-publication produced.

Contest will result in a first place winner (plaque awarded at the AEJMC convention the summer after the award is announced, by email and in the spring SPIG newsletter.)

Course evaluation will be applied to both regular and online courses as long

as they are offered on a regular basis (i.e. can't be courses offered only once, then discontinued, or experimental classes).

### NOTES:

1. Online courses do not qualify unless they are online components of an on-campus course aimed at students enrolled in regular semester sequences.

2. Contest applies to both graduate and undergraduate education. Both kinds of programs will be evaluated on their own merits. No extra consideration will be given to departments/units with graduate programs.

Please send materials by March 17 to:

David Weinstock  
Grand Valley State University  
1 Campus Drive  
243 Lake Superior Hall  
Allendale, Michigan 49401

### Teacher of the Year

## Contest will honor SPIG member for excellent teaching, advising

The SPIG Teacher of the Year award honors a member who demonstrates excellence in teaching and advising.

Those interested may be nominated or may apply. Only members of SPIG are eligible, but the current SPIG chair, vice chair and past winners are not eligible.

Electronic submissions (except for the nomination letters) are encouraged. Submit only the items listed below under items 1-3:

1. One letter of recommendation from a former student with the names/phone numbers of two other former-student referees.
2. One letter of recommendation from a colleague or former colleague, with the names/phone numbers of two other possible referees.
3. Evidence of teaching and advising excellence. You must include:
  - A 500-word statement of your teaching philosophy.
  - Two course syllabi.
  - Two examples of an assignment,

project, test, exercise, etc.

• Two formal teaching evaluations by students as professionally administered by applicant's institution under conditions of student anonymity.

• Curriculum Vitae of no more than eight pages.

Nomination packets must be received by the SPIG Teaching Co-Chair by April 1. Send materials to:

Ann Colbert  
Journalism Coordinator  
Indiana Purdue Fort Wayne  
Neff Hall 343  
2101 Coliseum Blvd. E.  
Fort Wayne IN, 46805  
or colbert@ipfw.edu.

### Selection and Administrative Procedures

1. By April 5, the teaching co-chair will notify the nominees that necessary materials have been received by the deadline and will, consequently, send candidates the addresses of five SPIG

judges so that each candidate can mail out full copies of their nomination package to be received by the judges by April 10.

2. Committee members/judges will rank the applicants and forward their rankings by April 30 to the co-chair, who will tabulate results. Rankings will be handled by co-chair Patrick Sutherland, Professor and Chair, Communication Dept., 003 Morlan Hall, Bethany College, Bethany, WV 26032, sutherl@bethanywv.edu.

3. The winner will be announced at the SPIG business meeting at the annual AEJMC convention, where he/she will receive a plaque and \$100. The winner may then serve as chair or co-chair of SPIG's teaching committee for the coming year.

The teaching chair will send notification to the winner's dean and/or chair, the winner's school and local newspapers, and AEJMC central office (with a request that an announcement appear in the next newsletter.)

# SPIG news

## SPIG NEWS

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Send your news for **the next SPIG news** to [baconc@acu.edu](mailto:baconc@acu.edu), or for the SPIG website to [lewiss@acu.edu](mailto:lewiss@acu.edu)

### Upcoming Conferences

AEJMC Southeast Colloquium, March 13-15, 2008, Auburn University Hotel and Conference Center, Auburn, Ala. Contact John Carvalho at [carvajp@auburn.edu](mailto:carvajp@auburn.edu).

AEJMC Midwinter Conference Feb. 29–March 1, 2008, Point Park (Pa.) University. Contact: Anthony Moretti, 412-392-4311; [amoretti@pointpark.edu](mailto:amoretti@pointpark.edu).

American Journalism Historians Association (AJHA) Annual Convention, Oct. 2-4, 2008, Seattle, Wash. Calls/ Convention Details: <http://ajhaonline.org/convention.html> Contact: Patrick Cox, [pcox@mail.utexas.edu](mailto:pcox@mail.utexas.edu)  
College Media Advisers, March 16-18,

Marriott Marquis, New York, NY. Register online at <https://www.collegemedia.org/nyc/groupleader.php>

ASJMC Workshop, Feb. 22-23, The Renaissance Pere Marquette Hotel New Orleans, La. For more information go to <http://www.asjmc.org/meetings/08workshop/index.htm>

National Broadcasting Society, March 8-10, 2007, Disney Paradise Pier® Hotel, Anaheim, Calif.

AEJMC 2008 Convention, Chicago, Ill., August 6-9, Chicago Marriott Downtown, Magnificent Mile. For more information go to <http://www.aejmc.org>

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