

Davis named Distinguished Educator



The MC&S division has named Dennis Davis as its Distinguished Educator for 2010. Davis teaches in the College of Communications at Penn State University, where he has been since 1996. Earlier, he taught at Cleveland State University, Southern Illinois University and the University of North Dakota. He was director of the School of Communication at

the University of North Dakota and served as Chair of Communication Studies at Otago University in New Zealand.

Davis' teaching areas are in mass communication theory, political communication, mass communication research methods and international communication. Davis has served as editor of the *Journal of Broadcasting & Electronic Media*, published by the Broadcast Education Association. He is a member of the editorial review board for the *Journal of Communication* and *Communication Quarterly*. He has co-authored four books on political communication, mass communication theory and news audience research. He has published 15 book chapters, 13 journal articles and 11 book reviews, and has presented more than 50 research papers at state, regional and national meetings. He has had leadership roles in the AEJMC and the National Communication Association.

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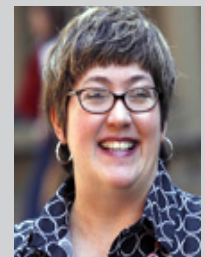
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HEAD NOTE

Good News x 10

What exciting, jam-packed weeks we've had since our Winter newsletter was published. There are so many important points that I'd well exceed



Donnalyn Pompper
Temple University
Head

my word limit, so I'll just mention the highlights. But before I do, I'd like to thank all of the MC&S officers and members, without whom MC&S could not be the vibrant, most-popular AEJMC division that it is.

- First, kudos to HQ for changing our annual "convention" to a "conference."
- Hearty thanks to Seungahn Nah and Bu Zhong for executing the competitive paper process. We received a record-breaking 183 papers this year. The acceptance rate was 57%.
- Another big thank you to the 108 paper reviewers. We had a tense moment there for a while because we did not want to ask each reviewer to judge more than 5 papers. So, special thanks to those of you who took the arm-twisting in a positive spirit.
- Congratulations to all of our award winners – and there are many! I would wager that MC&S gives more awards

SEE "HEAD NOTE," P. 3

The Dish: Inspiration Awaits at the MC&S Denver Luncheon

By **Francesca Dillman Carpentier**

*University of North Carolina
Vice-Head*

MC&S is pleased to have award-winning journalist Stephanie Riggs as our guest for our division's Denver luncheon. Riggs embodies our conference's theme, "Scaling New Heights." Just a few highlights from her resumé: Twelve years anchoring for Denver's top-rated evening newscast. An Emmy for her in-depth investigation on child care in Colorado. A pair of Emmys for documenting a Colorado community's extraordinary response to the tragic murder of an African immigrant ("Embracing a Dream: The Legacy of Oumar Dia"), as well as documenting the life of a teenager with dwarfism ("Never Sell Yourself Short"). Yet another Emmy for introducing viewers to a family whose struggle for social and financial equality began in the 1960s ("Latinos in Colorado: One Family's Journey").

And somehow one might say her professional accomplishments are outshined by what she has done beyond reporting. The heights Riggs has scaled are within her local and national community. In addition to her story on child care, she has earned an appointment by the Colorado governor on the state's commission on early childhood care and education. In addition to her reports on state health issues, she has been active in raising thousands of dollars for leukemia research. As a result of her work on the documentary "Never Sell Yourself Short," hundreds of restaurants nationwide renovated their restrooms to better accommodate little people. It is no wonder that the

Colorado Broadcasters Association named Riggs "Citizen of the Year" for community service—twice.

We are very fortunate to hear first-hand from Stephanie Riggs how she developed her career and what has inspired her to be such a force in her community. Undoubtedly, the stories she tells will be of great inspiration to us as we balance the professional, academic, and service sides of our own lives.

Riggs will be the main event at our luncheon Thursday, August 5th, starting right at 11:45 a.m. on the rooftop terrace of Tamayo Denver, a unique restaurant serving nouveau-Mexican cuisine. Tamayo is located in Denver's well-known Larimer Square, just fifteen minutes' walk from the conference hotel. Register for this event using the main AEJMC conference registration form.

Location: Tamayo Denver, 1400 Larimer St., Denver;

<http://www.richardsandoval.com/tamayo>

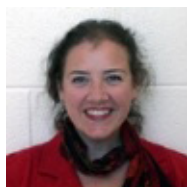
More information about Stephanie Riggs:

<http://www.stephanieriggs.com>



Stephanie Riggs, award-winning journalist and community activist, will speak at our division's AEJMC 2010 luncheon in Denver August 5 at the Tamayo Denver restaurant's rooftop terrace. Reserve your seat via the AEJMC conference registration form.

MC&S Off-site Saturday: Free Brewpub Tour & Tasting



By **Lisa Paulin-Cid**

*North Carolina Central University
PF&R Chair*

We've organized the perfect conference send-off: a brewery tour! We'll meet at 12:30 p.m. on Saturday to head over to the award-winning Wynkoop Brewery for a *free* tour and tasting. This May, Wynkoop Brewing Co. was named Best Brewpub in the Denver alternative-weekly, *Westword*. Wynkoop also received the award in the reader's choice category.

Reviewers from *All about Beer* and *Celebrator Beer News* both praised the brewery's Rail Yard Ale in their May issues. Reviewers complimented its "Macintosh apple fruitiness" and "just faintly toffee-ish finish."

Colorado visitors who have reviewed Wynkoop on tripadvisor.com highly recommend Patty's Chile Beer: a light German-style beer made with Anaheim chiles and

smoked Ancho peppers. Getting thirsty?

Wynkoop Brewing Co., Denver's first brewpub, is located in the historic J.S. Brown Mercantile building in Lower Downtown (LoDo). Hardwood floors, thick timber pillars, and pressed tin ceilings give the pub a warm Colorado feel.

The restaurant will be open, so anyone who wants to linger for lunch can order from the menu (optional and not covered by MC&S).

Read up on Wynkoop at <http://www.wynkoop.com>

Space is limited, so email Lisa Paulin at lpaulin@nccu.edu to reserve your space today.



(CC) Photo: Dave Shea

RESEARCH

MC&S Showcases Excellent Research at AEJMC in Denver



By Bu Zhong
Penn State University
Research Co-chair



By Seungahn Nah
University of Kentucky
Research Co-chair

MC&S remains the most popular among the AEJMC divisions because it consistently produces quality research and delivers outstanding paper reviews, moderators and discussants. The numbers for 2010 are in: 183 entries, 105 accepted, 57%.

The accepted papers were thematically assigned to six referred research paper sessions, consisting of two top paper sessions, one high-density session, one scholar-to-scholar session, and two poster sessions.

We all know well what referred paper research sessions are. For some new to AEJMC, the excitement after getting a paper accepted might turn into dismay when you discover it is assigned to a high density, scholar-to-scholar, or poster session. However, AEJMC veterans know that papers are assigned to sessions based on where they fit best—and that the type of presentation is not an indication of quality. Indeed, sometimes the best papers appear in poster sessions, for example. High density, poster and scholar-to-scholar sessions are the lifeblood of a popular division like MC&S. Several dozen papers can be accommodated at a time, which is critical considering the limits on sessions. The high density format may be thought of as a cross between a traditional paper presentation panel and a poster session. The hybrid allows more individuals to be placed on the panel (thus the name “high density”). Most importantly, some scholarship is best understood via the visual nature of a poster. It is terrific when people are crowded around to see your poster.

HEAD NOTE

CONTINUED FROM P. 1

than any other AEJMC division or interest group.

- Thank you to faculty members who advise graduate students and encourage them to submit papers to the MC&S Division. I suspect that you folks are the unsung heroes who provide expertise, guidance, encouragement, and feedback on drafts.
- Congratulations to W. Joann Wong and Francesca Carpenter who gave birth recently. Welcome, baby Casey and baby Laine!
- We received terrific ideas when soliciting for the MC&S contribution to AEJMC's DIG News. Some of the stories appear in this newsletter. Thank you to these guest columnists. If any MC&S member wants to contribute a Guest Column, please contact W. Joann Wong at wjwong@indiana.edu
- For the first time in recent memory, MC&S will host a member luncheon during the Denver conference. Make a note to join us on Thursday, August 5, 11:45-1:15 at Tamayo Denver restaurant. The guest speaker is Stephanie Riggs, an anchor, interviewer, producer, and agent for change in the Denver community. Read Francesca Carpentier's story on page two of this newsletter for details.
- Thank you to Steve Perry and his extensive behind-the-scenes work in negotiating our next contract with Taylor & Francis.
- Finally, I want to invite all of you to attend a conference panel I'll moderate on Wednesday, August 4, 11:45-1:15, “Pushing Back: How to Negotiate with Journal Editors.” Panelists include current and former editors of *Communication Theory*, *Journalism & Mass Communication Quarterly*, *Mass Communication & Society*, and *Journal of Public Relations Research*. Also, a copyright expert will join us with advice on how and when to negotiate copyright details.

MC&S 2010 Conference Programming



By Francesca Dillman Carpentier
University of North Carolina
Vice-Head

Wednesday, August 4, 2010

8:15 a.m. – 9:45 a.m.

MC&S Top Paper Award Session I

10:00 a.m. – 11:30 a.m.

High-Density Refereed Paper Research Session

11:45 a.m. – 1:15 p.m.

*Pushing Back: Negotiating with Journal Editors and
Discovering Open Access Journals*

PF&R Panel with Public Relations Division

1:30 p.m. – 3:00 p.m.

MC&S Top Paper Award Session II

5:00 p.m. – 6:30 p.m.

*Policy Advisor or Chief Communicator?: Deciding PR's
Fate*

PF&R Panel with Public Relations Division

Thursday, August 5, 2010

8:15 a.m. – 9:45 a.m.

*Bringing in the Audience: Social Media and New
Connections in Magazines and the News Classroom*
Teaching Panel with Magazine Division

11:45 a.m. – 1:15 p.m.

MC&S Off-site Luncheon at Tamayo Denver featuring guest speaker Stephanie Riggs

3:15 p.m. – 4:45 p.m.

Contemporary American Indian Cultures and the Ethics of Addressing Indian Country in the News Media

PF&R Panel with Minorities and Communication Division

6:45 – 8:15 p.m.

MC&S Members' Meeting

Friday, August 6, 2010

7:00 a.m. – 8:00 a.m.

Mass Communication & Society Editorial Board Meeting

8:15 a.m. – 9:45 a.m.

Refereed Research Poster Session with History and Public Relations Divisions

12:15 p.m. – 1:30 p.m.

Refereed Research Scholar-to-Scholar Poster Session

3:30 p.m. – 5:00 p.m.
Refereed Research Poster Session with Newspaper
Division
5:15 p.m. – 6:45 p.m.
*Promising Professors and Distinguished Educator
Awards Panel*
Teaching Panel with Graduate Education Interest
Group

Saturday, August 7, 2010

8:15 – 9:45 a.m.
Incoming Officer Training

10:00 a.m. – 11:30 a.m.
Working with the IRB at Your Institution
Teaching Panel with Communication Theory and
Methodology Division

12:30 p.m. – 2:45 p.m.
MC&S Off-site Activity - Wynkoop Brewery
Tour

3:15 p.m. – 4:45 p.m.
*Conducting Externally Funded Communication
Research with Social Implications*
PF&R Panel with Communication Theory and
Methodology Division

PF&R

PF&R Panels Tackle Hot Issues

By **Lisa Paulin-Cid**
North Carolina Central University
PF&R Chair

We've paired up with several divisions for some
great panel topics. Please join us.

Wednesday, August 4, 2010

11:45 a.m. – 1:15 p.m.
Pushing Back: How to Negotiate with Journal Editors
Co-sponsored with PR

5:00 p.m. – 6:30 p.m.
*Policy Advisor or Chief Communicator? Deciding
Public Relations' Fate*
Co-sponsored with PR

Thursday, August 5, 2010

3:15 p.m. – 4:45 p.m.
*The Ethics of Covering American Indians and Indian
Country*
Co-sponsored with MAC

Saturday, August 7, 2010

3:15 p.m. – 4:45 p.m.
*Conducting Externally Funded Communication
Research with Social Implications*
Co-sponsored with CTM

These panels were proposed and selected with a
focus on the five areas of PF&R: Free Expression;
Ethics; Media Criticism and Accountability; Racial,
Gender, and Cultural Inclusiveness; and Public
Service.

Mark Your Calendar for Members' Meeting

As you plan your schedule for the AEJMC conference in Denver this summer, remember that you are invited to attend the annual Members' Meeting scheduled for Thursday, August 5, at 6:45-8:15 p.m. The hotel meeting room number has not been announced yet, so stay tuned to your conference program.

Agenda items include voting for 2010-2011 officers, recognizing award winners, awarding Starbucks coffee gift cards to the first 50 MC&S paper reviewers who attend the meeting, providing an update on MC&S vision and journal, and new business.

See you there!

TEACHING

Promising Professors and Distinguished Educator Session: New Session Time in Denver



By Frank Dardis
Penn State University
Teaching Chair

This year's Promising Professors and Distinguished Educator, traditionally an early-morning session in years past, is going to be held from 5:15-6:45 p.m. on Friday, August 6. The division expects that the new (and likely more amenable) time will entice more members to partake in honoring our best and brightest faculty, while at the same time absorbing a wealth of pedagogical advice and classroom tips that are sure to be beneficial to all of us in our teaching endeavors.

The Distinguished Educator Award annually goes to an MC&S member whose personal teaching excellence and influence on pedagogy

in the field is profound. Promising Professors Awards are given each year to exceptional new faculty who have taught no more than five years full-time and to graduate students who have primary responsibility for teaching at least one course.

It is no surprise, then, that the knowledge shared in the workshop typically provides tremendous teaching insight and inspiration to all involved. So, don't forget the panel's new time. Be sure to come out and congratulate this year's winners, while also enjoying a great chance to learn quite a bit yourself.

Publisher Agrees to Expand Issues as Part of Journal Contract Renewal



By Stephen Perry
Illinois State Univ.
Editor-in-Chief,
MC&S Journal

The Taylor & Francis publishing company's contract with the MC&S division to publish *Mass Communication & Society* will expire in 2012, and contract negotiations are underway. The contract initially was signed with Lawrence Erlbaum Associates and transferred to Taylor & Francis, a subsidiary of Routledge, when they acquired LEA in late 2006.

Under both companies, the journal has fared well financially. Taylor & Francis has been responsive to the needs of the journal, increasing our page allotment and number of issues this year by 25% to 600 pages and five issues. Because the journal has a backlog of accepted articles awaiting publication (Vol. 14, 2011, is half full) and has agreed to participate in a Routledge initiative to produce special Olympics-themed issues in 2012 and 2013, Taylor & Francis is proposing to increase the journal's size again. The publisher's representative had agreed in talks to expand the journal to 720 pages and six issues per year beginning in 2011 as part of the contract renewal process.

In Denver, editorial board mem-

bers will be asked to gather on the morning of Thursday, August 5, to meet with representatives of the publisher to consider several issues related to the contract renewal. Some issues include an extended contract length, the proposed page increase, combining issues into multi-issue print editions while continuing scheduled electronic release, sponsorship of an MC&S award, and changing the financial arrangement from a profit share to a royalty based model. Some of these issues are significant and will require member input. Recommendations from the editorial board will be brought to the MC&S business meeting that same evening for further input.

While just a couple of years ago the journal could publish only around 20 original articles per year, if the page increase element of the contract negotiations is approved we expect to be publishing around 35 articles annually by 2011. This includes additional pages purchased for our annual symposia as provided for in the division bylaws. The 2010 symposium on The Facebook Election has all articles in. Editors Tom Johnson and Dave Perlmutter will be choosing those to be published from ten finalists. Twenty-five articles were initially submitted. The call for papers for the 2011 Symposium, "The Community Structure Model: Innovations in Exploring the Impact

of Society on Media," can be found at the MC&S website at <http://aejmc.net/MC&S/symposiacall.php>

Guest editor John Pollock has set January 10, 2011 as a deadline for submissions. At the same web address you will also find the call for the 2012 Olympics Symposium mentioned earlier. Kimberly Bissell from the University of Alabama will join me in co-editing that issue. We are requesting initial 300 to 500 word abstracts of proposed articles be submitted by email to mcs@ilstu.edu by October 15, 2010, with final articles due the following September. Andrew Billings from Clemson and former MC&S Division Head Marie Hardin from Penn State have been selected to co-edit the 2013 special issue on the London Olympic and Paralympic Games. The call for papers for that special issue is yet to come.

Finally, as reported in the past, the journal has been approved for inclusion in the ISI Web of Science collection of communication journals. Some of you have been asking when we will know the MC&S impact. Because 2010 is the first year for the journal to be included, its first impact factor will not be available until the Summer of 2011. The more MC&S Division members cite the recent work found in our Division's journal, the higher that impact factor will be.

Midwinter Conference Grows

By Janet Bridges

*Sam Houston State University
Midwinter Research Chair*

Apparently the Midwinter format is attracting more submissions and acceptances each year. One hundred and eighty individuals registered for the 2010 AEJMC annual Midwinter Conference at Oklahoma. So many papers were accepted that the conference planners had to add an additional half day to accommodate. As in the past, Oklahoma was a very conscientious host. The university opened its impressive Museum of Natural History for an opening reception.

The MC&S and Communication Technology divisions scheduled the greatest number of sessions – seven each: five research sessions and two panels for us and six research sessions and one panel for Tech. We received 50 submissions and accepted 24 papers. Nineteen papers and two panels

were actually presented.

As usual, there was a lot of spirited interaction as students -- and more and more faculty -- tried out the beginnings of their research. Something about the Midwinter seems to encourage helpful discussion between the presenters and not only the discussant but the attendees at each session.

To recap our sessions:

A paper session on new media and issues focused on politics as well as media uses in disaster. A second session on new media directed attention to nonpolitical issues such as medicine and consumer behavior. A third session focused on the commercial side of media in general.

Accompanying these three sessions were a session about teaching issues in today's media environment and a theoretical session that included papers primarily on framing issues.

Our panel on Social Identity, Political Communication and the News,

moderated by former AEJMC president Charles Self, came from a group of Washington researchers.

MC&S also co-sponsored a panel on "Practicing Safe News: A Model for Citizen News Literacy." This panel was developed by a team from Florida International, and the team brought its own moderator.

Many thanks to our paper discussants: Peter Gade and Meta Carstarphen, Oklahoma; Carson Wagner, Ohio; and August Grant, South Carolina.

The tenor of Midwinter seems to be changing as more faculty are presenting in what was originally intended as a student-benefit event. However, in our blind reviews student submissions held their own. A benefit from the change is that the students who present are learning how faculty approach research for conference sessions while receiving feedback on their own presentations.

Open Call for MC&S Officers

By Jennifer Henderson

*Trinity University
Immediate Past Head*

In the MC&S Division, everyone has the opportunity to get involved. Whether you are new to the division or have been an active member for decades, we encourage you to help shape the future of the AEJMC.

Just let us know of your interest. Whether you're drawn to teaching, research, convention programming, communications, or professional freedom, responsibility and ethics, there's a role you can play in our division.

Open MC&S Officer positions include:

- Vice head
- Newsletter Editor/Secretary
- PF&R Co-Chair
- Teaching Co-Chair
- Research Co-Chair
- Graduate Student Liaison
- Webmaster
- Midwinter Chair

If you're not sure what each position entails, don't worry. You can find out more information on the MC&S Website under bylaws. Also, current officers would be happy to let you know the kinds of specific duties they undertake each year.

Unlike many divisions, we've created co-chair positions for

most of the officer slots. This helps new officers learn from returning officers.

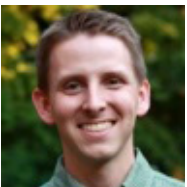
To be placed on the ballot for an MC&S Officer position, simply:

1. CONTACT me (jennifer.henderson@trinity.edu) by Friday, July 10 and let me know which position you are interested in,

2. WAIT for a follow-up e-mail from a current officer to discuss the position/s that interest you, and
3. ATTEND the MC&S Division Member's Meeting (scheduled for Thursday, August 5 at 6:45 p.m.) where the nominated slate of officers will be presented to members and voted upon.

STUDENTS

How Grad Students Can Make the Most of Their AEJMC Conference Experience



By **Seth C. Lewis**
University of Texas
Graduate Student Liaisons
Co-chair

In the last newsletter, we talked about how graduate students could maximize their experience attending smaller conferences like the Midwinter convention. This time, let's consider what can be gained from taking a more proactive approach to the most important conference in journalism and mass communication education—the annual AEJMC conference, this year in Denver.

While AEJMC presents opportunities for scholars at all stages, for graduate students hoping to break into the field it is particularly crucial to take advantage of this chance to present research, tap into education trends, network with colleagues, and learn the social cues of the field and the academy at large.

Not to mention, of course, the all-important task of pursuing a job via the placement service, which brings with it its own combination of excitement and anxiety. My co-liaison, Heather Epkins, addresses some key tips for job-placement interviews in her article on page 10.

Here are some general suggestions for maximizing your AEJMC experience as a grad student. I've collected these suggestions from colleagues who recently completed their doctoral degrees.

First, making an impression at AEJMC begins with do-

ing well in presenting your research.

“Maximize the face time you get from presenting,” said Jeremy Littau, an assistant professor at Lehigh University. “Don't stare at the screen, overload your slides with complicated hard-to-read charts, or get caught up in jargon. Focus on the story that your research tells and build your presentation around that. And don't forget to smile. People will remember your work (and they'll remember you) because your research is accessible to people.”

Speaking of presenting, be aware of the technical problems that are almost certain to come up. “Don't use PowerPoint,” said Robert Handley, who recently finished his Ph.D. at the University of Texas at Austin. “Inevitably, technology will fail, so presenters might as well just give a talk.” Or if you do use visual slides, always have a backup plan in mind.

Amber Willard Hinsley, an incoming assistant professor at St. Louis University, suggests three ideas: attend division meetings (“it'll give you a better idea of what they're about and likely offer you an opportunity to get involved and meet people with similar interests”); hang out after sessions to talk to the presenters about their research (“it's a good way to make connections (again) with people who share your research interests”); and develop a network of fellow grad students, on whom you can rely for tips about sessions to attend and people to meet.

Finally, Handley recommends just enjoying the experience. “Have fun. Go to the socials, see people you know, and they will introduce you to people you don't know yet.”

Five Tips for AEJMC Job Placement Interviews



By Heather Epkins
University of Maryland
Graduate Student Liaisons
Co-chair

Even though the AEJMC Job Placement interviews are billed as a simple “get to know you” meeting, we all know that any personal encounter with a potential employer matters. It is with this in mind that we share the five quick tips below:

1. Plan Ahead. Of course, know when and where your interview will be held. If possible, however, try to determine who your interviewer will be. Then, take the time to research online and learn their academic interests/background prior to your meeting. This can also include non-academic tidbits to assist you in making the all-important personal connection with the stranger sitting on the other side of that table barrier. For example, you could choose to break the ice by offering, “I understand we are both road cyclists. Where do you like to ride close to the University?”

2. Agenda Points. Determine 3-5 bullet points that you will decide to absolutely share with your interviewer(s). This should include what makes you unique from other candidates and why hiring you would benefit their program and their program vision. Points could also include showing that you’ve done your homework in knowing the faculty for that school (see #1). When you walk out of your interview, you will know if you

“nailed it” because you were able to share all of your agenda points that you felt would make you stand apart from the pack. This ability (covering every point during a quick interview) is actually quite rare and leaves the interviewers feeling as if you are confidently in control and clear on what you stand for.

3. Bridging Technique. If you are going to attempt to consistently share all of your agenda points during each of your interviews, you must be proficient at the bridging technique. For example, if you were asked a hum-drum question about your research, you need to find a way to bridge the answer into your own agenda point on why your research might benefit their program. Do not mistake this for not answering the question posed, rather ensure you turn that answer into what you originally intended for them to learn about you.

4. Succinct Answers. Do not drone. Keep your answers to a 30-45 second sound bite. Practice timing some short answers to common questions prior to the interview.

5. Smile. Genuine friendliness goes a long way to showing you will be a team player that their faculty will enjoy working beside. This small act is often grossly underestimated. Without smiling, all of the above will come across as cocky and terse. Both you and the school with which you interview are seeking the best match, so above all: Be yourself.

Reminder: Become a fan of the new MC&S Division Facebook Page – <http://www.facebook.com/group.php?gid=254439784658&ref=ts>

GUEST COLUMNS

Jobs in Mass Communication: Changing, Not Disappearing

By Tom Grier
Associate Professor
Winona State University

Students in mass communication majors are worried there won't be jobs for them when they graduate.

Ironically, the news media, trade journals, and mass communication educators are among those most loudly forecasting the collapse of newspapers, and the downsizing and merging of jobs in other media. Newspapers that cling to

the traditional ink and paper delivery system are facing difficult times. Students hear about jobs being cut and media professionals being asked to learn additional skills and do more.

These developments have caused students in mass communication and journalism programs to rethink career plans. I don't think the picture is all doom and gloom for most mass communi-

cation-related majors.

In the mass communication program where I teach, each student in the major chooses a specific area of emphasis from among five options: advertising, broadcasting, journalism, photojournalism, or public relations. In the core of the major, all students take an overview of media course, a visual communication course, a journalism class, a course in issues and ethics in media, and then several electives from across the department's catalog. They also get depth by taking a series of courses in their particular option.

In mass communication programs like this, students get a broad media education and a narrow and deep focus in a specific area. This allows graduates greater flexibility to move seamlessly between media-related positions, and prepares them for newer hybrid positions in media.

This approach prepares students for work in media organizations that no longer have distinct positions such as writer, still photographer, videographer, sound technician or editor. Employees at a newspaper may shoot still images, capture video and write an article. They may also edit the work -- words, audio and images -- and prepare packages for the print edition or website. Similarly, employees at radio stations capture and post video and still images

to websites. TV station newsrooms, well-versed in working with images, audio and video, are using more one-person-band professionals who can do it all.

The place in the media world where there is tremendous growth potential is in web-based media not affiliated with traditional media. Hundreds of websites are developed each day. They all need content on their web pages. Some of these developing sites may have a journalistic mission and rely on advertising, like traditional media. Others may have a different business model, but still rely on effective communication with a target audience. Skills taught in mass communication programs are perfectly targeted to new web-based media. Well-done websites need skilled professionals to write engaging copy and create meaningful images that communicate an intended message.

While mass communication programs are evolving and content-delivery methods are changing, basic skills remain the same. There is tremendous opportunity in mass communication and journalism. Due to the economic recession, growth is perhaps slower than it might have been. Nonetheless, use of the web and its new possibilities will continue to grow, and provide opportunity for mass communication graduates into the future.

Integrating Social Media into the Journalism Classroom

By Lee Farquhar
Assistant Professor
Stamford University

Most of us believe that our journalism students should at least be familiar with social media, but how and to what degree are hot topics of debate. This column combines my experiences in the classroom, discussions with faculty from across the nation, and my research on social media. The keys to successful implementation of social media in the classroom are for students to: 1) write as much as possible, 2) become adept at moving between formats, and 3) always think like a journalist. I'll now focus on those applications that most often come up in these types of discussions.

Message boards and online chats are superb for outside-the-classroom discussion of readings, reflection on experiences, and presentation of new ideas. Students typically respond well to having online discussion assignments compared to hardcopy versions. The most successful discussion boards I've seen simply had the

instructor posing a topic and a few questions and the students responding. Don't overcomplicate this.

Blogs often are used in the same manner as discussion boards, but the best use of blogging in the classroom I've seen has been in an introductory writing and reporting course. Each student maintained a blog throughout the term and wrote on it in a journalistic manner. In addition to the writing, the blogs spawned great discussions about audience, formatting stories for different media, and always thinking and writing professionally. No "textspeak" allowed!

Corporations, politicians, and anyone selling anything has realized that Facebook (FB) is where the students are, so it stands to reason that universities also are tapping into the social media flagship. In the journalism lab, however, FB often is simply a distraction. Since it encompasses nearly all other types of social media (e-mail, chat, message boards, image posting, and so on), FB successfully has been used as a tool for reflection and discussion, but this accomplishes the same as a message board with the possible consequence of personal FB

use during class. One of the best ways to bring FB into the classroom is to discuss audiences and what a journalist can get out of FB. It is a great source for audience feedback, story ideas, and engagement. In the future, sites like Facebook will likely be further enmeshed with corporations and news media.

Twitter is especially useful for teaching how to boil large stories down to the key points. Nearly every media professional with whom I've spoken mentioned key skills of "breaking down a complex issue" and "delivering a lot of information succinctly." Twitter is ideal for teaching such

skills. Further, we must continually teach our students to think and write like a journalist. Every message, sentence, word, and character counts.

In sum, social media are great tools for getting aspiring journalists to develop writing skills for multiple audiences in multiple formats. I've never met a media professional who doesn't mention writing as an essential skill. Social media, no doubt, will continue to develop. Instead of getting caught up with a specific medium, we should be teaching when, why, and how to write in multiple formats.

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