

2021 SPIG Conference Programming—Tuesday August 3

1:30 to 5:30 p.m. / PC013

Small Programs Interest Group

Preconference Workshop Session

Part I — We've earned Tenure and Promotion! Now What?!

Presiding/Moderating

Christina Smith, Georgia College

Panelists

Brian Steffen, Simpson

Leigh Wright, Murray State

Felicia McGhee, Tennessee, Chattanooga

John Chapin, Pennsylvania State, Beaver

Jeremy Sarachan, St. John Fisher

As an Assistant Professor, the first three to five years in rank are focused toward acquiring credibility and national recognition through research and creative works. The reward of earning tenure and promotion provide relief and potentially a reduced-stress workload, at least during the dossier evaluation period. But what's next? This panel will address this question and offer ideas for how to avoid academia burnout and progress as an Associate Professor.

Part II — Promotions, Pandemic and Panic

Presiding/Moderating

Liz Atwood, Hood College

Panelists

Kay Colley, Texas Wesleyan

Pam Parry, Southeast Missouri State

Ralph Hanson, Nebraska, Kearney

Kate Stepaniuc, Southeast Missouri State

How has the pandemic affected the pursuit of promotion and tenure and what can individuals, administrators and departments do to help assure a fair playing field for women and minorities? This will look at strategies to help mitigate the negative effects on teaching, research and service.

Part III — Do I Want to be an Academic Administrator? The Pay Looks Good, but is It Worth It?

Presiding/Moderating

Liz Atwood, Hood and **Christina Smith**, Georgia College

Panelists

Kenneth R. Pybus, Abilene Christian

Marquita Smith, Mississippi

Kelly B. Bruhn, Drake

Carrie Sipes, Shippensburg

This panel will look at the pros and cons of becoming a department chair or program director. What do administrators wish they had known before they accepted the job?

2021 SPIG Conference Programming— Wednesday, August 4

9 to 10:30 a.m. / W011

Small Programs Interest Group and Media Ethics Division

PF&R Panel Session

Ask Me That Another Way: Empathy on the Frontlines of News about COVID, Police Brutality, and Weather Disasters

Moderating/Presiding

Michael Longinow, Biola

Panelists

Christy Vines, IDEOS

Tamara J. Welter, Biola

Velena Jones, CBS Sacramento

Audiences in the U.S., over the last year, have begun to care about news again — but for different reasons. Older audiences have been riveted to COVID coverage and to political reporting; younger audiences have fixated on news of street violence, police brutality against protesters, and the ongoing story of Black men and women killed by police in urban centers. This panel will explore an underlying thread in all this coverage: empathy woven into coverage or as an outcome of coverage in narrative, photo and video news.

2021 SPIG Conference Programming—Thursday, August 5

9 to 10:30 a.m. / T004

International Communication Division and Small Programs Interest Group

Teaching Panel Session

Teaching Resilience During Crisis

Moderating/Presiding

Ruth Moon, Louisiana State

Panelists

Margaret Jjuuko, University of Rwanda

Shearon Roberts, Xavier University of Louisiana

Brian Semujju, Makerere University

Tamara J. Welter, Biola University

Panelists will discuss resilience from a variety of perspectives, including how to develop resilience as an educator and how to pass it along to students. The panelists have experience in a variety of crisis situations, ranging from natural disasters (Hurricane Katrina in the U.S.) to health crises like COVID-19 (around the world) to ideological crises,

1 to 2:30 p.m. / T037

Small Programs Interest Group and Magazine Media Division

Teaching Panel Session

What I Learned in the Lockdown

Moderating/Presiding

Carol Schwalbe, Arizona

Panelists

Paola Banchemo, Alaska, Anchorage

Kyung Jung Han, California State, Bakersfield

John Kerezy, Cuyahoga Community College

Jacqueline Marino, Kent State

Darren Sweeney, Central Connecticut State

Sheila Webb, Western Washington

Many of us suffered from Zoom gloom after hours of looking at postage-stamp-size images in a Hollywood Squares format. We relished the thought of returning to face-to-face classes. But can techniques and activities that work better on Zoom be infused into traditional classes and online courses? The members of this panel will discuss ways of getting to know your students, keeping them engaged, and building trust and community on Zoom that translate well to in-person and online writing, photo and design classes.

3 to 4:30 p.m. / T051

Public Relations Division and Small Programs Interest Group

Teaching Panel Session

Small Program, Big Impact: Public Relations at Small Colleges and Universities

Moderating/Presiding

Kate Keib, Oglethorpe

Panelists

Natalie Tindall, Lamar;

Cathy Rogers, Loyola;

Arien Rozelle, St. John Fisher

Jennifer Bond, *Bond Moroch*, New Orleans

Public Relations faculty at small universities face unique challenges. Often, just one or two full time faculty members teach all of the PR classes, as well as advise PRSSA. This presents opportunities such as deeper mentoring relationships between faculty and students and autonomy. However, it also presents challenges such as faculty managing the entire roster of students, creating, revising and updating all courses and overseeing a very demanding organization, PRSSA. The goal of this panel is to share ideas and best practices from faculty at small programs in order to support other faculty in similar situations. Panelists will share their methods as well as suggest ways to form a lasting community that can support one another. A practitioner from a local firm will participate as a panelist in order to highlight the advantages students from small programs offer as well as ways small programs can help support students who may not have the advantage of a large faculty/university.

2021 SPIG Conference Programming—Thursday, August 5

5 to 6:30 p.m. / T067

Community Journalism and Small Programs Interest Groups

PF&R Panel Session

The Adults in the Room: How Student News Publications Are Representing, and Protecting, Their Campus Community During COVID-19

Moderating/Presiding

Jeffrey Riley, Georgia Southern

Panelists

Jeff Gauger, content adviser and professional in residence, Louisiana State

Jackie Incollingo, Rider

Eliza Noe, editor-in-chief, *The Daily Mississippian*, Mississippi State

Carrie Buchanan, John Carroll

Sophia Maltese, editor-in-chief, *The Carroll News*, John Carroll

As American universities attempted to reopen face-to-face instruction during the ongoing coronavirus pandemic in fall 2020, and as the number of positive cases skyrocketed, student newspapers became the outspoken voice of reason and concern. They covered flaws in reopening plans, the lack of transparency and data, and how it was stressing students, faculty and staff. They used their editorial sections to carry the voices of concerned students, faculty and staff that felt ignored by administration. This panel will bring in those student reporters and their advisers to talk about the challenges of representing, and acting as a voice for, a college community during the pandemic.

2021 SPIG Conference Programming—Friday, August 6

1 to 2:30 p.m. / F015

Association for Education in Journalism and Mass Communication

Scholar-to-Scholar Refereed Paper Poster Session

Small Programs Interest Group

07-1300-25 • Building Sustainable Client Partnerships: a Non-Profit Outreach Center's Value to Developing a Service-Learning Pedagogy*

Chris McCollough, Jacksonville State

07-1300-26 • Methods for Teaching Social Justice Journalism**

Dawn Francis, Cabrini

3 to 4:30 p.m. / F040

Small Programs and Internships and Careers Interest Groups

Teaching Panel Session

High Impact Practices Go Virtual

Moderating/Presiding

Kate Keib, Oglethorpe

Panelists

Kay Colley, Texas Wesleyan

Sharee Broussard, Belmont

Kim Pearson, The College of New Jersey

Maurika Smutherman, Winston-Salem State

From internships to mentorship, speakers and service learning, faculty and students pivoted at the onset of COVID in unique ways. Keeping students and the community engaged while not physically connected forced a new kind of innovation, and a new skill set. Faculty on this panel share experiences and ideas related to evaluating remote internships, online tools to make remote experiences possible and how to engage the local community while virtual.