



2011 AEJMC Workshop on
**“Effective Strategies for
Teaching in the Digital Age”**

**Workshop Schedule and
Participant Biographies**



☞ Workshop Schedule ☛

**Get your AEJMC conference name tag before our workshop begins!
Check in at the AEJMC Registration Desk at the Landmark Foyer on the Conference Plaza level.**

Please pick up your AEJMC conference badge and AEJMC program book from the AEJMC 2011 registration desk Landmark Foyer on the Conference Plaza level, St. Louis Renaissance Grand and Suites Hotel, 800 Washington Avenue, Saint Louis, MO 63101.

The registration hours for Tuesday, August 9 are 8 a.m. to 7 p.m.

Tuesday, August 9, 2011

1 pm to 6 pm / Session 011 of 2011 AEJMC National Conference in Saint Louis

Meeting Room: Landmark 5/Conference Plaza [see map at <http://m.guidebookapp.com/77/map/512/>]
St. Louis Renaissance Grand and Suites Hotel, 800 Washington Avenue, Saint Louis, MO 63101 |

Moderating/ Presiding:

Debashis “Deb” Aikat, North Carolina at Chapel Hill, Scripps Howard Foundation Journalism
Teacher of the Year 2003

Linda Aldoory, Maryland-College Park, and

Charles Davis, Missouri-Columbia, Scripps Howard Journalism Teacher of the Year 2008

1 – 1:15 p.m.

Welcome and Introductions

1:15 to 2:30 p.m.

Part I: Effective Teaching Strategies

With inspiring stories and an array of individual insights, panelists will begin this interactive session with brief remarks about the challenges and joys of teaching. Participants will share their teaching tips and discuss effective teaching.

Panelists:

Teaching Millennials: Tough Love, Social Media, and Selective Self-Disclosure

Bey-Ling Sha, San Diego State

Criticism and Celebration of Teaching at the University Level

Jonathan Ernst, undergraduate student at Saint Louis University and editor of *The University News*, student-run newspaper at Saint Louis University

Student-Teacher Communication: How to Demonstrate Passion While Also Communicating Standards.

Charles Davis, Missouri-Columbia, Scripps Howard Journalism Teacher of the Year 2008

Ten Traits (and Practices) of Successful Teaching in J-Schools

Elizabeth “Bess” Menousek, BA graduate (May 2011) in Communication and Theology, Saint Louis University

Teaching Effectively: Reaching the 21st Century Student

Michael Gulledege, undergraduate student at Missouri State University and photo editor of *The Standard*, Missouri State's student newspaper

2:30 to 2:45 p.m.: Break

2:45 – 4:00 p.m.:

Part II: “Shoulda, Coulda, Mighta, Woulda”: Exchange of Teaching Strategies and Ideas

Panelists and workshop participants will engage in an open exchange of teaching ideas and tips for balancing research, teaching, service and life. Send your ideas and questions to Debashis “Deb” Aikat, North Carolina at Chapel Hill, at da@unc.edu by August 4, 2011.

Using Technology Inside and Outside the Classroom to Enrich the Learning Experience

Lori Clithero, Apple Inc.

Deadline Pedagogy: Tools and Practices for Teaching Real-world, Real-Time Reporting

Fred Bayles, Boston University Statehouse Program

Best of Times, Worst of Times: Grade Inflation, Student Apathy, Achievement Anxiety and Students’ Increased Sense of Entitlement

Debashis “Deb” Aikat, North Carolina at Chapel Hill, Scripps Howard Foundation Journalism Teacher of the Year 2003

4:00 to 4:15 p.m.: Break

4:15 to 5:30 p.m.:

Part III: Proven Ways to Flourish in Academe: A Mentoring Plan to Balance Teaching, Research, Service and Life

With amazing anecdotes and astute advice, panelists will share proven ways to flourish in academe. They will discuss varying expectations for earning tenure and promotion and how to manage career advancement. Participants will discuss academic expectations and mentoring issues.

Panelists:

Great Expectations: Hidden Aspects of Promotion and Tenure

Will Norton, Mississippi, Scripps Howard Journalism Administrator of the Year 2004

Proven Ways to Flourish in Academe: Varying Expectations for Earning Tenure, Promotion and Career Advancement for All Ranks

Gail F. Baker, Nebraska Omaha

Mentoring for Teaching, Research and Service: Varying Environments, Expectations and Realities

Maria Marron, Central Michigan

5:30 p.m. – 6 p.m.

“Magnanimous Mentor” program

Through an interactive networking process, participants will be paired with individual mentors to form mentoring connections during the year.

6:00 p.m.: End of workshop

This workshop marks a three-year pilot plan based on the “strategic directions” outlined by the [AEJMC 2009 State of the Discipline report](http://www.aejmc.org/_about/discipline/index.php) <http://www.aejmc.org/_about/discipline/index.php>. It addresses four objectives: (i) Examine what we teach, how we teach and allay anxieties about a discipline in transition; (ii) Adapt course content to the new realities of communication and draw upon core values; (iii) Harness research, creative and professional activity, media and industry support, professional organizations and community resources to incorporate curriculum changes, technology innovations and assessment of learning outcomes; and (iv) Develop peer-to-peer and co-mentoring relationships.

Participation requires pre-registration. Cost \$ 25. Sign up for “Teaching Strategies (Teaching Committee)” on the AEJMC St. Louis Registration <<http://www.aejmcstlouis.org/home/registration>>. Participants will receive a Teaching Handbook. Please contact Deb Aikat, North Carolina, <da@unc.edu> for workshop agenda and other details.



Teaching Committee Elected Members (2010-11): Sheri Broyles (Chair), University of North Texas | **Jennifer Greer** (Vice-Chair), University of Alabama | **Linda Aldoory**, University of Maryland, College Park | **Marianne Barrett**, Arizona State University | **Bonnie Brownlee**, Indiana University | **Charles Davis**, University of Missouri | **Amy Falkner**, Syracuse University | **Birgit Wassmuth**, Kennesaw State University.

Participant Biographies

★ Douglas F. Cannon, Dept. of Communication, Virginia Polytechnic Institute and State University



Douglas Cannon is assistant professor of communication at Virginia Tech. He teaches courses in public relations (public relations principles, public relations writing, public relations cases) and public opinion (graduate seminar). He researches how American faith groups practice public relations.

Before going to Virginia Tech, Cannon worked for 33 years as a journalist or public relations practitioner. He was a daily newspaper reporter, Army public affairs officer, weekly newspaper editor/publisher and United Methodist Church communication executive. He was an assistant professor of journalism at the University of Kentucky (1982-1983) and taught communication courses over the years at Concordia University Texas, Eastern Kentucky University, Martin Methodist College, United Theological Seminary and the University of the Incarnate Word. He is accredited in public relations plus military communication (APR+M). Cannon is active in PRSA, AEJMC, SPJ, SND and RTDNA. He is immediate past president of the Religion Communicators Council, oldest public relations professional organization in the U.S. He served on the Universal Accreditation Board for public relations for six years and is now on UAB's APR+M Advisory Council. In his spare time he travels, visits family members and participates in church projects. He earned a BA in journalism in 1975 and an MA in 1976 from The Ohio State University. He is a 1977 graduate of the Information Officer Course at the Defense Information School and a 1989 graduate of the U.S. Army Command and General Staff College. He received a Ph.D. in 2008 from The University of Texas at Austin.

Contact information: 540-231-2331, dfcannon@vt.edu, Department of Communication, 106 Shanks Hall (0311), Blacksburg, VA 24061, <http://www.comm.vt.edu/faculty.php?page=dfcannon>.

★ Lisa Carponelli, Simpson College



Lisa Carponelli is Assistant Professor of Communication Studies in the Department of Communications Studies, Simpson College. For the last 10 years Carponelli worked as a local television news anchor and reporter in different markets around the country. She has also worked internationally. Most recently, she served at the 5, 6 and 10 p.m. nightly news anchor at WOI-TV in West Des Moines, where she started her job on September 11, 2001. Carponelli received her undergraduate degree at Miami University in Ohio, and her Master's Degree from the Medill School of Journalism at Northwestern University.

Carponelli will be teaching the video news component at Simpson College. Contact: (515) 961-1353 lisa.carponelli@simpson.edu

The bio and picture were excerpted from the institution's faculty web page at <http://www.simpson.edu/communication/faculty/carponelli.html>

★ Dr. Laura Castaneda, USC Annenberg School of Journalism



Laura Castaneda, a professor and Associate Director at the USC Annenberg School of Journalism, oversees the school’s core curriculum and assessment efforts. Laura’s teaching interests are newswriting/reporting, diversity issues and distance education. Her research covers diversity, journalism pedagogy and distance learning. Before joining USC, Laura worked as a reporter and editor at The Associated Press in San Francisco, New York and Mexico, and as a columnist and reporter at The Dallas Morning News and The San Francisco Chronicle. Her awards include the AEJMC Baskett Mosse Award for Faculty Development in 2002.

She also has worked as a freelance journalist specializing in business, and has written for *The New York Times*, *The Los Angeles Times*, *BusinessWeek Online*, *Women’s Wire*, and *Hispanic Business*, *Latina*, and *Latina Style* magazines. She has written for *Columbia Journalism Review*, *American Journalism Review* and *Online Journalism Review* magazines. Scholarly articles have appeared in *Journalism and Mass Communication Educator* and *Media Studies*. Laura is co-editor of a book that was published in 2005 by Sage Publications titled “News and Sexuality: Media Portraits of Diversity.” She also is the co-author of “The Latino Guide to Personal Money Management,” which was published by Bloomberg Press in 1999.

She is active in AEJMC, CCNMA, NAHJ, IRE, JAWS and NLGJA. In her spare time, Laura loves to scooter with her 6-year-old daughter and hang out with her husband, an editor at The Los Angeles Times. She graduated from USC in 1985 with undergraduate degrees in journalism and international relations, from Columbia University with a master’s degree in International Affairs in 1993, and from USC in 2010 with a doctorate in education.

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★ Robert C. “Bob” Dillier, Defense Information School



Bob Dillier is a journalism instructor at the Defense Information School, Fort Meade, Md. He trains American service members in new writing, feature writing, headline writing, publication design as part of the armed services’ overall public affairs specialist training. Before joining the Defense Information School, Bob was the acting marketing director for the U.S. Small Business Administration in Washington, D.C., creating and supervising marketing campaigns for the agency’s loan and management programs for small business owners and entrepreneurs. Prior to that, Bob worked as a reporter and editor at several newspapers, including “European Stars & Stripes,” and was a writer-producer on the U.S. Army Television News Team. His awards include a Hoosier State Press Association award for community service writing and a shared Associated Press award for spot news covering an aircraft accident in Johnson County, Indiana.

He is a new member to AEJMC, loves military history, and mentors young writers in his spare time. He graduated from Regents College of the State University of New York in 1989, and studied at Ball State University in Muncie, Ind. He was also on the adjunct faculty at Ball State in 1990.

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★ **Petya Eckler, School of Journalism and Mass Communication, U. of Iowa**



Dr. Petya Eckler is an assistant professor at the School of Journalism and Mass Communication at University of Iowa. Petya teaches health communication and public relations. Petya’s research work covers health communication, new media, strategic communication and international communication. Her health-related work has been in the areas of tobacco control and cessation, arthritis, cancer and doctor-patient communication. Her new media interests cover electronic word of mouth, such as consumer reviews and viral advertising and marketing. Her research has appeared in *Journal of Interactive Advertising*, *PM&R*, *Journalism*, *Communication Yearbook* and *Communication Studies* and at the AEJMC, ICA, AAA, and other conferences. Before joining U of Iowa, Petya has worked as an assistant editor, managing editor, health writer, reporter, and copy editor in the United States and Bulgaria, and a public relations coordinator in Bulgaria.

She is active in AEJMC, PRSA, AAA and ICA. In her spare time, Petya loves to travel, read, cook, and scrapbook. She graduated from the Missouri School of Journalism with her doctoral and master’s degrees. Her undergraduate degree is from the American University in Bulgaria.

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★ **Ken Fischer, Gaylord College of Journalism & Mass Communication, U. of Oklahoma**



Ken Fischer has been a full-time college instructor for 11 years. He was on the Radio-Television faculty at Southern Illinois University Carbondale from 2000-2005 and the University of Central Florida in 2005-2006. He joined the faculty at the University of Oklahoma’s Gaylord College in August 2006. He is the instructor for courses in Video Production, Television Reporting, Television News Field Production & Post-Production, Sports Broadcasting and Media & the Hollywood Blacklist. He supervises the student sports staff and television production crew for news & sports programs airing on the Oklahoma University Television Channel (OUTV) and advises the student chapter of the National Broadcasting Society.

Fischer has worked in the broadcasting industry for more than three decades. His career has included work in public broadcasting, commercial production and cable television. In the early 1980s while finishing a Master’s degree, he served as Assistant News Director and a documentary producer at KBYU radio and television in Provo, Utah. He then worked as a producer/director for Group W Cable in Fullerton and helped found the Orange County Cable Association.

After a season as a videotape editor at a Los Angeles animation house in 1987, Fischer returned to broadcasting. In 1988 he joined the staff as Production Supervisor at KRWG-TV in Las Cruces, New Mexico.

In 1994 Fischer moved back to the journalism area when he accepted a position in the newsroom at WUFT-TV in Gainesville, Florida. In the late 90s he joined WOUB radio and television, the public broadcasting facility in Athens, Ohio. Fischer served as News Director and an instructor in the E.W. Scripps School of Journalism.

Fischer has conducted several overseas media training workshops during the last decade. He has trained video journalists and production staff in Africa, Eastern Europe and South Asia. The 2007, 2008 and 2010 training sessions in South Asia (Bangladesh, Nepal & Pakistan) were through Gaylord College’s grant from the U.S. Department of State. Member: AEJMC, BEA, AJHA, RTDNA, SPJ, NBS

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★ **Dr. Norma Fay Green, Department of Journalism, Columbia College Chicago**



Norma Green is a tenured professor of journalism and director of graduate journalism. Her teaching interests are history, public affairs reporting and pedagogy. Norma’s research includes history of women journalists, alternative press, portrayals of journalists in popular culture and journalism education. Her work has been published in ten books as well as key journals including *Journalism Quarterly*, *Journalism History*, *American Journalism* and *jhistory@h-net*. She received national awards for curriculum (AEJMC), and research (National Federation of Press Women) as well as Ford Foundation, Lilly Endowment Curriculum Development, Ethics & Excellence in Journalism and Poynter Institute grants and fellowships along with Columbia teaching excellence and student service awards.

Before joining Columbia, Norma worked in various editorial and management positions at newspaper, magazine and book publishers for 25 years. She is active in AEJMC, AJHA, SPJ, Assn. for Women Journalists and Fulbright Association. She just returned from a six-week 2011 Fulbright-Hays Seminar Abroad in Morocco & Tunisia and was a 2000 Fulbright Scholar in Denmark. In her spare time, Norma loves to read and travel. She graduated from Michigan State University (B.A. Journalism, 1969 and Ph.D. Mass Media, 1993) and Northwestern University (M.S. J. 1972). An avid lifelong learner, she earned a 4-year certificate in the Basic Program of Liberal Education for Adults (1983) and a 2-year certificate in International Studies: Asia & The Middle East (1993), both from the University of Chicago

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★ **Sara Shipley Hiles, Department of Journalism and PR, Bowling Green State University**



Sara Shipley Hiles joined the BGSU faculty in January 2011 to teach a variety of journalism classes, including writing, reporting and media law. Prior to coming to BGSU, she taught journalism part-time for four years at Western Kentucky University in Bowling Green, Ky., where she founded the Fleischaker-Greene Scholars, an advanced journalism program with an emphasis on the First Amendment. She came to teaching after working as a newspaper reporter at the *St. Louis Post-Dispatch*, *The Courier-Journal* in Louisville, Ky., *The Times-Picayune* in New Orleans and *The Statesman-Journal* in Salem, Ore. She also has written for magazines, co-authored a book about Hurricane Katrina, and done a variety of editing and public relations work. Her work has won awards for environmental reporting, investigative reporting and feature writing. Some of her favorite stories include the “popcorn lung” series on sick workers at microwave popcorn plants, a magazine piece on the Doe Run lead smelter in Peru, and stories on the endangered hellbender salamander.

Hiles specializes in environmental and investigative reporting and is a member of the Society of Environmental Journalists, Investigative Reporters and Editors and the Online News Association. Her research interests include online journalism, objectivity, and media coverage of climate change. She enjoys cycling, good food and wine, and spending time with her husband and 3-year-old son.

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★ **Mary Hill-Wagner, University of Southern California**



Dr. Mary Hill-Wagner grew up in the city of Compton, CA. She has 10 brothers and sisters. She is married to physicist Dr. Marcus Wagner. They have two dogs, Layla and Schultz (breed unknown). At the end of her one year appointment at USC, she will seek a tenure track position somewhere in the United States.

Professional: Dr. Mary Hill-Wagner has a very active research agenda in Media Ethics. Since 2008, she has presented four papers on the subject. She plans to present a fifth paper at the annual Association for Education in Journalism and Mass Communication conference in 2011. Recently, Dr. Hill-Wagner has tried her hand at grant writing. She has learned the art of corporate letters, common grant applications, and concept papers. For her efforts, Dr. Hill-Wagner was awarded a \$200,000 Ford Foundation grant in 2011. Dr. Hill-Wagner is a 2006 graduate of UNC- Chapel Hill. Her master’s degree was earned from Ohio State University in 1992. She earned a bachelor’s in print journalism from the University of Southern California in 1986. Currently, she has a one-year appointment as an assistant research professor of journalism at the University of Southern California in Los Angeles. She has research interests in ethics, media law, history, new media, theory and urban journalism. Her teaching areas include media writing, editing, communication theory, minorities, ethics, urban journalism and new media. She has several years of college teaching experience. She has a decade of professional experience as a daily newspaper reporter at the Las Vegas SUN, the Des Moines Register, and the Chicago Tribune. maryhill@usc.edu

★ **Amber Hinsley, Dept. of Communication, Saint Louis University**



Dr. Amber Hinsley is an assistant professor starting her second year at Saint Louis University. Amber teaches undergraduate courses in news writing, multiplatform journalism, and technology skills; she teaches a graduate course in contemporary issues in media. Amber’s research covers social media, media management, and media sociology. Her work has been published in *Journalism*, *Newspaper Research Journal*, and *Computers in Human Behavior*.

Before joining SLU, Amber worked as a reporter and editor at community sections of the *Los Angeles Times*.

She is active in AEJMC, and is the teaching chair of the Media Management & Economics division. She is a member of the host committee for this year’s AEJMC annual conference. Amber also is a member of the Leadership Council of the Young Friends of St. Louis Public Radio, and is the faculty director of the Community & Alumni Advisory Board for SLU’s Department of Communication. This summer, Amber taught a video journalism class at the Youth Learning Center in St. Louis. She graduated from Truman State University with a B.A. in communication and Kansas State University with an M.S. in mass communication. She received her Ph.D. from the School of Journalism at the University of Texas.

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★ **Kathleen “Kathy” L. Johnson, University of Oklahoma**



Kathleen Johnson is the McMahon Centennial Professor at the University of Oklahoma, which is a position specifically created to bring in professionals directly from the media industry. Ms. Johnson’s teaching interests are in the business of television journalism, media entrepreneurship, and investigative journalism. Ms. Johnson’s research interests include the study of the impact of the news industry profession on the personal lives of journalists.

Ms. Johnson has served more than 25 years in the television news and TV entertainment industry in a variety of executive, programming, production, news and marketing positions. She also is the founder and CEO of the media company, KJ Media, LLC, which offers a variety of media services. Her awards include a national Emmy nomination, four regional Emmy awards, nine Telly awards, RTNDA "Edward R. Murrow" award, Associated Press award, and New York Film Festival award.

Ms. Johnson is active in and a member of The National Press Club, AEJMC, NATPE, National Academy of Arts & Sciences, Radio & Television Digital News Association, Society of Professional Journalists, Oklahoma Broadcast Education Association, and the National Association of Black Journalists as the advisor to the OU student chapter. In her free time, she is involved in assisting women shelters and children’s programs. Ms. Johnson is proudest of her daughter, Elizabeth, who was adopted from the Florida foster system. She graduated from Oral Roberts University (1987) with a BS in Telecommunications/Journalism; and Full Sail University (2009) with a Master’s of Science-Business Entertainment (4.0/Valedictorian/Advanced Achievement Award).

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★ **Priscilla A. Kirsh, United States Navy**



A native of Lamesa, Texas Master Chief Petty Officer Priscilla Kirsh joined the Navy in 1988. She graduated from the Defense Information School’s Basic Journalist Course in 1990. She served her first tour of duty in the public affairs field at Naval Air Station Cecil Field, Florida as editor of the base newspaper, where she was promoted to Journalist 3rd Class.

She reported to the destroyer tender USS YOSEMITE (AD 19) in 1992, where she served as a journalist and Shipboard Information Training and Entertainment Television operator until the ship’s decommissioning in 1994. Master Chief Kirsh then reported to USS MOUNT WHITNEY (LCC 20) as one of the first women to serve on an amphibious command and control ship. During this tour she served as the leading petty officer in the ship’s public affairs office, was promoted to Journalist 2nd Class and earned the Enlisted Surface Warfare Specialist designation.

In 1996, Master Chief Kirsh reported to the Naval Criminal Investigative Service Headquarters in Washington, D.C., where she served as editor of Sentry Magazine and was promoted to Journalist 1st Class and Chief Petty Officer. She then transferred to Naval Air Station, Sigonella, Sicily in 1999, where she served as Deputy Public Affairs Officer.

Master Chief Kirsh reported as the Assistant Public Affairs Officer aboard the Nimitz-class aircraft carrier USS Dwight D. Eisenhower (CVN 69) in 2002. She was promoted to Senior Chief in 2003 and earned the Enlisted Aviation Warfare Specialist designation. She stood up the Media Department and transitioned more than 40 Sailors from the Journalist, Lithographer, Photographer’s Mate and Illustrator Draftsman specialties, to the new Mass Communication Specialist rating.

Master Chief Kirsh transferred to NATO’s Headquarters, Supreme Allied Commander Transformation in Norfolk, Virginia in July 2007, where she served as Production

Leading Chief Petty Officer in the Public Affairs Office and was promoted to her current rank. Contact: priscilla.kirsh@navy.mil

Master Chief Kirsh currently serves as the Senior Enlisted Advisor to the Chief of Information in Washington, D.C. and is the Senior Enlisted Leader for more than 1,200 Mass Communication Specialists who tell the Navy story across the globe. She is heavily involved in curriculum development for all Journalism and Mass Communication courses at the Defense Information School, the Department of Defense Center of Excellence for Journalism and Public Affairs.

In her spare time, Master Chief Kirsh enjoys running, reading and watching baseball. She graduated from Excelsior College in 2009 with a Bachelor of Science degree in liberal studies.

★ Ginger M Loggins, Miller School of Journalism and Mass Com., Kansas State University



Ginger Loggins is an assistant professor at Kansas State. She has been teaching video skills classes that focus on production and news, including a weekly news show class, but hopes to transition into more conceptual classes soon. Ginger’s research uses psychological concepts of implicit and explicit prejudice to explore what role television may have in increasing racial prejudice and understand how that unintentional impact may be avoided. She would like to teach classes focused on research, theory, psychological tools, and diversity. Her awards and honors include a Big 12 Faculty Fellowship and two Wakonse Fellowships.

She is active in BEA and has also attended AEJMC and NCA on occasion. She finds social summaries a bit limiting, but would say that she is a very social creature with a strong love for music. She often uses her bike to get around the small town of Manhattan, KS and has three pets--a cat, a dog, and a ferret at home. She finished her advanced degrees from the University of Alabama in 2009 and received a B.A. from Loyola of New Orleans in the 90’s. Between degrees, Ginger produced newscasts at one station and worked on studio crew and master control at another.

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★ Jaime Loke, Gaylord College of Journalism and Mass Communication, U. of Oklahoma



Jaime Loke is currently an assistant professor at the Gaylord College of Journalism and Mass Communication. Jaime's research work covers intersection of women and minorities, mass media and the new online public spaces.

She graduated from the University of Texas, Austin this past May. She completed her undergraduate degrees in journalism and English from Indiana University, Bloomington.

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★ **Katherine C. McAdams, Philip Merrill College of Journalism, University of Maryland**



Katherine C. McAdams is Associate Dean and Associate Professor of Journalism at the University of Maryland. She joined the Journalism faculty in 1987 to teach writing, editing and research methods. Outside of the College, she has served the UM campus as executive director of College Park Scholars, an innovative living-learning community, and as Associate Dean for Undergraduate Studies. In her work on campus, she served on the Task Force on General Education and on the Provost's Commission on Learning Outcomes Assessment.

McAdams holds three degrees from the University of North Carolina at Chapel Hill: A bachelor's degree in English education, a master's degree in journalism, and a Ph.D. in mass communication research. She has been recognized for outstanding teaching by the Panhellenic Council, by the Center for Teaching Excellence, and by the local chapter of Omicron Delta Kappa service honorary.

McAdams is co-author of "Reaching Audiences: A Guide to Media Writing," published by Allyn and Bacon Publishers and now in its fifth edition. Her research focuses on the language of journalism and on techniques for improving undergraduate education. She has worked in public relations and reporting and spent a sabbatical year 1996-97 copy-editing at the then experimental washingtonpost.com. She has consulted with a wide variety of groups about effective communication strategies.

★ **Amy McCombs, University of Missouri School of Journalism**



Amy McCombs is the Lee Hills Chair in Free-Press Studies at the Missouri School of Journalism and leads a program with international impact on the practice and understanding of journalism with a focus on the ways the news media influence and are influenced by citizens in democratic societies.

McCombs spent the majority of her career in media with executive management responsibilities at both the Chronicle Publishing Company in San Francisco and the Broadcast Division of the Washington Post Company. She is widely acknowledged for her work in transforming traditional, legacy based organizations facing changing competitive, regulatory and technology challenges. She was at the forefront of applying technological advances to the media environment. The broadcast, cable, and internet properties she managed were all recipients of the industry's major journalism awards and recognitions. Before joining Missouri she was the Interim President of the Presidio Graduate School in San Francisco. Presidio offers a range of degree programs including an MBA and MPA in sustainable management and has been recognized as one of the top five green MBA programs in the country.

McCombs serves on the Board of the Media Convergence Group, a digital media innovator combining news content with emerging technologies including social media, online video, mobile distribution, and search. She has been actively involved with MCG's digital media start-up, Newsy.com, a multi-perspective mobile web video news site.

She has been a member of the National Association of Broadcasters board, the NBC Affiliate Board, and has served on numerous community boards including the San Francisco Symphony, the National Smithsonian Board, and the National Advisory Board to the Commonwealth Club of San Francisco. She has a passion for jazz and baseball.

Contact information: 573 – 884-1599 – mcombsa@missouri.edu - Missouri School of Journalism, 214 Reynolds Journalism Institute, Columbia, Missouri 65211-1200

★ Denise McGill, University of South Carolina



Denise McGill is a photojournalist with a focus on migration, faith and multicultural issues. She teaches courses in photojournalism, video, visual literacy, digital media, and religion in the news. Her current project is a documentary film on sustainable land use by the Gullah people of South Carolina.

For several years McGill worked as an overseas correspondent for the award-winning magazine *The Commission*. Major assignments included AIDS in Africa, refugees in Colombia and Muslim women. Previous to that she was a staff photographer at the *Columbia (Mo.) Daily Tribune* and the *Springfield (Mo.) News-Leader*.

McGill is a member of AEJMC’s Visual Communication Division, and she is secretary of National Press Photographers Association. She grew up in Missouri and enjoys kayaking and swimming.

She earned a B.J. at University of Missouri, and an M.A. at Ohio University.

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★ Jane Murphy, Department of Communication Studies, Central College



Jane Murphy is an adjunct instructor at Central College in Pella, Iowa, and at Drake University in Des Moines. (In addition, she has taught a variety of courses for Simpson College.) Jane’s teaching interests are journalism/news writing and public relations. She will be responsible for supervising Central College’s campus newspaper this fall.

Before teaching, Jane worked as a freelance writer/independent consultant. She worked in public relations and marketing at the Iowa City Area Chamber of Commerce, and for several other organizations in Iowa City between 1996 and 2001.

She is a new member of AEJMC, and a member of the Society of Professional Journalists. In her spare time, Jane enjoys spending time with her husband and three children, as well as visiting extended family in the Chicago area. Jane is an avid exerciser, running and strength training several times a week. She is active in her kids’ school district and sits on the district’s school improvement committee. She has a specific interest in curriculum development, although she has no training in it. Jane graduated from the University of Iowa with a bachelor’s degree in communication studies. She graduated with her master’s in professional journalism from the University of Iowa in 2001. Her graduate project was centered on branding Iowa City as Health Center USA, which was a cooperative effort of the three hospitals in Iowa City, the visitors’ bureau and the chamber of commerce. The purpose of the project was to promote and build on the significant economic impact the health care industry has on the community.

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★ Bonita Neff, Valparaiso University



Dr. Bonita Dostal Neff, Ph.D., is an Associate Professor at Valparaiso University, Indiana and received her doctorate from the University of Michigan and continued post graduate work as an Institute for Educational Leadership (IEL) Fellow. In 2006 she was named a national teacher-scholar by the Faculty Development Institute. In 1998 she was a finalist for the “Outstanding teacher Award” at Valparaiso University. The same year she was the lead chair of the national task force for Outcome Variables, a report completed for the national Commission on Undergraduate and Graduate Public Relations. She is active in AEJMC, AWC, IABD, CSCA, ICA, NCA, PRSA/PRSSA, IPRCC (Miami Conference), International PR Conference Barcelona, and the International Symposium on global Corporate PR Communication. Neff serves (12 years a member of the board of directors) as chair elect for a greater than four million dollar public broadcasting system whose viewing market is within Chicago and NW Indiana. Neff’s research focuses on pedagogy theory (co-edited the award-winning theory text as recognized by the NCA PRide Award in 2008), global public relations (identity), ethics, social media including an intercultural emphasis, and diplomacy/public policy. Neff is a research associate with the Center for Intercultural New Media Research. She founded or co-founded four public relations divisions, including responsibilities as chair for six divisions/tracks. Most currently she established the Global Public Relations Consortium. She serves on four journal editorial boards. Recently, Dr. Neff was the keynote speaker at the Barcelona 2011 Global Public Relations Conference on the topic: “Teaching Reality: The Curriculum vs. the Practice.” Contact: bonita.neff@valpo.edu Office: 219 464-6827

★ Lekan Oguntoyinbo, Dept. of Journalism & Mass Comm., South Dakota State University



Lekan Oguntoyinbo is an associate professor of journalism in the Department of Journalism at South Dakota State University, where he teaches classes in the news-editorial sequence, serves on the graduate faculty and advises the journalism club. Lekan’s teaching interests include Basic Newswriting, Public Affairs Reporting, Journalism History, Business Reporting and Feature Writing. Other teaching interests include Media Law and Magazine Writing. Lekan’s research work is primarily creative and focuses on the changing face of America. He is currently at work on a book about the impact of African immigrants on the United States.

Before joining South Dakota State University, Lekan served on the faculty of Lincoln University of Missouri, where he taught Media Law, Media Management, Newswriting, Newspaper Production, Broadcast News and Public Relations. Lekan has worked as a reporter for more than 20 years. He was a reporter for several major dailies, including the Detroit Free Press and Cleveland Plain Dealer. His work has appeared in Black Enterprise, the Washington Post, St. Louis Post Dispatch, Workforce Management, Detroit News, and Crain’s Detroit Business. He also worked in public relations for many years, serving as communications chief for agencies such as the Detroit Public Schools. Earlier this year he was one of 15 journalism professors nationwide selected to attend a weeklong fellowship at the Cronkite School of Journalism at Arizona State University. He has won awards for feature and magazine writing.

He is a member of AEJMC and the Education Writers Association. In his spare time, Lekan enjoys reading biographies of historical figures, lifting weights, biking, doing yoga, watching classic TV programs on Netflix and visiting authentic ethnic restaurants. He holds an M.A. in journalism (1988) from the University of Alabama. Contact information: 313-719-0464 or lekan.oguntoyinbo@sdsu.edu

★ Robin Reisig, Columbia University Graduate School of Journalism



Robin Reisig has covered a number of America's movements for social change, including the civil rights movement, the women's movement, antiwar protests, and the emergence of the blue-collar right. She has reported on mainstream politics, with an emphasis on New York City government, and has done investigative reporting, including an article for which she won the Don Hollenbeck award. She has been a reporter for *The Village Voice*, *The Washington Post*, *The American Lawyer* magazine and the *Southern Courier*. Her freelance writing has appeared in many magazines including *Life*, *The New Republic*, *The Nation*, *gothamgazette.com*, and the "News of the Week in Review," "Book Review" and "Travel" sections of *The New York Times*. She has been an editor on *Newsday's* feature page and on *Newsday* and *New York Newsday's* opinion sections. Her writing about the women's movement and the Vietnam War has been included in anthologies.

Reisig, who holds a B.A. from Wellesley and an M.S. from Columbia, has been teaching at Columbia's Graduate School of Journalism since 1983. In 2006, nominated by her former students, she received the Graduate School of Journalism's Alumni Award. You may read Reisig at 212-854-6687 rr43@columbia.edu

The bio and picture were excerpted from the institution's faculty web page at <http://www.journalism.columbia.edu/profile/60-robin-reisig/10>

★ Helena Särkiö, Flagler College



Dr. Helena Särkiö is an associate professor in the Department of Communication at Flagler College, where she teaches media writing and print reporting, as well as media studies courses. Dr. Särkiö's primary research area is gender in the media, and she is the faculty advisor for the Flagler College chapter of the Society of Professional Journalists (SPJ). Before joining Flagler College, Dr. Särkiö was an assistant professor at the University of Florida's College of Journalism and Communications.

Dr. Särkiö is active in AEJMC and in SPJ, and she received her Ph.D. in 2003 from the University of Minnesota. Both her master's degree (1998) and bachelor's degree (1995) are from Iowa State University, and she is a native of Helsinki, Finland.

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★ Stan Silvey, Department of Mass Communication, Missouri Valley College



Stan Silvey is an Instructor of Mass Communications and the Director of Television at Missouri Valley College. Stan oversees the television studio and video editing facilities, and teaches broadcast journalism, television production, and documentary film, as well as a course on media and culture. His teaching interests are broadcast journalism, sports production, and documentary film. Stan is beginning his third year at Missouri Valley.

Stan worked for NBC affiliate KOMU TV in Columbia, MO for 22 years where he covered Big 8/Big 12 football and basketball, served as Executive producer for “This Week in Mizzou Football” and “This Week in Mizzou Basketball”, and produced pre-season and post season specials including live broadcasts from the Holiday, Insight, and Cotton Bowls, as well as coverage from eight NCAA Tournaments, the Big 12 Baseball Championship, and NCAA Baseball sub regional coverage. He also produced the local Children’s Miracle Network Telethon, the University of Missouri’s Video Board production, and the Show-Me State Games Opening Ceremonies. He has served as a judge for the National Press Photographers Association Quarterly Clip Contest Top West Q1 in 2009, and Missouri Educational Broadcasters Video Awards 2010, 2011.

Stan is a member of AEJMC, an Executive Board Member of Columbia Access Television, and Vice Chair of the Osage Group Sierra Club. In his spare time, Stan likes to mountain bike, hike, visit national parks, view documentaries, and spend time with his wife and three children. He graduated from the University of Missouri with a Bachelor of Arts in Communication in 1987.

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★ Joseph B. Treaster, University of Miami’s School of Communication



Joseph B. Treaster is a professor at the University of Miami’s School of Communication and the editor of **OneWater.org**, the university’s environmental magazine on the Internet. He is a former reporter and foreign correspondent for *The New York Times* and the author of three books including, *Hurricane Force: In the Path of America’s Most Deadly Storms*. Mr. Treaster writes a column for OneWater, the Huffington Post and Allvoices. He holds the endowed Knight Chair in Cross-Cultural Communication and teaches a course in Miami for graduate and upper class undergraduate students: “Global Environmental Issues: Writing, Research and Critical Thinking.” He teaches summer courses on the environment and writing in Stockholm and in the Galapagos Islands.

★ Lillian Williams, Journalism Department at Columbia College Chicago



Lillian Williams is the coordinator of the broadcast journalism concentration in the Journalism Department at Columbia College Chicago. During her career as a reporter for the Chicago Sun-Times and WKYC-TV in Cleveland, she covered politics, the judicial system and breaking news stories. She holds a Ph.D. degree in Higher Education from Loyola University Chicago, and bachelor and master's degrees from Northwestern University in Evanston, Ill. Last semester, she supervised and taught a television news course, “Metro Minutes,” a news show seen on Columbia's Frequency TV, cable TV in Chicago, and at MetroMinutes.tv. She was the recipient of a fellowship from the Radio-Television News Directors Foundation in its Excellence in Journalism Education Program. She has served as president of the Association For Women Journalists of Chicago. Last summer she presented research on internships in outcomes assessment at the World Journalism Education Congress in South Africa. She visited the jail cell where Nelson Mandela was imprisoned for all those years. What a moving experience that was!

What is the most important thing in life for Lillian? Here's the answer:

"The most important thing in my life is my family. I hail from a large extended family. By today's standards, I guess you would call us a close-knit family. Recently I attended my niece's college graduation in California. I witnessed her give a fantastic graduation speech. I was proud to see the accomplishments of another generation in our family." Contact information: 312-369-8908-work. lwilliams@colum.edu. 33 E. Congress Parkway, Columbia College Chicago, Journalism Department, Chicago, Illinois, 60605.

★ Dr. Amy Zerba, University of Florida



Amy Zerba is a second-year assistant professor at the University of Florida where she teaches multimedia storytelling and visual journalism. For more than 10 years, she worked as a copy editor/page designer at newspapers and most recently a multimedia producer. She left journalism in 2010 so she could coach the next generation of visual storytellers at her alma mater. She calls herself a “coach” or “editor” in the classroom, and asks students to think of her as such. Her passion is discussing journalism issues as they relate to younger audiences. Her research focuses on examining young adults' news behaviors and experimenting with ways for news stories to engage young audiences. She has conducted focus groups, in-depth interviews, surveys, experiments, secondary data analyses, content analyses and recently two ethnographies to explore Millennials' media use and news interests. Her research interests often cross over into classroom discussions about young adults and the news. For example, she once asked students in a web design class to design a news website that they could see themselves reading every day. One student reacted: “I don't read the news.” She replied, “Well, what would it take to get you to?” The student then designed a site she could multitask on. One of her teaching goals is to encourage students to experiment with ideas, even if, in the end, they fall short of the original idea. To her, that is still success. She is learning, slowly, how to balance her time devoted to research and teaching, and is looking for ways to excel at both. In her spare time, to unwind, she dines out with friends, attends sporting events, catches up on the latest technology news and teaches herself code. She is a bit of a tech geek, which also helps in her teaching and research.

★ Carol Zuegner, Creighton University’ Department of Journalism, Media and Computing



Dr. Carol Zuegner is an associate professor of journalism at Creighton University in Omaha, Neb. She worked for 10 years for the Associated Press as an editor and writer. She earned a master's degree at The Ohio State University and a doctorate from the University of Tennessee at Knoxville. She teaches editing, feature writing, social media and international mass communication. She is exploring social media, entrepreneurial journalism and how to make the best use of journalism and computer programming. CarolZuegner@creighton.edu See detailed bio at http://jmac.creighton.edu/?page_id=234
The picture was downloaded from the institution's faculty web page at http://jmac.creighton.edu/?page_id=234

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