

aejmc in d.c.

SPIG contributing to 6 panels, each addressing a 'hot topic'

Compiled by Carrie Sipes
First-Vice Head, Shippensburg State

Here are the panels that have been accepted as part of the program for the 2018 AEJMC Conference in Washington, D.C.

The conference runs Aug. 6-9. A specific schedule for panels and other events is still in the works.

1. Hot Topics

Co-sponsor: CCJA

Description: To keep the topic "hot," it is unveiled each summer as close as possible to the conference, with an eye on current events. Panelists are then gathered who can ably discuss the topic.

2. Fighting fair: Teaching critical thinking and media fairness in a climate of rage and rants

Co-sponsor: CCJA

Description: In a time when student protests and climates of attack rhetoric are part of university life, this panel will offer suggestions from media and public relations educators on how to guide students into critical thinking, use of reasoned dialogue, and an insistence on fairness of approach even when passions are strong and the stakes of a given debate seem enormous. The panel will deal with approaches to coverage of stories but also of how to navigate opinion about such national issues as federal immigration policy and protests by professional athletes. The panel also will address issues of civility and respect in small classes

where students may be particularly reluctant to speak because of the loss of anonymity.

3. Book 'em? Exploring alternatives to textbooks in the digital age

Co-sponsor: CCJA

Description: This session will bring ideas to get students interacting with significant ideas, current controversies or trends related to media or journalism courses when textbooks in a given course are outdated, badly written or so expensive that students can't afford them (or won't pay for them). The panel also will discuss legal and ethical dilemmas of supplementing textbooks with Web resources. Finally, panelists will offer creative approaches to getting students to read without resorting to coercion.

4. The university student-run public relations agency: Opportunities and challenges for academic programs large and small

Co-sponsor: PRDV

Description: The university student-run communications agency is a business that operates within a higher education institution. The agency allows students to build conceptual knowledge and practical skills while developing advertising, marketing, or public relations campaigns for real world clients. As a result, students are graduated with the knowledge

and the hands-on skills desired by employers in these fields. This panel will focus on opportunities and challenges presented by the student-run agency, and how an agency offers outstanding teaching and learning opportunities for programs both large and small.

5. Communication and media relations training in risk and crises

Co-sponsor: COM SHER

Description: This panel will discuss all aspects of communication and media relations training for STEM and PR professionals. In an increasingly mediated society, the need to communicate effectively with diverse audiences, including lay publics, journalists, and information officers, is critical. Drawing on their expertise and experiences, panelists will focus on risk and crisis communication.

6. Diversity outcomes beyond the numbers - Expanding the landscape

Co-sponsor: MACD

Description: How can Journalism and Mass Communication units be evaluated for diversity beyond just the numbers? How do we systematically look at student, faculty and curricular achievements? This panel is especially designed for smaller programs that may struggle to meet the diversity expectations of the Accrediting Council for Education in Journalism and Mass Communication.