

Help Us Find Best Practices in Convergent Journalism and Mass Communication for Small Programs

Small programs face special challenges and opportunities in the ongoing drive for integrated multi-media education. Building on the Small Programs Interest Group's (SPIG) pre-conference workshop on convergence at the AEJMC Boston convention, invited presenters at this pre-conference showcase in Denver 2010 will demonstrate and explain successful convergent teaching methodologies used in journalism, advertising, public relations, photojournalism, TV or radio broadcast classes.

WHO:

Small programs faculty — defined as SPIG members and faculty teaching two and four-year schools with up to 10,000 students

WHAT:

Presenters will focus on how they teach converged media practices and how they guide their students to success in learning those lessons. Presentations will focus on hardware and software but also teaching methods such as practical in- or out-of-class projects and exercises. Presenters will create how-to seminars (“do this”, “don’t do that”) and will be encouraged to provide the audience with take-home materials, such as CDs with syllabi, handouts and the steps used to guide student work — along with samples of outstanding student work.

HOW TO APPLY:

1. Submit an abstract of your best practices in teaching convergent or multi-platform journalism, advertising or public relations (e.g. print and visual, video and PR/advertising, visual and audio). The work should draw on your own professional practice/preparation; the abstract must refer to tangible, professional-level outcomes in the work of students in your classes (400-500 words).
2. Submit syllabi from courses where you’ve guided students' learning in convergent or multi-platform media.
3. Submit a cover letter requesting consideration for this pre-conference session (acknowledging your ability to participate given its timing in the convention week), and describing how convergent or multi-platform media has been part of your professional development as an educator.
4. Submit URLs for student media in the journalism, broadcast, photojournalism categories; online content from campaigns produced by a student PR agency (or from a PR campaigns class); or online content from a AAF national student campaign contest (or from a advertising campaigns class).

Please note classroom work will *only* be accepted if the applicant’s school has no student agency or does not participate in the national competition. No classroom work may be submitted that was not produced for a live client (on- or off-campus).

5. Submit to David Weinstock by Feb. 15, 2010. Bounder10@comcast.net