

spig news

Newsletter of AEJMC's Small Programs Interest Group

Spring 2013

You could be SPIG's 'Teacher of the Year' *Send your application electronically by March 15th*

SPIG's "Teacher of the Year" competition honors a member of SPIG who demonstrates excellence in teaching and advising. Those interested can be nominated or can apply.

Only members of SPIG are eligible, but the current SPIG chair, vice chair and past winners are not eligible.

Please send electronic submissions only and do so by March 15, There are three easy steps:

1. Supply ONE letter of recommendation from a former student with the names, email

addresses and phone numbers of two other possible former student referees.

2. Supply ONE letter of recommendation from a colleague or former colleague, with the names, email addresses and phone numbers of two other possible referees.

3. Supply 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, and

-- A Curriculum Vitae (no more than eight pages).

These nomination packets must be received by the SPIG Teaching Co-Chair by March 15, 2013. Email materials to:

Pam Parry, Chair Communication Studies Department, Belmont University, Nashville, TN 37212,

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SPIG will be busy at Aug. 8-10 convention

The Small Programs Interest Group will have its name on five panel discussions and four other special programs for the national convention of the Association for Education in Journalism and Mass Communication in Washington, D.C., Aug. 8-10.

SPIG will arrive early at the Renaissance Downtown hotel to begin with a pre-conference program Wednesday, Aug. 7. The "Scholarship of Application" work will be presented.

On Day 1 (Wednesday), the annual Great Ideas for Teaching (GIFT) poster session, co-sponsored with the Community College Journalism Association (CCJA), starts at 10 a.m.

That will be followed by two panels, one at 11:45 a.m. on "Service Learning," co-sponsored with the Civic and Citizen

Journalism Interest Group (CJIG), and another at 1:30 p.m. on "Crowd Funded Journalism," in which SPIG will be joined again by CCJA.

Day 2 (Friday) of the convention will find SPIG and the Media Ethics Division sponsoring a "Hot Topics" panel (topic not yet announced) at 11:45 a.m., followed by SPIG's own "Scholar-to-Scholar" session at 1:30 and a panel on "Plagiarism" at 3, shared with the Council of Affiliates.

Day 3 (Saturday) for SPIG begins with a 10 a.m. panel on "Assessment," again with the CCJA, followed by the annual off-site SPIG "Teacher of the Year" luncheon at noon.

SPIG Head Kay Colley will convene the annual business meeting at 7 p.m., and wrap up with the annual social at 8.

Head notes...

Make this the year to show your research

By Kay Colley

If you're like me, this is a busy time of the year.

From preparing midterms to posting grades, not to mention those student media and chair duties, sometimes I feel like I don't have the time to sit down and plan a research project, much less conduct one. But then I think about how important

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SPIG leaders helped in study of evangelicals in pop culture

SPIG members Michael A. Longinow of Biola University in California and Michael Ray Smith of Campbell University of North Carolina are two of the 57 professors who contributed to *Evangelical Christians and Popular Culture: Pop Goes the Gospel* (3 volumes), edited by Robert Woods, Foreword by Mark Noll.

Here is a direct link to the collection: <http://www.abc-clio.com/product.aspx?isbn=9780313386541>.

The three volumes may be viewed as additional support for the ways American evangelicalism in general, and evangelicals and popular culture in particular, are becoming subjects of

serious academic study inside and outside the academy and beyond those who identify with it as insiders.

The 54 chapters in the books represent nearly 50 institutions of higher learning, both public and private. The authors teach and write in the areas of history, English, theology, music, psychology, sociology, new media, journalism, communication and media studies, rhetoric and cultural studies, film and television studies, advertising and public relations.

Individually and collectively they have been called upon to explore the following intersections between evangelicals and popular culture:

- How evangelicals produce traditional and non-traditional forms of popular culture;
- How evangelicals are portrayed in popular culture created by non-evangelicals;
- How evangelicals are viewed by the wider public/mainstream media/press;
- How evangelicals and their faith have shaped and been shaped by popular culture;
- How evangelical critiques can be brought to bear on popular culture; and
- How evangelicals use, or make use of, popular culture for spiritual/religious purposes.

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research is to our profession, especially right now, and I sketch out projects, tie up loose ends on old ones or contact an editor or two to see what's happening.

While I know we are all pushed to the limit in small programs, it's especially important for us to keep pushing toward a more robust research agenda. As an interest group of AEJMC, we have lots to teach our colleagues at larger schools that can be shared in scholar-to-scholar research sessions or in our journal, *Teaching Journalism & Mass Communication*.

So instead of saying next year I'll submit a research article, make this the year. You still have time, and just think of how good that acceptance will look toward tenure.

TEACHER, from page 1

pam.parry@belmont.edu. For more information, call 615-566-9918 (cell) or 615-460-6198 (office).

By March 20, the nominees will be notified that necessary materials have been received. Judges will rank the applicants, forwarding their rankings by April 30 to teaching co-chair Liz Atwood, Hood College, who will tabulate results. (atwood@hood.edu)

The winner will be announced at the SPIG business meeting at the annual AEJMC convention, where he or 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 also will notify the winner's dean and/or chair, the winner's school and local newspapers, and AEJMC central office.

As you're looking toward the end of Spring, don't forget to submit your professional projects to SPIG's Scholarship of Application contest. This year, the deadline is April 15, so you have a few extra days to sharpen up your research paper before you need to sharpen up that professional project submission. This contest made for a really interesting presentation at the 2011 Convention, so I can't wait to see what you all have in store for this year's Scholarship of Application.

Finally, don't forget to "like" SPIG on Facebook and use this social media source to forge connections, ask questions and generate buzz among all AEJMC members. Social media can be a great source to introduce our colleagues to SPIG.

Let's make our "Face" the best it can be.

Equity award deadline March 15

AEJMC is seeking nominations (*applications and self-nominations are welcome*) for the 2013 AEJMC Equity & Diversity Award.

This is for academic units that are working toward, and have attained, demonstrable success in increasing equity and diversity.

Read the award call at <http://www.aejmc.org/home/2012/09/aejmc-equity-diversity-award/> <<http://www.aejmc.org/home/2012/09/aejmc-equity-diversity-award/>>.

The application deadline is 5 p.m. Eastern time, March 15, 2013. Please address any questions to: Deb Aikat <da@unc.edu>, University of North Carolina at Chapel Hill.

Liz Atwood moved from newsroom to classroom

SPIG PROFILE



DR. ATWOOD

What is your current primary job title and employer, and what subjects do you teach?

I'm an assistant professor of journalism at Hood College in Frederick, Md. I teach news writing, online journalism, advanced reporting, media and society, and a freshman seminar related to media issues. I'm looking forward to teaching a new course in the fall on media and revolution.

I'm also the adviser to the student newspaper, The Blue and Grey.

Tell me an interesting fact about you.

I grew up on a farm in Virginia. I had horses, pet chickens and a pig named Fred (until he was turned to bacon). But the farm life wasn't for me.

What was your first job?

My first paying job was flipping burgers at the local Tastee-Freez. I wasn't very good at it, but it taught me to work quickly. Fortunately, I was able to soon get an internship at the local newspaper.

Tell me about your education.

I went to Luray High School, a small public high school in Luray, Va. (home of the Luray Caverns).

I received a Bachelor of Science degree in journalism from West Virginia University, a Master of Arts degree in history from the University of Virginia and a Ph.D. in public communications from the University of Maryland.

What was your dissertation topic and what is your current research focus?

I wrote my dissertation, *Negotiating Systems of Control*, on the changes that occurred in

"We need young people to continue to believe in the mission of a free press..."

commentator. I presented a paper on that work at the 2012 AEJMC convention and have written an article on Kilpatrick's friendship with Sen. Harry F. Byrd Sr., which will appear in a forthcoming issue of the *Virginia Magazine of History and Biography*.

What do you like about your job and your workplace?

I love being around so many smart and dedicated people. I've been lucky in that regard. I spent nearly 30 years in the newsroom, mostly as a reporter and editor at *The Baltimore Sun*, where I was able to work with some of the best journalists in the business. Three years ago, I left the paper to teach journalism at Hood College, a small liberal arts school in Frederick, Md. Each day is mental exercise. I stretch myself to teach students what they need to know to succeed in journalism and I strive to research and write scholarly work that I hope will be interesting and relevant.

Tell me something about your personal life.

I am the mother of two boys, ages 11 and 16. Being a mom is by far the most challenging and most rewarding job I've ever had.

What other significant achievements have you had?

I'm proud of the work I did at the *Baltimore Sun*. I never won the Pulitzer Prize I'd hoped for, but I think I wrote stories that made a difference in people's lives. I covered a lot of local government issues, and I know they were important.

I also spent many years as an editor in the features department. I believe people enjoyed the stories we produced and I was proud to play a part in it.

What are your personal or professional goals now?

My first goal is to complete some research projects I'm working on and get tenure at my college. I would gradually like to move my research from historical revolutions to current social and political revolutions in the United States or abroad.

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Have you applied professional work to teaching?

Show us how by April 15 and you may be honored in August

Do you have some great professional projects that enhance your scholarship and work in the classroom?

Here's a chance to shine...

The Small Programs Interest Group is giving you a chance to win recognition for your "Scholarship of Application" at the 2013 AEJMC conference.

Full-time faculty members can submit professional or creative work that was published, broadcast or posted in 2012. The work needs to relate and contribute to their area of teaching expertise. (Essentially, scholarship of application is linking academic skills and interests to a broader audience. For example, journalism professor John Hanc won in 2008 for an article he wrote for a special section of the *New York Times*. He then used the reporting experiences to enrich his classes.)

Work can be in journalism, advertising or public relations. The media can be print (magazine, newspaper or PR releases/brochures), electronic (TV or radio) or a web-based combination of text, audio or visual. (Only one submission per author, please.)

The submission deadline is **April 15**.

SPIG research chairs will select judges for a blind peer review and notify winners by **May 10**.

The top authors/creators will present their work and

receive their awards at a SPIG pre-conference workshop scheduled for 1-5 p.m., **Aug. 7** at the Washington, D.C., AEJMC conference

The entry packet must include:

-- A cover letter with the project's title and the authors' position(s), institutional affiliation(s), phone number(s) and email and postal address(es). (PDF).

-- An electronic version of the completed project (PDFs, jpegs and video files) with bylines or other obvious author identifications obscured. (For social media elements, a screen shot is recommended.) For a public relations or advertising campaign submission please include planning documents as well as news releases or other published work.

-- A 400-500-word statement relating the product to the author(s) area of teaching expertise. This letter should include the project's title, but not the author(s) name(s) or affiliation(s) (PDF).

Entries should be sent by email by midnight **April 15, 2013**, to: Patrick Sutherland – psutherland@bethanyvw.edu.

For more information, contact the SPIG Research Co-Chairs: Michael Longinow, michael.longinow@biola.edu or Patrick Sutherland, psutherland@bethanyvw.edu.

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Even more important to me than the research, however, is working with students who are interested in journalism careers. The business has gone through some rough times, but we need young people to continue to believe in the mission of a free press, whether they are working at newspapers, broadcast stations or websites. I hope I can persuade them that the work is vital and also a lot of fun.

What leadership roles have you had in the Small Programs Interest Group?

Last year I was head of the Professional Freedom and Responsibility Committee and this year I'm co-chairwoman of the Teaching Committee.

What goal do you have for SPIG?

I am relatively new to SPIG. My colleague, Donna Bertazzoni introduced me to the organization, and I've really been impressed with the commitment the members have to teaching at small colleges and sharing their experiences with colleagues. The new online journal, *Teaching Journalism & Mass Communication*, is one example of that dedication and excellence. I'd

like us to continue to reach out to faculty who are at small colleges where we don't have much money or many grad students to help with research. I believe we can continue to publicize ourselves and make sure our voices are heard when it comes to grant funding and innovative curriculum development.

If you had to describe yourself, what words would you use?

This is tough. I like to think of myself as optimistic and tenacious. My kids, however, would say I'm picky and a nag.

spig news is created by **Richard Hendrickson**, a Los Angeles-based associate professor for Cleveland's John Carroll University, and **Sandra Combs**, assistant professor in the Department of Journalism of the College of Communications at Arkansas State University.

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