

spig news

Fall 2003



New SPIG Head shares thoughts on teaching, ethics

By Kimberly Wilmot Voss, SPIG head, 2003-2004

Thanks to past-chair Jim Sernoe's capable hands, the transition from vice-chair to chair has been an easy one. It was especially nice to take the reins following our successful sessions in Kansas City. SPIG's programming lineup had a lot to offer and our focus on teaching was evident in several sessions and in the GIFT sessions.

The need for an increased emphasis on teaching has been apparent over the past few months. As I sat down to write this, I received an E-mail about the reporter at the *Bee* who was fired after filing a story about a San Francisco Giants game that he failed to attend. It was another reminder that the lesson of Jayson Blair hadn't been learned.

I was a doctoral student at the University of Maryland as Blair was leaving (as you may recall, Blair never graduated – a fact that the *New York Times* failed to check). At UMD, he was held up as a model for other journalism students. As the truth was uncovered this summer, it became clear that he had learned the wrong

lessons as an undergrad. Hindsight reports showed that Blair lied his way through his college newspaper experiences only to be rewarded with impressive internships and ultimately a top job.

We need to be aware of the lessons we are teaching our students. There needs to be an emphasis on ethical standards. It means double-checking what our students are doing and regularly discussing the costs of plagiarism both personally and professionally.

This is a difficult challenge as we balance the need to police the work of our students and the need for students to create their own ethical framework that they will take into the workplace. Let's hope that the spotlight on teaching will mean an increased membership for SPIG and more respect for the excellence in instruction that we try to achieve.

I look forward to working with SPIG members this year. Please let me know about your ideas and concerns, especially as we begin programming for next year's convention.



Latest SPIG news

By Jim Simon,
SPIG vice head, 2003-2004

As we look ahead to AEJMC's Toronto convention in 2004, here's a roundup of post-Kansas City convention news from the Small Program Interest Group:

SPIG hosted and co-hosted several successful events at the convention, including a great feature writing panel, a panel on how to build a successful small communication program, and another on using more diverse sources in stories.

We also celebrated the 10th anniversary of the founding of the group, which has grown to 115 (!) dues-paying members.

Kim Voss, now at Southern Illinois University-Edwardsville, was elected SPIG head or 2003-04 and Jim Simon, at Fairfield University, was elected vice head. Other officers include:

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**Oct. 1, 2003
Deadline for
2004 panels**

Teaching Panels
Rachele Kanigel
California State-Monterey Bay
Rachele_Kanigel@csumb.edu

PF & R Panels
Michael Longinow
Asbury College
mlonginow@asbury.edu

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Minorities**

Mark Nordstrom
**Liaison to the Commission on the Status of
Women**

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SPIG Head Emeritus

Jim Sernoe
Midwestern State University
E-mail: Jim.sernoe@mwsu.edu

**SPIG builds networks,
lifts morale at AEJMC**

By Jim Sernoe, former SPIG head

If you look through the newsletter each division and interest group publishes immediately following the summer conference, you will find several former chairs, new chairs, former officers and new officers describing how "refreshed," "rejuvenated" and/or "excited" they feel after all of the "terrific," "great" and/or "outstanding" panels/workshops/socials/new people/old friends they encountered.

While most of these people are probably sincere, I'm not the type to gush (at least not while sober) about how great our programming was or how my teaching was enriched by a certain panel (even though they were). And I definitely won't tell you that I now sit on the cutting edge of recent mass comm. research because, well, um, I didn't go to any research sessions.

I enjoyed some of the panels and workshops; I definitely enjoyed the socials and connecting with old friends; and I definitely met some interesting new people.

But what I got out of the conference - and get every year through both my involvement with AEJMC and the conference itself - is much more important than a new understanding of the Jayson Blair mess or a better way to grade. As important as those things are, what takes precedence for me is my continually reinforced sense of the importance of what we do in small programs.

It gets easy to get discouraged at AEJMC, attempting to run with the big names from the big schools. Several people have told me they are "fish out of water" coming from small schools that the "players" in the field have never heard of. I know I felt that way at one point (after all, when one of your mentors in Ph.D. school tells you not to take the job at Midwestern State University because he's never heard of it, you tend to wonder if you've made a mistake, or at least if you've let the good guys down).

But the SPIG has given me (and many others) a network of educators who understand each other, who understand the types of students and situations we deal with, and who understand life in a 4/4 courseload world.

I walk away from AEJMC every summer having exchanged horror stories and coping strategies with people like me. The "players" can't give me much useful advice for helping first-generation-in-college students who are blown away at a campus of 6,600 after graduating from a 180-student high school.

I walk away from AEJMC every summer feeling as if I (and we as a group) am doing something valuable and important. We may not ever be published in the prominent journals, but that achievement would pale in comparison to seeing that awkward freshman graduate as a confident senior.

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Photo by Rick Parkinson

GIFT 2003 grand prize winner Dr. Tamara Kay Baldwin, Southeast Missouri State, (center) is congratulated by CCJA President-elect Dr. John Neal, Brookhaven, and outgoing Scholastic Journalism Division Head Dr. Julie Dood, Florida.

Baldwin wins GIFT grand prize

By Edna Bautista,
GIFT Program Coordinator

Dr. Tamara Kay Baldwin of Southeast Missouri State University won the 2003 Great Ideas For Teachers (GIFT) grand prize at the recent AEJMC convention in Kansas City, Mo. Her GIFT is entitled "Sticks, Stones, String and Clay: How To Get Students To Think Critically About the Complexity of Human Communication in the Past and Today."

"I am thrilled at winning, but I am also tickled to see all the other really great ideas in the (GIFT) booklet too! I came away from the GIFT poster session knowing that there is some mighty wonderful teaching going on out there, if the entries this year are any indication — and I know they are. I will go into my classes in a few weeks refreshed and recharged — with some wonderful teaching ideas!" she said.

Baldwin received a plaque and \$100 check from the GIFT sponsors: Community College Journalism Association, Small Programs Interest Group, Newspaper Division and Scholastic Journalism Division.

Her GIFT and 24 other great ideas for teachers are included in a souvenir publication. Copies of the 2003 GIFT edition are still on sale for \$10, or three for \$25 (plus \$3 each to cover postage and envelope). Limited copies of the GIFT 2002 journals are also available at a discounted price.

"The GIFT books are a practical gift to yourself, your colleagues, your adjunct instructors and teaching assistants, especially at the start of a new academic year," said Dr. Edna Bautista, GIFT coordinator.

To order the GIFT publications, send requests to aejmccgift@yahoo.com.

The non-profit GIFT program, which debuted as a panel at the AEJMC convention in Phoenix, Ariz., in 2000, was expanded into a competitive mega-poster session with door prizes to match the gift-giving theme. GIFT aims to recognize excellent standards in teaching journalism and mass communication courses and to provide colleagues with fresh ideas for creating or updating their lessons.

For details about the GIFT program, go to the new Web site at www.geocities.com/aejmccgift.

Spotlight on SPIG Members

Dr. Cheryl Bacon, Abilene Christian University's JMC chair, purchased a lunch with Bob Schieffer during the Legal Defense Fund auction at last year's SPJ convention. Schieffer originally had agreed to speak in March for a fund-raiser jointly benefiting the department and the Fund, but had to postpone because of the war in Iraq. The event has been rescheduled for Nov. 4.

Donna M. Bertazzoni has been promoted to Professor of Journalism at Hood College in Frederick, Md. She is a current SPIG member, and former SPIG head. About 18 months ago, a book she co-wrote with Janis Judson was published. It's entitled *Law, Media and Culture: The Landscape of Hate*.

Rachele Kanigel, assistant professor of journalism and media analysis at California State University, Monterey Bay, has accepted a tenure-track position in the Journalism Department at San Francisco State University, where she will teach Newswriting, Reporting, Magazine Editing, and Magazine Writing and advise student publications. She starts her new job in January.

Shirley W. Kelly was promoted to an assistant professor and acting chair of the Department of Mass Communications at Claflin University. The department was established in 1997 and currently has nearly 75 majors. Kelly teaches courses in the television production concentration and shares more than 10 years of local television production experience to her students. Claflin University is the oldest historically black college or university in South Carolina. The university is affiliated with the United Methodist Church.

Dr. Charlie Marler, longtime professor and past chair of the Journalism and Mass Communication Department at Abilene Christian University, retired at the end of the 2002-03 school year after 48 years of service. He will be honored with the establishment of the Marler Endowment, benefiting the department, and continues to teach part time as senior faculty.

Bryan Murley, journalism instructor and student publications adviser at North Greenville College in Tigerville, S.C., began Ph.D. studies at the University of South Carolina this summer. Murley was also recognized with the 2002-2003 Outstanding Faculty award for the department of mass communication at NGC.

Kenneth Pybus, J.D., joined the Abilene Christian University faculty as an assistant professor of journalism and mass communication. Pybus formerly was editor of the *Nashville Business Journal*.

2003 Minutes

Small Programs Interest Group of AEJMC Minutes ~ 31 July 2003 Business Meeting 2003 National Convention, Kansas City, Missouri

The Small Programs Interest Group of AEJMC gathered for its official business meeting at 8:30 p.m. Thursday, July 31, 2003, in the Shawnee Room of the Westin Crown Center in Kansas City, Missouri. Jim Sernoe of Midwestern State University presided.

I. Introductions and Approval of 2002 Minutes:

Small Programs Head Jim Sernoe called the meeting to order with approximately 15 members in attendance. As this was Sernoe's second year as chair of SPIG, he gave notice that he was indeed retiring his chairmanship at the end of the business meeting. He noted: "Council of Divisions was beginning to question" his reign and that "I AM retiring ... possibly permanently." Kim E. Karloff, most recently of California State University-Northridge, was appointed secretary for 2003-2004. Ginger Carter of Georgia College State University requested approval of the minutes from the August 2002 meeting in Miami Beach, Florida. The 2002 Small Programs Interest Group business meeting minutes were unanimously approved.

Sernoe also reminded SPIG members to send their email addresses to our Listserv Administrator, Brian Steffen at Simpson College, for inclusion on the SPIG Listserv. Steffen's e-mail address: stef-fen@storm.simpson.edu. Sernoe later reminded the membership to submit articles to John Jenks of Dominican University for the group's newsletter. Jenks' e-mail address: jjenks@dom.edu. SPIG website and website submissions can be sent to Cathy Johnson at: cathy.johnson@angelo.edu. Johnson is looking for submissions of syllabi, teaching tips, member photos, etc.

II. Membership:

Sernoe reported that membership in AEJMC continues to be at an all-time high, with close to 3,500 AEJMC members. Despite a decline in this evening's business meeting attendance (down from 26 in 2002), SPIG membership now stands at 115 members (up from 90 dues-paying members in 2002). Sernoe noted, too, that the 2004 Convention will be held at the Toronto Sheraton, and the 2005 Convention will be held at the Marriott River Center in San Antonio, Texas.

III. SPIG Financials:

Sernoe reported that the Small Programs Interest Group has a current total of \$352 in its account. Where does the money go? According to Sernoe, \$190 recently went to this year's SPIG membership recruitment letter and mailing.

IV. Council of Divisions/Programming:

Sernoe thanked those who submitted teaching and PF&R panel suggestions for this year's conference. He also described the "chip" process and noted that this year's SPIG panel suggestions were particularly strong, even though only a few can be slated. He especially thanked Edna Bautista for her continued good works with SPIG, most notably her pinch-hitting in getting out two SPIG newsletters and her hard work and continued success with the GIFT (Great Ideas for Teachers) session.

Council of Division leaders Jan Slater of Ohio University and Carol Pardun of the University of North Carolina-Chapel Hill publicly commended SPIG for its participation in the GIFT programming. Sernoe noted that Bautista would receive the SPIG Person of the Year Award "if we had an award like that." The membership acknowledged Bautista with "applause in spirit." The GIFT Mini-Plenary Session at AEJMC is one of the most popular and highly attended events at the annual AEJMC conference.

Sernoe reported that the AEJMC winter meeting will be held in Atlanta, Georgia, December 5-7, 2003.

V. Mission Statement Update:

An October 1, 2002, deadline was set for the drafting of a new SPIG mission statement. Those on the mission statement committee included Michael Longinow (Asbury College); Donna Bertazzoni (Hood College); Jim Simon (Fairfield University); David Weinstock (Central Michigan); and Dianne Lynch (St. Michael's College). Asbury and Bertazzoni drafted a statement and it was read by the membership. No further action was taken at the time of the meeting.

VI. Election of 2003-2004 SPIG Officers:

Small Programs Interest Group Head – Kim Wilmot Voss (Southern Illinois University)

SPIG Vice-Head – Jim Simon (Fairfield University)

SPIG Secretary – Kim E. Karloff (formerly California State University-Northridge)

Newsletter Editor – John Jenks (Dominican University)

PF&R Committee Chair – Michael Longinow (Asbury College)

Teaching Standards Chair – Rachele Kanigel (California State-Monterey Bay)

Membership Chair – Kim Landon (Utica College)

Webmaster – Cathy Johnson (Angelo State University)

Listserv Administrator – Brian Steffen (Simpson College)

Liaison to the Committee on the Status of Minorities – Mark Nordstrom

Liaison to the Commission on the Status of Women – Ginger Carter (Georgia College State University)

VII. Convention Programming:

Sernoe reminded the membership that proposals for convention programming ideas are due to the PF&R head and/or the Teaching Standards head by October 1, 2003.

Format for proposals:

- *Title
- *Description of panel and/or objectives
- *Panel participants
- *Likely co-sponsoring divisions
- *Moderator

On October 15, Longinow and Kanigel will forward the membership's best ideas to Vice Chair Jim Simon. Between October 16-30, Simon will confer with Kim Voss and former SPIG heads Brian Steffen and Jim Sernoe. On November 1, a slate of ideas is turned into AEJMC divisions and interest groups. At the December 5-7 "winter meeting" in Atlanta, the 2004 SPIG schedule will be determined.

VIII. Officer Reminders and Teacher of the Year:

Sernoe and Voss reminded the membership of the executive officers meeting at 1:30 p.m. Saturday, as well as the orientation for incoming chairs and vice-head meetings at 8:15 a.m. Saturday, and the PF&R head meeting at 8:15 a.m. Saturday.

The SPIG business meeting was adjourned at approximately 9:50 p.m. with the presentation of the Small Programs Teacher of the Year Award. Jim Simon, associate professor in the Department of English at Fairfield University in Fairfield, Connecticut, was presented the SPIG 2003 Teacher of the Year Award. Simon, who received degrees from Arizona State University and Rutgers University, is the director of the print journalism program at Fairfield University. His teaching areas include reporting and editing, as well as electronics and political communication.

Congratulations were expressed by the membership, photographs were taken and the group adjourned.

Respectfully Submitted,

Kim E. Karloff
 SPIG Secretary
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 Office Phone: 408.399.9241

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- SPIG Secretary – Kim E. Karloff (formerly California State University-Northridge)
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Most of the SPIG executive committee meeting centered on how to get more SPIG members to attend next year's convention. Jim volunteered to send a listserv note out to all SPIG members, encouraging them to take part in planning a panel. Jim and SPIG Head Kim Voss were on a combined 10 panels this year; the goal is to reach out to more members so they can secure one of these roles (and secure funding from their school).

The committee approved a plan to add all dues-paying SPIG members to the listserv, with an easy way for them to opt out if they so desire.

The committee discussed several ideas for panels next year. One goal is to build on successful panels this year: GIFT, "build it and they will come" small program panel, and feature writing.

Another approach is to do panels we haven't cosponsored in a while, such as ethics, internships, making transition from grad school to teaching writing at a small school, how to incorporate on-line elements into all classes, advising (both majors and college media), special problems of teaching journalism at church-related schools.

Jim said he would work with teaching and PF&R chairs on a timetable:
 Oct. 1, proposals are due to those two chairs;
 Oct. 15, those chairs forward best ideas to Jim;
 Oct 16-30, Jim vets them with Kim (and maybe former SPIG heads Brian Steffen and Jim Sernoe);
 Nov. 1, final lineup turned over to AEJMC for inclusion in master list of ideas that goes out to all divisions and interest groups.

We have expanded the membership of the SPIG listserv to all dues paying members. The listserv is less active than many, with a few flurries of messages per month. If you wish to unsubscribe, just reply and write UNSUBSCRIBE in the subject box.

Ideas for Toronto

By Jim Simon

Now is the time for SPIG members to get involved in planning for the 2004 AEJMC convention in Toronto. This is an opportunity to learn new things, have some fun with fellow SPIG-ers and impress the promotions and tenure committee back home.

- * Have you ever wanted to put together a panel?
- * Serve as a moderator?
- * Serve as a discussant or panelist?
- * Ever wonder why certain panels make it and others don't?
- * Do you need to be on a panel in order to receive convention funding from your dean or chair?

Here's your chance to get involved. Listed below are several rough ideas for possible SPIG events at the 2004 AEJMC convention in Toronto. We hope you might grab one, suggest a title and description, suggest a panelist or two and see if there is support.

Rachele Kanigel, the SPIG Professional Freedom and Responsibility chair, and Mike Longinow, the Teaching Standards chair, will round up the nominees and send them to Jim Simon, who will get some reactions from SPIG officers. Jim and SPIG head Kim Voss then go to Atlanta in December for the AEJMC winter meeting, where they will use Spig's "chips" to bargain for as many panels as possible.

Here are some rough ideas. PLEASE OFFER YOUR OWN IDEAS AS WELL. Jim and Kim were on 10 panels this year; the goal is to reach out to more members so they can secure one of these roles (and secure funding from their school).

(If you want to help shape an idea, just follow the format at the end of this message.)

Possible teaching panel ideas. Send your reactions to Mike Longinow, Asbury College, mlonginow@asbury.edu

* How to build a successful small or medium sized journalism mass comm. program. This is a SPIG perennial; the people who attend often join our group. This year the title was: "Build it and they will come: Quality journalism education in small programs and community colleges."

How can we do it differently, and creatively, next year? One suggestion was to focus on how people entering the job market can transition from grad school to teaching journalism and mass comm. at the college level. Another approach: how to reach out to profs in other departments to help build your department (tapping politics prof to teach Media and Politics instead of using up your own resources and using one of your own people.)

* "You can do it: Practical; advice for turning a heavy teaching load into one publication a year. NOTE: this was one of the best-attended sessions we did, but the panelists totally ignored the subject and it bombed. Let's slightly recast the title and do it again in 2004 with assistant and associate profs talking, not administrators.)

* Feature Writing (John Hanc — jhanc@optonline.net — is already working on this; contact him if you want to work with him) Time for Carole Rich to return?

* Great Ideas For Teaching (GIFT) is automatic and Mike will work with Edna Bautista.

* The Real World: Making the most of student internships. Potential panelists: need people from large school who have no problem placing students with prestige news orgs, plus some at medium to small school. Need tips on broadcast and print.

* Online research: separate course or integrate into every course?

* Advising: how to do it successfully while balancing teaching and research needs.

* Advising Student Media: The rewards

and pitfalls. What are the most frequent problems that advisers face? What resources are out there to help? What do you know now, as an adviser, that you wish you had known when you started? Getting pubs out of advising; getting tenure while pissing people off in the administration. Potential panelists: could use two newspaper advisers plus one from yearbook, radio/TV? CMA and ACP people? SPLC, too?

* Plagiarism. Two ways to go: a) detecting student plagiarism, or b) flood of plagiarism by professionals like Ambrose and DK Goodwin

* Author! Author!: How to land the first book publishing contract

* Consulting: how far can faculty members go

* Freelancing: how to get started

Possible Professional Freedom and Responsibility ideas.

Send your reactions to Rachele Kanigel, email: Rachele_Kanigel@csumb.edu

* Special problems of faith-based schools. Usual tensions on teaching/research/advising, plus usual tension at a private school where there is no FOI or open meeting law protection, but host of new problems. On Catholic campuses they tend to be on issues like abortion/selling condoms in bookstore/church interference/censorship, etc. What problems do other faith-based institutions have?

* Ethics in journalism.

* Excellent grades ... or excellent students: Changing Grading Standards in Academe.

* Potential panelists: (I love the guy at Harvard who gives you two grades, a conventional Harvard grade, plus a lower one that represents what he really thinks it's worth)

Ok, I'm interested. What do I need to do?

Start to fill in a form like the one that follows. Shoot for a title, description, what role u want, and any potential panelists you might suggest. We'll use SPIG members to help fill out the panel.

Here's a model from 2003:

Working Title: Teaching Students to Get Diverse Voices in News Stories: Using Public Journalism and other techniques

Possible Moderator: James Simon, Fairfield

Possible Panelists:

- * Cheryl Gibbs, Earlham College
- * Dave Kurpius, Louisiana State
- * Sally Lehrman, SSJ National Diversity Chair
- * Kim Voss, Wisconsin/Stout

Convention program description:

This workshop provides fresh ideas, new tools and techniques on how to more effectively use varied, diverse sources in news stories. The tips will be targeted at basic reporting, news writing, and editing courses, along with more specialized public journalism courses. Experimental approaches to teaching public journalism and the use of diverse sources in broadcast news courses will be covered. Panelists also will discuss the SPJ Rainbow Source book, which is an extensive online database of experts on key news topics who are people of color, gays and lesbians, women, and people with disabilities.

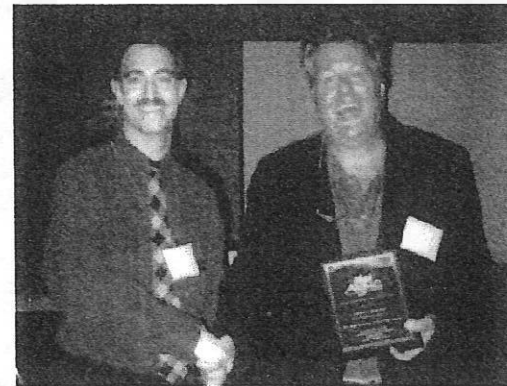
**Check the GIFT Web site at
www.geocities.com/aejmcgift**

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I walk away from AEJMC every summer knowing that the SPIG has become my primary niche in the organization. While I still enjoy the time I spend with my Wisconsin and Iowa friends (whom I subsequently, and conveniently, blame the next morning for my misery), the positive reinforcement I receive from my SPIG colleagues is nothing short of terrific, great and outstanding.

I walk away from AEJMC every summer even more convinced than the year before that the SPIG is an important part of AEJMC and in turn represents an often overlooked group of educators.

I didn't walk away from AEJMC this summer refreshed or rejuvenated (staying out until bar time every night then attending 7 a.m. meetings might have had something to do with that), but that's a small price to pay for the reaffirmation of much of what I believe about small programs and our role in the academy.



Jim Sernoe, left, SPIG head for 2002-2003, congratulates Jim Simon after his selection as SPIG's 2003 Teacher of the Year

Simon chosen as teacher of the year

By Jim Sernoe

James Simon of Fairfield University has been chosen to be SPIG's teacher of the year for 2003.

Simon's selection was announced at the SPIG business meeting on July 31, during the annual AEJMC conference.

The selection committee was impressed with all of the materials Simon submitted, including the impassioned letters of recommendation from students and colleagues. These letters, as well as the other documentation, showed evidence of Simon's dedication and concern for the teaching/learning process.

Students called him "the kind of teacher and person I can only dream to become one day myself," "passionate and intense" and "the catalyst for creating a resurgence in students clamoring for journalism classes." One student said, "I can't say enough about someone like Dr. Simon, who has gone above and beyond to offer a helping hand."

Colleagues and supervisors called him "an excellent colleague" and "a valuable, productive, cooperative and integral member of our department."

Simon earned a bachelor's degree in community development with an emphasis in urban journalism from Rutgers University. He earned a master's degree in mass communication and a doctorate in public administration, with an emphasis in news media, at Arizona State University. His professional background includes numerous reporting, editing, public relations and teaching positions.

spig news

FALL 2003

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