

# AEJMC

## Internships and Careers Interest Group

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### 2020-2021 ICIG Officers

#### Co-Head

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#### Co-Head

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King's College  
Ri rcf gtB vne'gf w

#### Vice Head & Research Chair

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#### Professional Freedom & Responsibility (PF&R) Chair

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#### Teaching Chair

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ey kpurqy B vctrvgqp'gf w

#### Newsletter Editor

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### Join Us At The 2021 AEJMC Virtual Conference!

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eqphgtgpeg'y gdukg'0And registration is just \$69 for AEJMC members and \$39  
for students and retired members!

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*Stephanie Bluestein*

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# All Times are Central Standard Time

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**Tue., 8/3**

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**6 to 7:30 p.m.**

## **Designing the Internship Course**

Panelists share how internships are handled at their institutions. What is required of the students? How many credits? How often they can take the internship course? What assessments and tasks do the students complete in the course? How can internship evaluations contribute to program assessment? These are important considerations, especially in the context of COVID-19 pandemic. How do we prepare students for internships and careers in communications? This panel will provide tips from a variety of institutions across the country.

### **Moderating/Presiding**

**Stephanie Bluestein**, California State Northridge

### **Panelists**

**Cessna Winslow**, Tarleton State  
**Susan Fredricks**, Pennsylvania State, Brandywine  
**Pamela Morris**, Loyola Chicago  
**Sorin Nastasia**, Southern Illinois  
**KiYong Kim**, Biola  
**Lona Cobb**, Winston-Salem State  
**Peggy Watt**, Western Washington

**Wed., 8/4**

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**5 to 6:30 p.m.**

## **Internship and Careers and Participatory Journalism Interest Groups**

### **PF&R Panel Session**

**Winners and Losers: Teaching Business and Economics Reporting to Student Reporters Covering Sports, Entertainment, and Any Other Beat**

### **Moderating/Presiding**

**Jennifer Brannock Cox**, Salisbury

### **Panelists**

**Tony DeMars**, Texas A&M Commerce  
**Cailin Brown**, College of Saint Rose  
**Melissa Wall**, California State Northridge  
**Chris Roush**, Quinnipiac  
**Connie Ford Mitchell**, Maryland

How do we attract diverse talent to journalism and help them learn valuable reporting skills – that help them land an

internship or job - while guiding them to report on topics they care about? This panel looks at unique ways to engage these students. Community journalism works best when reporters and residents work together to better understand local issues and their impact on the people who live with them. College students can benefit from building a relationship with community members by engaging them in the reporting process. Panelists will describe their experiences incorporating participatory journalism practices into their classes, offering helpful hints and guidance for others who want to do the same. Business and economics reporting pays well and offers many jobs while other parts of journalism are seeing declines. Yet too many students still prefer to write about sports, fashion or entertainment while viewing business reporting as either daunting or boring. This panel will explore teaching methods to make business reporting interesting and exciting to students studying and reporting in other genres. And the business reporting skill sets are vital to the sports and entertainment beats and are a way to expand diversity and inclusion in business and economics reporting – a sector of journalism that is influential and pays well but lacks diversity.

**Thursday, 8/5**

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**11 a.m. to 12:30 p.m.**

## **Mass Communication and Society Division and Internships and Careers Interest Group**

### **Teaching Panel Session**

**I Need A Job: Getting Your First Job After Graduate School**

### **Moderating/Presiding**

**Kevin D. Williams**, Mississippi State

### **Panelists**

**Kevin D. Williams**, Mississippi State  
**Jennifer Greer**, Kentucky  
**Jisu Huh**, Minnesota  
**John Chapin**, Pennsylvania State Beaver  
**Cessna Winslow**, Tarleton State

This panel will address the concerns and anxieties that every graduate student ultimately encounters: how do I land that first job? Topics discussed will include: responding to the job announcement, making an appropriate application package, interviewing pitfalls, negotiation after the job offer, and understanding tenure/promotion processes from day one.

# All Times are Central Standard Time

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1 to 2:30 p.m.

**Internships and Careers Interest Group and Advertising Division**

**PF&R Panel Session**

***Using Portfolios to Enter and Move Up in a Career Across Disciplines***

**Moderating/Presiding**

Adrienne Wallace, Grand Valley State

**Panelists**

Karen C. Theveny, Pennsylvania State, Brandywine

Jessica D. Collins, Virginia Commonwealth

Robin Spring, Grand Valley State

Michele Lasley, Elon

Peg Murphy, Columbia College

Portfolios can be employed for more than just collecting visual creative samples for those considering copywriter or art director positions, they can also be used to show other practices, such as writing samples, social media posts, strategic communication strategies and plans, and more. In addition, portfolios are more than for getting into a career, they can also be a depository for accomplishments and used as a sales piece to move up in industry and to the next level of a career. How can portfolios be used across disciplines, and not just for creative practices, to get an entry-level job? How do portfolios help students to be continuous life-long learners, reflective, and show their work to navigate an upward career path? How are these created online? What are the equity, inclusion, and ethical issues related to portfolios, especially online portfolios? What about the students who do not have the equipment, software, bandwidth, or other means for creating online portfolios? Panelists will share their experiences and ideas.

3 to 4:30 p.m.

**Media Ethics Division and Internships and Careers Interest Group**

**Teaching Panel Session**

***The Ethical Obligations of Journalism Educators***

**Moderating/Presiding**

Ryan Thomas, Missouri

**Panelists**

Stephanie Craft, Illinois

Stephanie Bluestein, California State Northridge

Rachel Grant, Florida

Sue Ellen Christian, Western Michigan

Paul Glader, King's College

As journalism's advertising-based economic model withers, what are the ethical responsibilities of journalism educators in preparing their students for this environment? What duties are owed to students, particularly at the early stages of their college careers when they are still figuring out if they want to pursue journalism as a career? Does this include a duty of candor? What considerations must educators take into account when they discuss the economics of news in their journalism classes? This panel will explore these questions and will provide best practices for educators navigating these discussions in their classrooms.

8:45 p.m. CST

**ICIG Members Meeting & Board Election**

Several positions are available on the ICIG board. For more information, email [Stephanie.Bluestein@csun.edu](mailto:Stephanie.Bluestein@csun.edu).

## About Us

Taken from the website, "The Association for Education in Journalism and Mass Communication (AEJMC) is a nonprofit educational association of journalism and mass communication educators, students and media professionals. The Association's mission is to promote the highest possible standards for journalism and mass communication education, to cultivate the widest possible range of communication research, to encourage the implementation of a multi-cultural society in the classroom and curriculum, and to defend and maintain freedom of communication in an effort to achieve better professional practice and a better informed public.

The Internships & Careers Interest Group (ICIG), established 1994, exists to promote knowledge about careers and internships in journalism and mass communication to AEJMC's membership and to educators and professionals everywhere. Our membership is open to any educator or professional with an interest in journalism careers and includes faculty members, administrators, career counselors and journalism practitioners. We sponsor convention programming that aims to explore important issues and recent trends regarding careers in the various journalism fields and industries. We encourage and support research that examines critical issues in the field experience, service-learning and career worlds."

# All Times are Central Standard Time

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**Friday, 8/6**

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**3 to 4:30 p.m.**

**Small Programs and Internships and Careers Interest Groups**

**Teaching Panel Session  
High Impact Practices Go Virtual**

**Moderating/Presiding**  
Kate Keib, Oglethorpe

**Panelists**

Kay Colley, Texas Wesleyan  
Sharee Broussard, Belmont  
Kim Pearson, The College of New Jersey  
Maurika Smotherman, Winston-Salem State

From internships to mentorship, speakers and service learning, faculty and students pivoted at the onset of COVID in unique ways. Keeping students and the community engaged while not physically connected forced a new kind of innovation, and a new skill set. Faculty on this panel share experiences and ideas related to evaluating remote internships, online tools to make remote experiences possible and how to engage the local community while virtual.

**7 to 8:30 p.m.**  
**Internships and Careers Interest Group  
Refereed Paper Session  
ICIG Research Papers**

**Moderating/Presiding**  
Kay Colley, Texas Wesleyan

**Benefiting or Exploiting: Judicial Interpretations of What Constitutes a Legal Unpaid Journalism and Mass Communication Internship Under the Primary Beneficiary Test**

Joey Senat and John McGuire, Oklahoma State

**[EA] Bilingual Spanish Journalism: Preparing Students for the Future**

Cristina Azocar  
and Lourdes Cárdenas, San Francisco State

**[EA] Internship Practices in Journalism and Mass Communication Programs: A Review of ACEJMC-Accredited Programs**

Brian J. Bowe, American U in Cairo/Western Washington  
and Robin Blom and Elena Lazoff, Ball State

**Discussant**

John Chapin, Pennsylvania State, Beaver

*[EA] = This submission was accepted as an extended abstract.*

**Early Bird Conference Registration Deadline: July 23, 2021**

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**Early Bird Member Registration Rates**

Member: \$69  
Student Member: \$39  
Retired Member: \$39

**Early Bird Non-Member Rates**

Non-Member\*: \$209  
Student Non Member\*: \$89  
Retired Non-Member: \$89

\* non-member rates include AEJMC membership for one year.