

spig news

Newsletter of the AEJMC's Small Programs Interest Group

Summer 2005

Looking back

Reaccreditation Lets SPIG Highlight Accomplishments, Unique Role

By James Simon
SPIG Head, 2004-05
Fairfield University



It was a labor of love. I had to review SPIG's accomplishments for the past three years so we could get reaccredited by AEJMC. I had so much good material to work with that I didn't know where to start.

For newcomers to the group and for old-timers, here are some of the highlights:

- SPIG was founded in 1994 at the Kansas City AEJMC convention due in large part to the hard work of Terry Dalton (then of Western Maryland) and Kim Landon of Utica. The membership has been steady at 80 to 100 members over the last five years; a June 2005 membership breakdown showed SPIG was the third largest interest group.
- SPIG fulfills a unique niche for journalism / mass comm. faculty around the nation; many of the members report they would not likely be members of AEJMC or participate in its programming without the interest group.
- The group has worked hard to provide programming and assistance to faculty members in programs where teaching, advising and mentoring undergraduates is paramount. SPIG tends to attract faculty from small colleges and universities, faculty from small departments in often large institutions, and faculty who report they don't feel they "fit in" anywhere else at AEJMC.

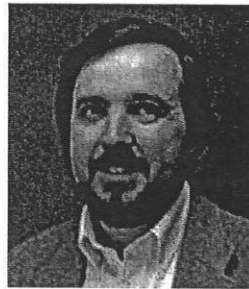
PIG feels it has fulfilled its mission by:

- Offering programming at every AEJMC convention that focuses primarily on teaching, advising and mentoring, but also addresses PFR and research considerations.
- Using a listserv to provide immediate feedback for members needing help, advice or a different viewpoint on an issue.
- Using its quarterly newsletter, listserv and web page to keep members in touch and informed about relevant issues.
- Attracting a high turnout at annual business meetings; 20-25 of 80 members routinely attend.
- Generating more candidates for SPIG officer slots than jobs available. (We may move toward a chair/vice chair system for the teaching, PFR and research slots next year to create more opportunities for people to serve.)

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'Research Agendas' Need to Reach Out to Make a Difference

By Jack Zibluk
SPIG vice head
Arkansas State University



At a time when traditional media practices, and the very role of free speech in society is being called into question, the academic community in general and AEJMC in particular has some choices to make.

We can continue our "publish-in-the-journals-only-read-by-academics" educational status quo, or we can reach out beyond our little worlds and really make a difference. We at SPIG have an opportunity to take a leadership position because of who we are: the folks on the front lines of journalism education, the ones who deal with students day to day.

We are also often working journalists who still write for newspapers and magazines, as I do. Often, articles in professional or popular and well-read media reach more people and make more of a difference in society than research pieces in journals that perhaps a dozen people actually look at.

On a recent trip to a big Research I university where I was invited for a job interview, I saw the status quo up close and personal. And after several months of self-examination, I've decided I'd rather challenge the dominant paradigm than go along with it. After all, isn't that what academics and journalists are supposed to do?

The Research I folks were very nice, cordial, and professional. Even before I visited, I was asked about my "research agenda," which, in all truth, consists of "stuff I can crank out when I have time between my four classes and family obligations."

That translated to "varied and eclectic," for the purposes of the interview. But that's not inaccurate, either. As a photojournalism professor, I indulge both professional and academic interests. I take photographs and write articles and columns for newspapers and magazines. I like to think this grounds my research in the real world, a radical approach some academics consider pretty base. I am interested in law, ethics, technology, politics, sociology and the effects of photojournalism on audiences and policy makers. I am interested in doing all I can to constantly improve my teaching.

A research agenda, that is not.

My colleagues at the other school explained that a true research agenda is something narrower, something at which I could be recognized as an expert. Rather than the whole of photojournalism, they would encourage a focus, for example, on the images of early Edwardian codpieces and how they socially constructed gender in pre-World War I Shropshire. They said I could go back to

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Spotlight on SPIG Members

Ginger Rudeseal Carter (Georgia College & State University) served as the associate director of the 2005 American Society of Newspaper Editors High School Journalism Institute at the University of South Florida. Carter, associate professor of mass communication at GC&SU, has been an instructor in the institute since 2001. During the workshop Carter taught sessions on interviewing skills, basic news writing, diversity in the newsroom and lesson planning.

* * *

John Hanc of New York Institute of Technology signed a contract to write his sixth book, a work of narrative journalism, entitled *Racing For Recovery: From Addict to Ironman*. It's the story of Todd Crandell, an alcoholic and drug addict who turned his life around, and is now an Ironman triathlete and head of a nationwide foundation that promotes substance abuse awareness and prevention. The published is Breakaway Books, and the tentative pub date is April, 2006.

Hanc also was nominated for an award in "Achievement in Full Time Teaching" at NYIT.

* * *

New SPIG member Ron Hollander of Montclair State University, Montclair, N.J., presented a workshop on teaching the Holocaust using period press from 1941-1945 in Jerusalem at Yad Vashem, the world's first and leading Holocaust museum and education center. Hollander has published widely on this area of scholarship, including a lead chapter in *Why Didn't the Press Shout Out?* (Yeshiva University Press, 2004). At the other end of the spectrum of his interests, he has had three articles published this year in the *Train Collectors Association Quarterly* on the history of Lionel electric trains, in which his book, *All Aboard! The Story of Joshua Lionel Cowen & His Lionel Train Company* (Workman Publishing, 2000) is the authoritative history, and was #61 on amazon.com.

* * *

Mark Nordstrom is moving from Lincoln University in Jefferson City, Mo. to Truman State University in Kirksville, Mo.

* * *

Belmont University's Pam Parry received tenure and was promoted to associate professor of journalism. Parry also was named one of four finalists at Belmont University for the Presidential Achievement Award – an award given to the faculty member who distinguished his or herself in service to students outside the classroom.

* * *

Richard "Dick" Puffer, assistant professor of communication received tenure at Coker College in Hartsville, S.C.

* * *

Former SPIG head Jim Sernoe of Midwestern State University was promoted to associate professor.

* * *

SPIG vice-head Jack Zibluk won the Robin F. Garland Award for photojournalism education. Zibluk received the award June 25 in San Antonio at the annual meeting of the National Press Photographers Association (NPPA). This award is the only NPPA educational achievement award and one of only seven that are given annually.

Live, late-breaking: SPIG Panelists on White House Beat

By Terry A. Dalton
McDaniel College

Does it seem as though the once vigilant watchdogs of the White House press corps have lost much of their bite while covering President Bush?

That's one of many questions we hope to get answers for from a panel consisting mainly of current White House correspondents who, only recently, seem to have regained some of their muscle. Sponsored by SPIG and Mass Communication & Society, the panel is entitled "Tall Order: Neutralized by Bartlett, Fleischer & Hughes, Can the White House Press Corps Rebound During W's 2nd Term?"

The session will be held on Thursday, Aug. 11, from 5 to 6:30 p.m.

Those who are expected to participate include Terry Moran, White House correspondent for ABC News, Charles Bierbauer, former WH correspondent for CNN, Bill Douglas, WH correspondent for Knight-Ridder Newspapers, Julie Mason, WH correspondent for the *Houston Chronicle*, Jim VandeHei, WH correspondent for the *Washington Post*, David Greene, WH correspondent for NPR, Bob Hillman, WH correspondent for the *Dallas Morning News*, and Dick Stevenson, WH correspondent for the *New York Times*.

I say "expected to participate" because nearly all of the WH correspondents I lined up cautioned me that their attendance could be jeopardized by a breaking news story that day at the president's ranch in Crawford – where most of them will be stationed during Bush's annual August vacation that begins the weekend before our convention convenes. Accordingly, I am praying for a very slow news day on 8/11. And you should, too.

Fortunately, several panelists, including Bierbauer (now dean of the journalism school at South Carolina) and Douglas, will be attending the convention, thus assuring their presence on the "Tall Order" panel, slow news day or not. Myself and Chip Scanlan of the Poynter Institute will moderate the panel. Scanlan, I might mention, will also be on a SPIG-sponsored panel immediately before this one.

More than one SPIG member has asked me how I was able to land such an impressive group of panelists. Actually, it was not all that difficult. First off, I use a lot of professional journalists as guest speakers in most of my classes, and over the years I have been amazed at the percentage of invited guests who accept my invitation – and then do a great job in front of the class (and almost never ask for a dime in compensation). So I've had a lot of practice at this.

Secondly, I got a LOT of help from three people who could not be on the panel for one reason or another, but who knew the best ones for me to approach. The three are Ron Hutcherson of Knight-Ridder, who serves as president of the WH Correspondents Association; Dana Milbank of the *Washington Post*, who covered Bush during his first term; and Olivier Knox, WH correspondent for Agence France-Presse, the French wire service.

It wasn't all a bed of roses, though. I spent days trying to get contact information for Sam Donaldson, but to no avail. And a few correspondents who I emailed invitations to back in late May have yet

to respond, despite second and third follow-up messages. Judy Keen at USA Today told me she'd love to do it, but then had to back out a few days later when her August schedule changed. And I'm still waiting for a final decision from someone I recruited very hard – Dana Bash of CNN. Bash was recommended to me by more of her colleagues than any other single correspondent.

So why did I pick this topic for the "late" panel that was left unfilled at the December chip auction? For several reasons, not the least of which is that I have long felt that, beginning with President Reagan, the WH press corps began to lose its aggressiveness and willingness to challenge the president. This timidity became especially apparent after 9/11. Then I read an article by Lori Robertson a few months ago in *American Journalism Review* that suggested the Bush media team was without peer when it came to staying on message, plugging leaks, and keeping WH reporters at bay.

Earlier this month, however, we have seen some evidence of a possible rebound by the men and women who cover the president. This was most evident during three press briefings by Scott McClellan, all of which were punctuated by tough-minded, aggressive and increasingly impatient reporters who were trying to get to the truth surrounding the Karl Rove leak to *Time* magazine reporter Matthew Cooper.

Have the watchdogs rediscovered their teeth? Come to "Tall Order" on Thursday at 5:00 and find out. And hope for a slow news day at the ranch, too.

AEJMC

**For the full details
on the rest of the
SPIG-sponsored and
co-sponsored panels,
look at page five.**

Simon, Continued from page 1

Like all interest groups, Small Programs has to make the most of its limited number of convention chips. Looking across programming in recent years, SPIG is proud that it has sponsored panels and sessions that address specific issues of importance to its membership. We also have endeavored to offer events that hit all three programming areas (teaching, research, PFR), as per AEJ guidelines, and to provide a service to AEJMC members not affiliated with our group.

Small Programs is unique among AEJMC divisions, commissions and interest groups in that it does not address an area of knowledge within the discipline (e.g., law, ethics, theory) or a communication medium (e.g., newspapers, magazines). Instead, we are representing a particular demographic group – small journalism / mass comm. programs. As a result, much of our programming concerns “how to” issues that help our members better teach, advise and mentor traditional and nontraditional undergraduate journalism / mass comm. students. This has been a central focus of our programming at each convention since 2002.

This year, SPIG is sponsoring a better balance of panels this year than in the past. We have one full-fledged research panel, three PFR activities (including a pre-convention workshop on funding research that did not cost a chip), and four Teaching activities

Beyond the formal nature of our involvement in AEJMC, Small Programs fills an informal niche by providing a community and support network for those faculty who are often alone in their institutions. We do this through social events at annual conventions, dinners, and other ways by which those individuals can find a place where they belong. The listserv gives these professors access to virtual colleagues across the nation.

Friendships and working partnerships are among the key products of the work of the Small Programs Interest Group.

SPIG Heads, 1994 founding-present

1994-95	Terry Dalton, McDaniel
1995-96	Terry Dalton, McDaniel
1996-97	James Stewart, Nicholls State
1997-98	Dianne Lynch, St. Michaels
1998-1999	Donna Bertazzoni, Hood
1999-2000	Cathy Johnson, Angelo State
2000-01	James Sernoe, Midwestern
2001-02	Brian Steffen, Simpson
2002-03	James Sernoe, Midwestern
2003-04	Kim Voss, Southern Illinois/Edwardsville
2004-05	James Simon, Fairfield

Zibluk, Continued from page 1

being an academic-as-working-journalist after I got tenure in seven years of narrow-focused research on academic bangers and mash. I don't think anyone was surprised when I withdrew from consideration a few days later. But I didn't know what to make of the experience. Was I henceforth doomed to the second-tier? Does second tier really mean second rate? Are we at SPIG second rate?

Of course not, but it took me a while to truly internalize and believe that's true.

We really don't need to be second to anybody. We really are good enough and smart enough and, gosh darn it, people do like us, often moreso than the big paper mills. That's not an affirmation. It's internalized.

So rather than whine, I began to question. After all, that's what a good journalist, and a good academic, does. My big question is just why do Research I institutions HAVE to keep their minions on a tight and narrow focus? Why can't their faculty tackle big questions and devote themselves to the problems of the world beyond the little-read refereed journals?

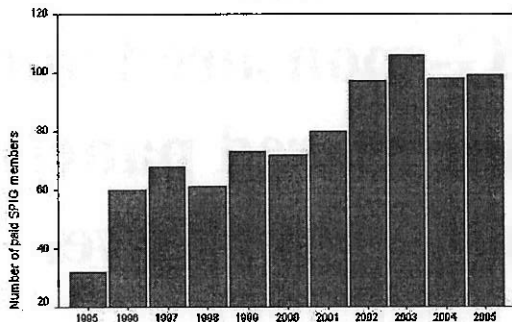
And why can't AEJMC, which has the brainpower and the people power, focus on the importance of free speech and the importance of the diversity of ideas and perspectives in society? That's what a democratic society is all about and that's what fewer and fewer people in our democratic society seem to understand. Increasingly, asking tough questions is considered rude at best, and seditious at worst. This perception goes from our political leaders to our students. It leads to the erosion of academic freedom and threats against the very notion of tenure.

Many of us at SPIG-member schools are still working on the “big issues” of free speech, discourse and democracy every day in our journalism, our research, our service and our teaching. When we do so, we make more of a difference to our students and to society than those who focus on Shropshire codpieces.

In the past, the bigger schools could hide in their safe faux-ivory towers, hiding behind their four-way ANOVAs.

But none of us really can anymore. Many of us are already taking leadership roles as individuals. As an organization, SPIG might just make a difference with AEJMC. And if all the schools, big and small, organize to defend and explain free speech and the value of discourse, we really might just make a difference in society.

Growth in SPIG Membership
1995–2005



SPIG has grown to be one of the largest interest groups. Here are the membership numbers as of May 2005.

Interest Group	# Members
Religion and Media	141
Small Programs	99
Civic Journalism	93
Entertainment Studies	91
SCIGroup	90
Internship and Career	90
Graduate Education	78
Media and Disability	41
Gay, Lesbian, Bisexual, Transgender	40
Community Journalism	34

SPIG Panels: Fun, Teaching Tips and Research in S.A.

SPIG sponsored and co-sponsored panels at the San Antonio convention make spending a full five days in South Texas this August very appealing. Teaching tips, hints on snagging research money, eating, drinking and new takes on journalism research in small programs – they're all here thanks to SPIG. Here is the final rundown on SPIG activities at the AEJMC. Enjoy, and see you there!

TUESDAY

1 P.M. – 4 P.M. Pre-conference workshop. Show me the money: Funding for research and professional development. Primary Sponsor: MAC. Co-sponsor: SPIG

WEDNESDAY

3:15 p.m. Great Ideas For Teachers (GIFT) poster session and mini-plenary. Sponsor: CCJA. Cosponsor: SPIG. Moderator: Edna Bautista

5 p.m. UPDATE: Refereed research panel: Challenges and Strategies for Teaching in Small Programs. Sponsor: SPIG. Moderator: Ginger Carter, Georgia College.

When Teaching is Advising: The Role of Workshop Publication Courses in Smaller Institutions' Journalism and Mass Communication Programs Ken Rosenaur, Ann Thorne, and Robert Bergland, Missouri Western State
Plagiarism: Attitudes and Perceptions Carla Bolin, Missouri Western State
Managing Curriculum, A sound Pedagogical Foundation Leads to a Smooth Curriculum Redesign Tamara L. Gillis and Robert C. Moore, Elizabethtown

THURSDAY

11:45 a.m. Relieving the overload: Balancing research and teaching in teaching universities and colleges. Sponsor: SPIG. Co-sponsor, CCJA. Faculty at teaching institutions are facing increasing pressure to "publish or perish," often without any apparent decrease in teaching loads. Successful educators and administrators will offer ideas on how to maintain what can seem to be an impossible balancing act. Speakers will offer tips on how to design a course so that you can try to get a journal article out of it.

Moderator: Kim Landon, Utica.
Panelists: Steve Ames, Community College Journalism Association
Mary Jean Land, Georgia CSU
Kathy McKee, Berry
Jim Sernoe, Midwestern
Patricia Swann, Utica

3:15 p.m. Don't shoot the messenger: Motivating students to appreciate journalism. Primary Sponsor: SPIG. Co-sponsor: Grad Ed.. This panel will explore various approaches -- including first-year-experiences, interdisciplinary approaches used successfully in English and other disciplines, and some innovative journalistic techniques -- to help educators inspire their students to love writing and journalism.

Moderator: John Hanc, NY Westbury
Panelists: Cindy Elmore, East Carolina University
Steve Horton, Northwestern State University
David Mindich, St. Michael's College
Chip Scanlan, The Poynter Institute

5 p.m. UPDATE, Hot Topics panel. "Tall Order: Neutralized by Bartlett, Fleischer & Hughes, Can the White House Press Corps Rebound During W's 2nd Term?" Sponsored by Small Programs Interest Group and Mass Communication and Society Division.

Moderators: Terry Dalton, McDaniel College, Chip Scanlan, Poynter Institute

Panelists: Charles Bierbauer, former White House correspondent, CNN
Bob Hillman, White House correspondent, *Dallas Morning News*
Julie Mason, White House correspondent, *Houston Chronicle*
Terry Moran, White House correspondent, *ABC News*
Mark Silva, White House correspondent, *Chicago Tribune*
Dick Stevenson, White House correspondent, *New York Times*
Jim VandeHei, White House correspondent, *Washington Post*
William Douglas, White House correspondent, Knight-Ridder

6:45 P.M. SPIG annual Business Meeting. Election of officers. Announcement on SPIG Teacher of Year. Report by outgoing head. Social to follow

FRIDAY

1:30 p.m. Teaching tips from SPIG's award-winning teachers. Sponsor: CCJA. Cosponsor: SPIG

Moderator: Edna Bautista, Benedictine
Panelists: Kim Karloff, California State, Northridge
Jim Simon, Fairfield
Andrea Frantz, Wilkes
Helen Varner, Hawaii Pacific

3:15 p.m. Teaching Convergence: Trials and Triumphs. Sponsor: Magazines. Cosponsor: SPIG

Moderator: Carol Schwalbe, Arizona State
Panelists: Does Teaching Print and Broadcast Writing in One Class Make Students Frustrated Or Flexible? Carol Holstead, Kansas
What Does It Take to Pull Off a Multilayered Convergence Project That Involved Six Different Classes, Six Professors, Nearly 100 Student, and Independent Student Media? Bill Silcock, Arizona State
Does a Student-Run Website Provide a Convergence Model? Bob Stewart, Ohio
How Do You Motivate Students to Cooperate on a Converged TV News and Newspaper Operation? Mark Nordstrom, Lincoln
Do Employers Look For Converged Skills or the Traditional Triad of Critical Thinking, Newsgathering, and People Skills? Jack Zibluk, Arkansas State

SATURDAY

8 a.m. Orientation meetings for officers of all divisions and interest groups

spig news

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