

SPIG Panels 2022, Detroit

TUESDAY AUG. 2

SPIG Preconference

8 a.m. - noon

“Partnering with Professionals”

Description:

This three-part pre-conference program will explore ways to successfully collaborate with professionals in journalism and public relations to provide high-impact experiences for students.

Panel topics include:

"Filling the News Void: Navigating & Sustaining News-Academic Partnerships"

The purpose of this panel will present various methods of project-based and ongoing relationships between academic institutions and news outlets (news-academic partnerships), which provide experiential opportunities for students, while helping media organizations fill gaps in news coverage, given shrinking budgets and staff.

Moderator: Lara Salahi, Endicott

Panelists:

Carrie Sipes, Shippensburg

Brian Steffen, Simpson

Kenneth Pybus, Abilene Christian

Michael Ray Smith, LCC International

"Partnering with PR and Ad Agencies"

This panel looks at opportunities to develop partnerships with advertising and public relations agencies to provide students the opportunity to work alongside professionals in public relations and advertising agencies.

Moderator: Christina Smith, Georgia College

Panelists:

Michelle M. Maresh-Fuehrer, Texas A&M University-Corpus Christi

Dylan M. McLemore, Central Arkansas

Arien Rozelle, St. John Fisher

Adrienne A. Wallace, Grand Valley State

"Developing Community Connections"

This panel will look at strategies to involve alumni and local professionals in communications programs, including advisory boards and networking events with the goal of keeping the classroom in touch with best practices and connecting students to internships and jobs.

Moderator: Liz Atwood, Hood

Panelists:

Jeremy Sarachan, St. John Fisher

Dave Madsen, Morningside

Pam Parry, Southeast Missouri State
Christina Smith, Georgia College

WEDNESDAY AUG. 3

10:30 – noon

“Data Literacy for All Majors: Teaching and Assessment Approaches”

Scholastic Journalism and Small Programs Interest Groups

Research Panel

Description:

Tomorrow’s journalists and strategic communication practitioners need to use data fluently to tell stories and to measure the impact of their work. A data course for all JMC majors can provide students with the general skills needed, and serve as a foundation for more advanced coursework. The panelists discuss their approaches to teaching data to all JMC majors, and the classroom research that examines their students’ learning.

Moderating/Presiding: 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 Macchiarella, California State Northridge

Jeremy Sarachan, St. John Fisher

12:30 to 2 p.m.

“Doing More With Less”

Small Programs Interest Group and Commission on the Status of Minorities

PF&R Panel

Description: Money is tight and enrollments in many places are declining. This panel looks at how communications programs can find state and private grants and develop community partnerships to help pay the bills.

Moderating/Presiding: Liz Atwood, Hood

Panelists:

Sonya DiPalma, North Carolina, Asheville

Carrie Sipes, Shippensburg

Angeline Taylor, Arizona State

Rockell Brown, Texas Southern

THURSDAY AUG. 4

8:30 to 10 a.m.

GIFT: Great Ideas for Teaching

**Small Programs Interest Group and Communication Technology Division
Teaching Panel Session**

Description:

The best of the best: Great Ideas for Teaching. In past years, GIFT is always one of the most popular and dynamic sessions at the AEJMC conference. GIFT is a refereed presentation of the best teaching tips and techniques. This year, a special emphasis on top tech tips for inclusive teaching.

Moderating/Presiding: Alan Goldenbach, Hood

Panelists:

Lisa Carponelli, Simpson

Teri Finneman, Kansas

Nicole Kraft, Ohio State

Brian Steffen, Simpson

10:30 – noon

**Designing and Teaching the Combined Law & Ethics Course
Law & Policy and Small Programs Interest Groups
Teaching Panel Session**

Description:

Many programs have combined media law and media ethics courses, which can be a challenge for instructors who specialize in one area but have little experience in the other. This panel focuses on best practices for teaching a combined course.

Moderating/Presiding: Daxton “Chip” Stewart, Texas Christian

Panelists

Brian Steffen, Simpson College

Israel Balderas, Elon

Genelle Belmas, Kansas

Fred Vultee, Wayne State

12:30 – 2 p.m.

SPIG Off-Site Luncheon

Teacher of the Year Award

2022 Teacher of the Year Recipient: Masudul Biswas, Loyola Maryland

Moderating/Presiding: Mary Liz Brooks, West Texas A&M

*Teacher of the Year luncheon will be held at Andiamo Detroit Riverfront, 400 Renaissance Center, just a minute walk from the AEJMC Conference Hotel. **Pre-Registration is required.***

2:30 – 4 p.m.

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

Small Programs Interest Group and Cultural and Critical Studies Division

PF&R Panel Session

Description:

Filthy water in Flint got the world's attention over the last several years. But as happens too often, reporting was muddled and too often simplistic about real causes and the science behind why it all happened, and why solutions were so challenging and slow-moving. This panel will pull in the perspectives of reporters whose boots on the ground were digging into what actually happened and not merely what national or international media assumed from a distance. This panel will be helpful for faculty teaching students to make science a sharper tool in their toolbelt as they take on environmental stories at the local, state or national levels. Jiquanda Johnson will be presented with the Cultural and Critical Studies Division's Professional Freedom and Responsibility Award.

Moderating/Presiding: Michael A. Longinow, Biola

Panelists:

Jiquanda Johnson, Flint Beat, CCSD 2022 PF&R Award Winner

Sandra Svoboda, Great Lakes Now, Program Director

Anna Clark, ProPublica, Detroit

FRIDAY AUG. 5

Noon to 1:30 p.m.

Scholar-to-Scholar (Poster) Refereed Paper Session

Small Programs Interest Group

“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 and Lara Salah, Endicott College

“Infusing Media Analytics Content into a Communications Curriculum at a Small College Through the Use of Experiential Learning”

Kelly Poniatowski and Kirsten Johnson, Elizabethtown College

Discussant: Jeremy Sarachan, St. John Fisher College

* First Place Paper

** Second Place Paper

2 to 3:30 p.m.

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

Small Programs Interest Groups and Community Journalism

Teaching Panel Session

Description:

This panel will welcome an array of topics on how to transition individual student media outlets (i.e. print, radio and television) into a unified, multiplatform collaborative student media force. Specific topics for this teaching-centered panel will range

from organizational and multiplatform story structures, funding, student and administrative buy-in, software, timelines, and technology.

Moderating/Presiding: Kyle Miller, South Dakota and Christina Smith, Georgia College

Panelists:

Jackie Alexander, Alabama-Birmingham

Greg Vandegrift, St. Thomas

Brian Steffen, Simpson

Jeff Inman, Drake

Elizabeth Smith, Pepperdine