

spig news

Summer 2020: *The official newsletter of the AEJMC Small Programs Interest*



Photo courtesy of Cathy Strong

Cathy Strong, foreground, with her students as they interview the new Irish ambassador to New Zealand. Strong teaches journalism and public relations at Massey University in Wellington, New Zealand.

A Strong history of service earns Dalton-Landon award

Dr. Cathy Strong has been named the winner of the Dalton-Landon Foundation Service Award in recognition of her work editing SPIG's online journal, *Teaching Journalism & Mass Communication*.

Strong has been editor of *TJMC* for three years and previously won the GIFT Teaching award for multimedia education.

SPIG established the Dalton-Landon award in 2005 to recognize

group members who have provided exemplary service to the organization. The award is named after SPIG founders Terry Dalton and Kim Landon.

Strong has been an active member of AEJMC for more than a dozen years. She teaches journalism and public relations at Massey University in New Zealand, and previously taught at Zayed University in the United Arab Emirates. Earlier in

*Please see **STRONG** on page 3*



Liz Atwood

head notes

SPIG remains great resource in strange times

By Liz Atwood

Hood College

Dear SPIG, What a strange time we are living through. No one could have imagined that when our academic year started last fall, we would end up teaching our courses from home this spring.

When we started planning for our 25th anniversary celebration, we thought the main problem would be how to keep the prices down in one of the most expensive cities in America. Now our annual conference will be held virtually, and we'll have to wait until 2021 to get together to celebrate SPIG 25 plus 1.

We all recognize the limitations of online sessions. I have taught online classes for more than 15 years, and while they provide the opportunity for working adults to get an education, they cannot replace the hands-on instruction and

*Please see **HEAD** on page 2*

head notes

We'll share successes, failures

Continued from page 1

spontaneous conversations that occur in face-to-face meetings.

Many of my students struggled to adapt to online classes. I'm sure many of yours did as well. Our students often come to small colleges so they can work closely with faculty. This spring many of us struggled to deliver that same personalized instruction to students who were in different time zones and sharing computers and space with multiple members of their families.

I am longing to get back to the classroom and have lunch with my colleagues in the dining hall. My school, Hood College, has decided to open a bit earlier than usual in the fall semester and conclude courses before Thanksgiving.

With face masks and social distancing, we all know this won't be the same environment we left in

March.

Together, though, we can take comfort that SPIG remains a resource in which to share our successes and commiserate over our failures as we return to teaching this fall.

In the upcoming AEJMC conference we once again will be doing what we do best – giving tips on how to teach mass communication in a challenging world.

Our sessions will include pre-conference sessions on basic course preparation and continue throughout the conference with panels on law, sports, technology, non-profit organizations and aiding graduate students from abroad.

We will also host our popular Great Ideas for Teaching competition, and I hope we can set aside plenty of time to get together to talk informally, and even have some fun with our SPIG friends.

I am longing to get back to the classroom and have lunch with my colleagues.

I want to encourage each of you to log in to as many sessions as you can to support your colleagues. All of the sessions will be live and you will be able to join in the discussion.

Keep in mind we'll be operating on Pacific Time, so for some of us that might mean late nights, but we'll be able to sleep in and learn in the comfort of our homes.

I'll see you online in a few weeks and I look forward to seeing you in person in New Orleans in 2021. We'll have our 25th anniversary plus 1 celebration then. Let the good times roll!

cover story

Strong adds TJMC to her varied duties

Continued from page 1

her career, she taught at Kent State University in Ohio.

Before joining academia, Strong had a varied professional career. She was a senior journalist in seven countries and at one time directed a well-regarded public relations company.

Strong said that journalism, public relations, academia and editorship all have the same foundation of trying to share accurate and useful information with the public.

"This may sound easy, but with the rapidly changing media scene overlaid with sophisticated misinformation, all professional communicators need to keep current,"

she said. "This is where TJMC academic journal is so helpful, as well as networks such as the SPIG Listserv," she said.

Strong is the third editor of TJMC since its founding by Vivian Martin in 2011.

Next year will be the journal's 10th anniversary, and that's a reason to celebrate. Twice a year it produces a selection of relevant and research-based information on teaching and the industry.

Strong said that because of the loyalty and professionalism of the journal's teams, it provides readers with relevant insights. The current issue even has two articles relating to the effect the pandemic has on the industry.



Cathy Strong is editor of the SPIG journal, Teaching Journalism and Mass Communication.

spig officers for 2019-20

Head

Elizabeth Atwood, Hood,
atwood@hood.edu

First Vice Head

Kalen Churcher, Wilkes,
kalen.churcher@wilkes.edu

Second Vice Head

Jeremy Sarachan, St. John Fisher,
jsarachan@sjfc.edu

Immediate Past Head

Carrie Sipes, Shippensburg,
casipes@ship.edu

Secretary

Dawn Francis, Cabrini,
dawn.francis@cabrini.edu

Research Committee Co-Chairs

Carrie Buchanan, John Carroll,
cbuchanan@jcu.edu
Dave Madsen, Morningside College,
madsend@morningside.edu

Teaching Committee/TOY Chair

Jeremy Sarachan, St. John Fisher,
jsarachan@sjfc.edu

PF&R Committee Co-Chairs

Michael A. Longinow, Biola,
michael.longinow@biola.edu
Katherine Orloff, Hood,
orloff@hood.edu

Newsletter Editors

Jackie Incollingo, Rider, jincollingo@rider.edu
Brian Steffen, Simpson,
brian.steffen@simpson.edu
Production: Doug Mendenhall, Abilene
Christian, dlmo8a@acu.edu

Commission on Status of Women

Lona D. Cobb, Winston-Salem State,
cobbl@wssu.edu

Webmaster

Mitzi Lewis, Midwestern State,
mitzi.lewis@msutexas.edu

Journal Editor

Catherine Strong, Massey,
C.R.Strong@massey.ac.nz

Listserv

Brian Steffen, Simpson,
brian.steffen@simpson.edu

Membership

Michael Ray Smith, Lee,
michaelsmith@leeuniversity.edu
Nomi Morris, UC Santa Barbara,
nomimorris@writing.ucsb.edu

Social Media Chair

Kim Fox, The American University in Cairo,
kimfox@aucegypt.edu

GIFT Liaisons

Jim Sernoe, Midwestern State,
jim.sernoe@msutexas.edu
Alan Goldenbach, Hood,
goldenbach@hood.edu

Commission on the Status of Minorities

Lona D. Cobb, Winston-Salem State,
cobbl@wssu.edu

Special Promotions

Sonya DiPalma, of North Carolina-Ashville,
sdipalma@unca.edu

SPIG's virtual luncheon will offer real interaction

By Jeremy Sarachan

St. John Fisher

This year's virtual luncheon offers the opportunity to meet up with old friends and make some new ones. Grab your lunch at home and join us for a roundtable discussion of strategies for successfully teaching during the fall semester.

Please come with any questions you have about teaching successfully online or in a socially distanced classroom or ideas you've already developed for a successful transition.

We'll start off hearing about what each participant's college is planning for the fall, then focus on particular communication-specific challenges, such as teaching video production, reporting or public speaking.

No SPIG Teacher of the Year will be awarded this year as we wanted to be able to celebrate a winner's accomplishments in person.

The virtual luncheon will be Friday, Aug. 7, from 1:30-3 p.m. Pacific Time.

Top papers

Winning papers about data visualization and Generation Z will be presented in a SPIG poster session Aug. 8, 11:30 a.m., during the AEJMC virtual conference.

Moderator for the session is Kelly Bruhn of Drake, with Carrie Buchanan of John Carroll as discussant. Winners of the SPIG research competition are:

First Place: *State of DataViz and Data Storytelling Education in Journalism and Communication Programs: An Exploratory Study*, Masudul Biswas, Loyola-Maryland, and Carrie Sipes, Shippensburg.

Second Place: *Mindfully Preparing Generation Z Undergraduates for Communication Workplace Realities*, Doug Swanson, California State Fullerton.

2020 aejmc conference

SPIG pre-conference panels will lift newcomers, veterans

The 2020 SPIG pre-conference session for the virtual AEJMC convention will focus on the “Journalism Teaching Toolbox” – featuring panels that are designed to help new college faculty and veterans alike.

The pre-conference will have panels on building syllabi, managing in-person and virtual classrooms, assessing student learning and making the online classroom a better location for student learning, said Brian Steffen, organizer of the sessions.

“As the summer has progressed, it’s looking more like many of our schools are still going to be teaching online,” said Steffen. “So an import-

ant part of the pre-conference program will be to help our members better navigate that space.”

The pre-conference session runs from 1–5 p.m., Pacific time, on Wednesday, Aug. 5, and will feature the following panels:

■ **Building a Syllabus** from 1–1:50 p.m. with Alan Goldenbach, Hood; Jeremy Sarachan, St. John Fisher; Jim Sernoe, Midwestern State; and Lisa Weidman, Linfield.

■ **Classroom Management** from 2–2:50 p.m. with Patrick Sutherland, Bethany; Kenneth Pybus, Abilene Christian; and Jack Zibluk, Tennessee–Chattanooga.

■ **Learning Assessment** from

3–3:50 p.m. with Sharee Broussard, Belmont; Michael Longinow, Biola; Sally Renaud, Eastern Illinois; and Carrie Sipes, Shippensburg.

■ **Online Teaching** from 4–4:50 p.m. with Masudul Biswas, Loyola of Maryland; Kay Colley, Texas Wesleyan; Jackie Incollingo, Rider; and Tamara Welter, Biola.

Steffen said the emphasis will be on short presentations by each panelist with time reserved for questions from attendees.

To participate, attendees must register for this year’s AEJMC Virtual Conference. No additional fee is charged to attend this pre-conference session.

SPIG event schedule for AEJMC conference

We’ve got lots of useful and exciting panels planned for the 2020 virtual AEJMC conference. Be sure to check out what colleagues are researching, as well as how they are responding to questions of diversity and bringing quality instruction online for fall. Please remember that all times listed are based on Pacific time. See you in August!

WEDNESDAY, AUG. 5

Pre-conference, 1 to 5 p.m.

The Teaching Toolkit: Get tips on syllabus construction, classroom management, course and curriculum assessment and ideas for online teaching. This workshop is designed to give new teachers the tools they need to start strong and experienced teachers the strategies to become even better. Pre-registration is required. Contact for the workshop is brian.steffen@simpson.edu

THURSDAY, AUG. 6

10 to 11:30 a.m.

Great Ideas for Teachers: GIFT cele-

brates new and innovative teaching ideas in mass communication. AEJMC members were invited to submit their best teaching ideas and the top 25 were invited to participate in this poster session. A grand prize winner will be announced.

Co-sponsored with Scholastic Journalism

1:30 to 3 p.m.

Top Tech Tools for Efficient and Inclusive Teaching

Co-sponsored with Media Ethics

3:15 to 4:45 p.m.

NGOs and Global Nonprofits: Preparing Students for the Changing Technology Landscape

Co-sponsored with Religion and Media

FRIDAY, AUG. 7

10 to 11:30 a.m.

Sports Media Curriculum: What’s the Winning Lineup

Co-sponsored with Sports Communication

1:30 to 3 p.m.

Member luncheon: Join members of

SPIG (Small Program Interest Group) in a “luncheon” to connect with old friends, make new connections, and discuss strategies of teaching online and hybrid courses this fall.

6:45 to 8:15 p.m.

SPIG members meeting

SATURDAY, AUG. 8

11:30 a.m. to 1 p.m.

Scholar to Scholar poster session

1:15 to 2:45 p.m.

International Graduate Students’ Experiences in the Donald Trump Era: Navigating the Waters of a Divisive Media and Political Climate

Co-sponsored with Graduate Student Interest Group

1:15 to 2:45 p.m.

DIG Fair

3 to 4:30 p.m.

The Top 10 Legal Mistakes Com Professors Make in Class (You Won’t believe #4),

Co-sponsored with Law & Policy