

# spig news

Summer 2004

## SPIG to mark 10th anniversary with Toronto convention panel

By Kim Landon

Teaching in a small program has changed in the past 10 years – or has it?

SPIG has made a difference to small program faculty –or has it?

Questions like these will be among those addressed when SPIG hosts the off-site panel “Voices in the Wilderness Revisited: How Are Small Programs Greeting the Teaching Challenges of the Future?” from 11:45 a.m. to 1:15 p.m. on Thursday, Aug. 5 at the AEJMC national convention in Toronto. The panel will meet in the 27th floor boardroom of Canwest, owner of the National Post and other media, at the Eaton Centre. The Centre is about a five minute walk from the convention hotel.

Space is limited for this session so organizers are asking participants to sign up in advance by contacting Kim Landon at [klandon@utica.edu](mailto:klandon@utica.edu). If there is space remaining, a sign-up sheet will be posted near the registration desk in Toronto.

Ten years ago, at the Atlanta AEJMC convention, Terry Dalton of what was then Western Maryland College (now

McDaniel College), successfully petitioned the AEJMC Executive Committee to form the Small Programs Interest Group.

Dalton had been urged to take up this effort the year before in Kansas City. His panel, “Voices in the Wilderness: Teaching Journalism at a Small Liberal Arts College” caused attendees and panelists alike to recognize that those teaching at small colleges and in small programs had different needs from the rest of the AEJMC membership.

“When I started attending AEJ conventions in the early '90s, I felt almost invisible among the big-school folks who seemed to dominate virtually every aspect of the annual gatherings,” Dalton said.

Dalton bonded with other small-school professors such as Kim Landon, Cathy Johnson and James Stewart who shared his desire for visibility and a measure of recognition. Dalton said he believes that for the past 10 years SPIG has given small-school journalism educa-

tors the voice that they need and deserve.

This year, during the Toronto convention, the Voices in the Wilderness panel will be reprised with some original panelists as well as an array of SPIG heads from the past 10 years.

Join the discussion as SPIG officers past, present and future examine the issues that face all of us who teach in the small program environment. Terry Dalton of McDaniel will return as moderator and the panelists will include: Donna Bertazzoni, Hood College; Cathy Johnson, Angelo State University; Kim Landon, Utica College; James Simon, Fairfield University; Brian Steffen, Simpson College; and James Stewart, Nicholls State University.

“Let's reflect back on SPIG's first 10 years in Toronto, and then let's lay the groundwork for our second decade, never forgetting that without SPIG we might still be struggling to be heard in the larger world of journalism education,” Dalton said.

## Work and Play with SPIG

Thursday, Aug. 5, 8:30-10 p.m.  
Off-site socializing with member of the  
Community College Journalism Association

(Check at registration for locations.)

Friday, Aug. 6, 6:45-8:15 p.m.  
SPIG Business Meeting. Informal dinner to follow.



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By Kimberly Wilmot Voss  
SPIG Head

# SPIG head raises questions for Toronto discussion

After months of negotiations and planning, the panels for the Small Programs Interest Group are ready for Toronto. My thanks go out to all SPIG members who helped with programming this year.

It is my hope that during our business meeting we can discuss future convention goals. I would like to address the following programming issues:

\*How do we feel about repeating panels? We have several great panels that draw strong attendance yet how often do we want to run the same panels? Do we want to rotate these panels?

\*How can we get new voices on our panels? Do we want to recommend (informally) that moderators seek a new

SPIG member on each panel? Or at least a member who has not been as active on panels?

\*Do we want to institute a research element? Although formal research panels have not done well in the past, we may want to consider a research-based panel or competition.

\*How can we better connect with other divisions and interest groups so that the panels that we want get programmed? The programming process involves our negotiations with other divisions/groups so those connections are important.

Please consider these issues and feel free to post ideas on the listserv or bring your suggestions to Toronto.

## Spotlight on SPIG Members

The second edition of *The Writer's Market Companion*, co-written by Mary Carmen Cupito, assistant professor at Northern Kentucky University, is due out in late summer 2004. The book, published by *Writer's Digest*, is designed to help beginning freelance writers find markets for their work. It includes advice on how to submit query letters; stay informed by using writing Web sites; manage time; understand contracts; generate writing ideas; and get the most from interviews. The completely updated second edition includes a new chapter on writing for online markets.

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John Hanc was named to the 2004 edition of "Who's Who Among America's Teachers." Hanc is an associate professor of communication arts at the New York Institute of Technology in Old Westbury, where he teaches classes in journalism, writing and public relations, and is also the faculty advisor for the NYIT student newspaper, *The*

*Campus Slate*. He has taught at NYIT since 1989.

A long-time journalist and writer, specializing in fitness and active sports, Hanc is a regular contributor to *Newsday*, and a frequent contributor to *Runner's World* magazine. His work has also been published in *Reader's Digest*, *Men's Health*, *Fitness*, *Men's Fitness*, *Muscle + Fitness HERS*, *Weight Watchers*, as well as in the official magazines for both the Boston and New York City marathons.

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John Jenks has been promoted from assistant to associate professor of Communication Arts and Science at Dominican University, River Forest, Ill. Jenks has been teaching at Dominican since 2000.

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Former SPIG head Jim Sernoe was named chair of the Department of Mass Communication and Speech at Midwestern State University in Wichita Falls, Texas.

## SPIG Panels Offer Relevant, Thoughtful Topics for Toronto

Every year the AEJMC convention program is packed with panels that only the panelists' mothers could love – and even they might be sorely tested. There's only so much content analysis any human mind can bear.

But for us there is an archipelago of relevance, wisdom and camaraderie known as SPIG-sponsored panels. SPIG this year is sponsoring or co-sponsoring seven panels covering everything from the mission of liberal arts colleges to the nuts-and-bolts of grading writing assignments.

Check out the following descriptions and times (and look for locations at the convention registration).

### Tuesday

*Pre-Convention Opportunity:*

**From the Headlines to the Classroom: How to Integrate Sexual Orientation Issues Across the Curriculum.**

1-5 p.m.

SPIG is co-sponsoring this event along with the Gay-Lesbian-Bisexual-Transgender Interest Group, and the Cultural and Critical Studies, Mass Communication and Society and Newspaper Divisions. There is no fee.

### Wednesday

**Breaking out of the Ivory Tower: Getting Started with Freelancing, Professional and Consulting Work.**

10-11:30 a.m.

Even if you recently got involved with academics after a long professional career, it's easy to let research and teaching pull you away from the rapidly changing media landscape you're investigating and teaching about. Let some folks who balance ongoing professional activities (some which pay pretty well) with academic careers offer some tips on how to keep up with the world outside the ivory tower as well as within it.

**Moderating/Presiding:** Jack Zibluk, Arkansas State University

**Panelists:** Terry Dalton, McDaniel College; John Hanc, New York Institute of Technology; Emily Toth, Ms. Mentor, *Chronicle of Higher Education*, Louisiana State University; Kim Wilmot-Voss, Southern Illinois University-Edwardsville.

**Journalism and the Liberal Arts: Can't We All Just Get Along?**

1:30-3 p.m.

While journalism programs at some liberal arts institutions are considered black sheep in the academy, others have found grudging respect and some have become central to the missions of their institutions. Does journalism education fit within the mission of the liberal arts college? What can it add to an institution's mission that isn't provided by other academic programs?

**Moderating/Presiding:** Brian Steffen, Simpson College

**Panelists:** Beverly Bailey, Tulsa Community College; Donna Bertazzoni, Hood College; John Jenks, Dominican University

**Great Ideas For Teaching (GIFT)**

3:15-4:45 p.m.

SPIG is a traditional co-sponsor of this terrific poster session. Come by and see dozens of ideas to enliven your teaching!

### Thursday

**"Voices in the Wilderness" Revisited: How are Small Programs Greeting the Teaching Challenges of the Future?**

11:45 a.m. - 1:15 p.m., Canwest Boardroom, 27th Floor Eaton Centre. (RSVP to Kim Landon at [klandon@utica.edu](mailto:klandon@utica.edu))

The panel will revisit some of the issues raised by a panel of the same name that led to the formation of SPIG and identify issues for the future. Ten years ago, folks at small programs felt isolated. SPIG has gone a long way to create a network of people teaching at small programs. But has anything else changed? Are Journalism programs at Small Programs under attack from the traditional liberal arts disciplines, as many were when this question was first raised? Are small programs able to deal with new issues of convergence in the media? Will they be left behind as larger, better-resourced schools advance technologically?

**Moderating/Presiding:** Terry Dalton, McDaniel College

**Panelists:** Donna Bertazzoni, Hood College; Cathy Johnson, Angelo State University; Kim Landon, Utica College; James Simon, Fairfield University; Brian Steffen, Simpson College; James Stewart, Nicholls State University

**"Who, What, Where, When and Why Didn't I get an A?" Grading The Journalistic Writing Assignment**

3:15-4:45 p.m.

This session will address one of the thorniest issues facing faculty; how to evaluate and grade journalistic writing assignments. Some professors have strict criteria that they distribute to their students, others are almost totally subjective, still others try to eschew grades altogether. It also raises the deeper and even more complex question of: What is good writing, anyway? And how precisely can we discriminate between "better" or "worse"? Attendees will come away with useful perspectives and perhaps some new tools for gauging and grading their own student writing assignments.

**Moderating/Presiding:** John Hanc, New York Institute of Technology

**Panelists:** Kim Landon, Utica College; Carole Rich, University of Alaska-Anchorage; David Weinstock, Central Michigan University; Terry Dalton, McDaniel College

### Friday

**Is News Reporting and Writing 101 Dead? Would New Approaches Inspire Undecided Student to Consider Print Journalism?**

8:15-9:45 a.m.

**Moderating/Presiding:** John Lofflin, Park University

**Panelists:** Theodore Glasser, Stanford University; Rachele Kanigel, San Francisco State University; John Miller, Ryerson University; Michele Weldon, Northwestern University; Lee Anne Peck, University of Northern Colorado

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## Inside this issue:

SPIG marks 10th anniversary.....page 1

SPIG head's message; Spotlight.....page 2

Toronto Panels.....page 3

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