

spig news

Summer 2022: Official newsletter of the AEJMC Small Programs Interest Group

Loyola's Masudul Biswas is SPIG's Teacher of Year

Students laud his positivity, approachability & helpfulness

This year's distinguished winner of the top teaching award in the Small Programs Interest Group — the Ginger Rudeseal Carter Teacher of the Year Award — is Masudul Biswas, an associate professor in the Department of Communication at Loyola University Maryland.

Biswas has been a member of the faculty at Loyola since 2014 and has taught a wide variety of undergraduate- and graduate-level courses.

His academic and professional interests include the strategic use of digital/online media in communication & journalism, content creation for the Web & social media, and diversity in media/communication practices. He teaches digital media (and design) and strategic communication courses, mainly geared towards digital media, journalism, and strategic communication students.

The Department of Communication Chair at Loyola University Maryland reflected on Biswas' commitment to students stating that, due to his teaching style, "his students not only learn the skills and techniques needed to become competent and creative media and communication professionals but do so with respect to diversity, equity and inclusion which is evident in the course work and student reaction to it every semester."

A former student of Biswas cited



Masudul Biswas is an associate professor of communication at Loyola University in Maryland.

his positive spirit, his approachable manner, and his helpful nature as important qualities in his relationships with students.

Presentation of the 2022 Ginger Rudeseal Carter Miller Teacher of the Year Award will occur during SPIG's Teacher of the Year luncheon Thursday, Aug. 4, from 12:30 p.m. – 2 p.m. at the Andiamo Detroit Riverfront.

All SPIG members are encouraged to attend the award presentation. Members must register in advance for the luncheon by July 27.



Jeremy Sarachen

head notes

We're Back to Meeting F2F This Summer

The AEJMC conference is almost upon us, and these times continue to be both a challenge and inspiration as we continue in the work of teaching, research, and service at our respective colleges.

It's been an honor being the head of SPIG for the last year. I thank Jackie Incollingo for taking over the role after the conference and look forward to remaining part of all that SPIG has to offer.

We are finally returning to an in-person conference in just a few days, albeit in the middle of something of a resurgence of COVID-19. That said, the safety measures in place will allow us to finally find the professional camaraderie missing over the last few years.

We can return to the impromptu discussions and between panel meet-ups that provide added value to AEJMC for many of us.

These are challenging times for small programs: decreased budgets, increased competition for

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head notes

SPIG Helps Faculty Better Serve

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now-shrinking cohorts of students, and questions of where small programs should concentrate their efforts: the popular areas of strategic communication, video, coding and analytics, or the foundation of much of our work: journalism.

The research, panels, and hallway and dinner discussions of AEJMC can help lead us on the right path, or at least help us find commonality between members experiencing these same challenges and issues.

SPIG's mission has always been to help smaller programs — those with high teaching and advising loads and not as many resources to carry them out — in AEJMC find the answers in line with the times.

The SPIG listserv continues to serve as a primary means of communication. It's been host to a multitude of discussions involved naming of departments, internship policies, and TikTok assignments — and that's just in the past couple of weeks!

Zoom technology has allowed us to meet for mid-year socials and as department chairs to discuss current trends. Please send a note to spig@mysimpson.onmicrosoft.com and introduce yourself to join our online community.

I also encourage you to step up and join us more formally as well. I can attest that I was a “digital only” member for many years, contributing to the listserv and not much else.

But I finally learned SPIG is so much more than that! Members of SPIG are a fine group of folks, and we encourage you to attend the business meeting online on July 25.

If you'll be in Detroit, please join us for our our Teacher of the Year luncheon, and any/all of the panels discussions during the week. We also will announce (via the listserv) an impromptu meetup or two.

In summary, take advantage of all AEJMC, Detroit, and SPIG have to offer. I hope to see and speak to many of you at the conference.

These are challenging times for small programs such as ours — decreased budgets, increased competition for now-shrinking cohorts of students, and questions about where small programs should concentrate their efforts: the popular areas of strategic communication, video, coding and analytics, or the foundation of much of our work: journalism.

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aejmc 2022 conference

SPIG Pre-Conference Focus on Alum/Local Partnerships

SPIG will kick off the AEJMC conference in Detroit with an Aug. 2 pre-conference program exploring how small communications programs can benefit from partnerships with alumni and local businesses.



Lara Salahi
Endicott College



Christina Smith
Georgia College



Liz Atwood
Hood College

Arkansas.

- **Arien Rozelle**, assistant professor at St. John Fisher.
- **Adrienne A. Wallace**, associate professor at Grand Valley State.

Working With Alums & Pros

The final panel will look at strategies to involve

News-Academic Partnerships

The program will start at 8 a.m. with a panel discussing news-academic partnerships.

Alliances between newsrooms and journalism programs have helped fill the gaps in local news coverage while providing students with internship opportunities.

Lara Salahi, an assistant professor at Endicott who has researched news-academic partnerships, will moderate the discussion. Participants will include:

- **Carrie Sipes**, associate professor at Shippensburg.
- **Brian Steffen**, professor at Simpson.

- **Kenneth Pybus**, associate professor at Abilene Christian.

PR/Ad Partnerships

A second panel will focus on partnerships with public relations and advertising firms.

Christina Smith, an associate professor at Georgia College, will moderate the program. Panelists will be

- **Michelle M. Maresh-Fuehrer**, professor at Texas A&M-Corpus Christi.
- **Dylan M. McLemore**, assistant professor at Central

alumni and local professionals in communications programs, including advisory boards and networking events. The moderator will be **Liz Atwood**, associate professor at Hood. Panelists will be:

- **Jeremy Sarachan**, associate professor at St. John Fisher.
- **Dave Madsen**, associate professor at Morningside.
- **Pam Parry**, professor at Southeast Missouri State.
- **Christina Smith**, associate professor at Georgia.

The cost of the pre-conference program is \$10, which can be paid at the time of the conference

milestones

Sally Renaud retired in June from Eastern Illinois University where she was a journalism professor, a department chair and a yearbook adviser. Prior to coming to Eastern In 2004, she worked for nine years as the journalism program director and newspaper adviser at Emporia State University in Kansas.

Jim Sernoe (Midwestern State) is spending July teaching in London with his university's study abroad program. Jim reports that you haven't really lived until you've had a pint at

the Rubber Soul bar in Liverpool.

Mas Biswas (Loyola) has had two peer-reviewed articles published recently: "Racial Inequalities in Baltimore City and Its Reflection in Diverse News Media Coverage after the 2015 Unrest Around Freddie Gray's Death" in *Social Development Issues*, and "An analysis of general-audience and Black news sites' coverage of African American issues during the COVID-19 pandemic" in *Newspaper Research Journal*.

Vivian B. Martin (Central

Connecticut State University) co-authored *Beatrice's Ledger: Coming of Age in the Jim Crow South*, University of South Carolina Press, with her mother, Ruth Martin, University of Connecticut School of Social Work. The book focuses on Ruth's experience growing up in 1930s and 1940s South Carolina, where she boarded at three schools to receive a high school degree because segregation laws prohibited her from attending a nearby high school with whites.

aejmc 2022 conference

Top SPIG Papers Focus on Games, Blended Strategies

By Dave Madsen
Morningside University
SPIG Research Co-Chair

Four outstanding papers from the SPIG research competition will be presented in a poster session at AEJMC on Friday, Aug. 5, at noon.

The first-place paper, from Kay Colley of Texas Wesleyan, is “Three Years of the Crisis Game: A Review of How Role Playing in Crisis Simulations Has Impacted Public Relations Students.”

In second-place is the paper from Arly Faundes, Pontificia Católica de Chile, “The Impact of a Blended Strategy of Video Tutorials and Asynchronous Activities On Skill Course Students’ Self-Efficacy.”

Two extended abstracts will

be presented: “Critical Analysis of Motivations and Strategies of Faculty Overseeing News-Academic Partnerships” by Christina Smith, Georgia College, and Lara Salahi, Endicott; and “Infusing Media Analytics Content into a Communications Curriculum at a Small College Through the Use of Experiential Learning” by Kelly Poniatowski and Kirsten Johnson from Elizabethtown.

The SPIG competition this year received 10 research papers this year, up from only three in 2021.

Two full papers and three extended abstracts were initially accepted for presentation, but one extended-abstract author is unable to attend the conference, so per

AEJMC rules, her poster will not be presented.

That paper was “From Me-Search to Research: Promoting Media Literacy and Social Awareness Among First-Year Media Students Through Autocritography, Content Analysis, and Qualitative Interviews” by Charisse L’Pree Corsbie-Massay, Syracuse.

SPIG Head Jeremy Sarachan, St. John Fisher, will be discussant.

Dave Madsen, Morningside; Carrie Buchanan, John Carroll; and Janice Colvin, Wilmington; served as SPIG research co-chairs this year. Buchanan has retired from John Carroll. SPIG members thank her for her participation the past several years.

SPIG Business Meeting Held Online July 25

To help all members of the Small Programs Interest Group be engaged with the business of the group, the 2022 SPIG Business Meeting will be held online on Monday, July 25, at 3 p.m. Eastern Daylight Savings Time.

Please note that this meeting is to be held before members gather in Detroit for the 2022 convention.

All members can join via Zoom by [registering in advance](#).

The meeting is where the SPIG leadership updates members on activities during the past year and upcoming activities in AEJMC and SPIG. Elections for new officers also are held.

spig program for #aejmc22

AUG. 3: 10:30 – noon

“Data Literacy for All Majors: Teaching & Assessment”

Co-Sponsor: Scholastic Journalism
Moderator: Petr Bobkowski, Kansas
Panelists: Masudul Biswas, Loyola Maryland; Sarah Cavanah, Southeast Missouri State; Chris Etheridge, Kansas; Patrick Hadley, West Georgia; Jackie Incollingo, Rider; Susan LoRusso, Minnesota; Gretchen Macchiarrella, California State Northridge; Jeremy Sarachan, St. John Fisher

AUG. 3: 12:30 to 2 p.m.

“Doing More With Less”

Co-Sponsor: Status of Minorities
Moderator: Liz Atwood, Hood
Panelists: Sonya DiPalma, North Carolina, Asheville; Carrie Sipes, Shippensburg; Angeline Taylor, Arizona State; Rockell Brown, Texas Southern

AUG. 4: 8:30 to 10 a.m.

“GIFT: Great Ideas for Teaching”

Co-Sponsor: Comm Technology
Moderator: Alan Goldenbach, Hood
Panelists: Teri Finneman, Kansas; Nicole Kraft, Ohio State; Brian Steffen, Simpson

AUG. 4: 10:30 – noon

“Designing & Teaching the

Combined Law & Ethics Course”

Co-Sponsor: Law & Policy
Moderator: Daxton “Chip” Stewart, Texas Christian
Panelists: Brian Steffen, Simpson College; Israel Balderas, Elon; Genelle Belmas, Kansas; Fred Vultee, Wayne State

AUG. 4 2:30 – 4 p.m.

“Flint & the Water Crisis: How to Blend Science, Solutions Journalism & Reporting in the Context of the Tap”

Co-Sponsor: Cultural & Critical Studies
Moderator: Michael A. Longinow, Biola
Panelists: Jiquanda Johnson, Flint Beat; Sandra Svoboda, Great Lakes Now; Anna Clark, ProPublica Detroit

AUG. 5: Noon to 1:30 p.m.

Scholar-to-Scholar (Poster) Refereed Paper Session

*Three Years of the Crisis Game: A Review of How Role Playing in Crisis Simulations Has Impacted Public Relations Students**
Kay Colley, Texas Wesleyan

*The Impact of a Blended Strategy of Video Tutorials and Asynchronous Activities On Skill Course Students’ Self-Efficacy***

Arly Faundes, Pontificia Universidad Católica de Chile

Critical Analysis of Motivations and Strategies of Faculty Overseeing News-Academic Partnerships
Christina Smith, Georgia College, & Lara Salahi, Endicott College

Infusing Media Analytics Content into a Communications Curriculum at a Small College Through the Use of Experiential Learning
Kelly Poniatowski & Kirsten Johnson, Elizabethtown College

Discussant: Jeremy Sarachan, St. John Fisher

* First Place Paper

** Second Place Paper

AUG. 5: 2 to 3:30 p.m.

“If You Build It, They Will Come: Restructuring Student Media to Create a Multiplatform Collaboration ‘Field of Dreams’”

Co-Sponsor: Community Journalism
Moderators: Kyle Miller, South Dakota, & Christina Smith, Georgia College
Panelists: Jackie Alexander, Alabama-Birmingham; Greg Vandegrift, St. Thomas; Brian Steffen, Simpson; Jeff Inman, Drake; Elizabeth Smith, Pepperdine