



This Just In!

We are developing an online resource that will present information about various opportunities to all students in journalism and mass communication related to conferences, competitions, internships, and jobs. Stay tuned for the link that will be coming soon!

Online Training by Poynter

Poynter offers a variety of training opportunities that you can take advantage of that are online! Visit their website to discover the trainings that may be of interest to you.

<http://about.poynter.org/training/online-training>

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Welcome to Journalism and Mass Communication

Dr. Sharon Albert-Honoré

The faculty members of the Journalism and Mass Communication department are excited to represent one of the dynamic departments within Communication Arts, which is part of the College of Liberal Arts at Ashford University. We look forward to the great things that are to come in 2014, including positioning ourselves to not only train students with needed skills to pursue a career in the media industry, but also to be an area that assists students with the development of portfolios for their potential careers and to provide information about opportunities in the form of conferences, competitions, internships and jobs.



“With the advancement of electronic media has come increasing demand for responsible journalists.”

*-Dr. Sharon Albert-Honoré,
Chairwoman*

With the advancement of electronic media has come increasing demand for responsible journalists. The Bachelor of Arts in Journalism and Mass Communication gives students the skills and knowledge needed to broadcast timely information to the public using a wide variety of media. Courses in our area cover a diverse span of topics, which include composition, editing, research, analysis, ethics, law and politics. We also emphasize electronic media and the rights and responsibilities of media professionals, as well as those of everyday citizens.

Students who matriculate through the program will gain an array of skills that will prepare them for various jobs in journalism, media, advertising, public relations and other areas. In addition, they will also gain an appreciation for responsible transfer of information throughout our society in a variety of formats.

Meet the Faculty

Education: B.A. and M.A., Southern University A & M College; M.A. and Ph.D., University of Iowa

Emphasis Areas: Cultural Theory, Historical and Cultural Foundations in Mass Communication

Courses: Survey of Journalism, Global Journalism, Cyber-Journalism, Journalism Law, Journalism Capstone

Research Interests: Cultural Images and Stereotypes; Social Media as Catalyst for Change; Freedom of Expression; African-American Community Radio



Dr. Sharon Albert-Honore



Dr. Cheri Ketchum

Education: B.A. and M.A., San Francisco State University; Ph.D., University of California, San Diego

Emphasis Area: Journalism History, Ethics, and Theory

Courses: Journalism and Politics, Journalism Ethics, Survey of Journalism, Methods of Research and Analysis

Research Interests: Journalism and Democracy/Citizenship; Political Economy of Information; Television and Popular Culture

Education: B.S., University of North Texas; M.S. and Ed.S., Middle Tennessee State University; Ph.D., Capella University

Emphasis Area: News-Editorial, AP Style, Feature Writing, Interviewing, Editing, Online/Print Journalism

Courses: Cyber Journalism, News Reporting & Writing, Global Journalism, Journalism & Politics, Journalism Law

Research Interests: Media Convergence and News Habits of undergraduates and “everyday” news audiences; Andragogy as it relates to Nontraditional Learners; Learning Styles



Dr. Lisa L. Rollins



Dr. Teresa R. Taylor-Moore

Education: B.A., The University of Southern Mississippi; M.A., The University of New Orleans; Ph.D., The University of Southern Mississippi

Emphasis Areas: Media and Communication Theory and Research /Media Literacy

Courses: Journalism Law, Media Ethics, Journalism Capstone

Research Interests: Mediated Portrayals of Race and Gender; Multimedia in the Online Environment; Media Literacy; Impact of Mediated Technology on Interpersonal Communication

Focused on the Future

Program Review

By Teresa R. Taylor-Moore, Ph.D.

Perhaps the most challenging aspect of any journalism or mass communication department in higher education is staying relevant in the sea of ever-changing technology in our society.

As technological advancements change the way consumers get their information and entertainment, the way in which we impart knowledge to our students must also change. As we prepare for our program review that formally begins in June 2014, we are viewing the discipline from a three-dimensional perspective. We are carefully considering the historical nature of the discipline, where we are today, and where we must be in the fast-approaching future to successfully compete with online institutions as well as traditional programs.

Many have deemed it “impossible” to teach certain aspects of journalism online. That is a notion that we are determined to discredit.

Just as other departments, we will be approaching our program review utilizing a very strategic process. However, there are certain things that we will consider that journalism departments throughout the country must ponder as they prepare for the future of educating students.

While there will be many questions that we must answer along the way, there are three guiding questions that will help us in our quest to build a dynamic department and to set a ground-breaking precedent among online programs in journalism and mass communication. These three inquiries are as follows:

1. How do we **preserve the basic principles** of the discipline while moving forward in teaching convergence-related skills that are in high demand in the industry?
2. How do we **utilize technology** to prepare our online learners to be able to successfully compete with students who attend traditional, on-ground institutions?
3. How do we ensure that our students consider the **implications of media use** in an appreciation for what the media do *for* us as well as understanding what it does *to* us?

It is these three broad questions that will lead to many more as we continue the journey to build a department that is relevant and effective in this mediated landscape in which we live. We understand that journalism and mass communication is much bigger than us, and for that reason, we will seek opportunities to create relationships across disciplines and with professionals in the media industry.

Our guiding priority is to make sure each student who matriculates through Ashford University’s online program has been exposed to the specific skills and knowledge that he or she will need to further enhance their lives and respective careers within the profession.



Outside the Lines

Professional Networks

By Cheri Ketchum, Ph.D.



Are you a member of any professional organizations? Herein, we highlight two of the most important organizations for journalists, aspiring journalists and journalism educators.

These are the Society of Professional Journalists, known as SPJ, and the Association for Education in Journalism and Mass Communication, or AEJMC. Both organizations provide job listings, resources for educators and practitioners, and sponsor annual conferences.

The AEJMC conference is set for Aug. 6-9, 2014, in Montreal. In addition, for the third consecutive year, SPJ's national conference will be a joint event with the Radio Television Digital News Association, or RTDNA, on Sept. 4-6, 2014, in Nashville.

We encourage all journalism faculty and students to attend one or both of these conferences, as they are great opportunities to build networks with other journalists and journalism educators.

Society of Professional Journalists (SPJ)

SPJ is primarily geared toward both professional journalists and student journalists, but welcomes also public relations professionals.

According to its website, the society "is dedicated to the perpetuation of a free press as the cornerstone of our nation and our liberty."

This website also shares that SPJ's mission is to:

- Promote the free flow of information.
- Protect our rights under the First Amendment to ensure freedom of speech and of the press.
- Encourage high standards and ethical journalism practices.
- Inspire future generations of individuals to become dedicated journalists.
- Encourage diversity within the profession
- Work to produce and preserve an environment where journalism can be practiced freely.

SPJ supports journalists and encourages practicing and aspiring journalists to join their local chapter. Visit SPJ's official site at www.spj.org.

Association for Education in Journalism and Mass Communication (AEJMC)

The AEJMC is dedicated to providing journalism education resources for journalists and journalism scholars.

According to its website, AEJMC's goal is "to promote the highest possible standards for journalism and mass communication education, to cultivate the widest possible range of communication research, to encourage the implementation of a multi-cultural society in the classroom and curriculum, and to defend and maintain freedom of communication in an effort to achieve better professional practice and a better-informed public."

We support these goals as well and encourage students and faculty to join this organization. The group's annual conference features panels on teaching, public service and research. Beyond journalism, AEJMC also encourages scholarship on advertising, public relations and media management.

For more information about AEJMC, please access www.aejmc.org.

AU makes journalism history with SPJ student chapter

Ashford University's is making history, thanks to the recent go-ahead from the Society of Professional Journalists, or SPJ, for AU's journalism department to begin chartering a student chapter of SPJ—the first to be founded by online faculty and learners.

For 100-plus years, SPJ “has been dedicated to encouraging a climate in which journalism can be practiced more freely and fully, stimulating high standards and ethical behavior in the practice of journalism and perpetuating a free press,” according to the organization's website.

Dr. Lisa L. Rollins, assistant professor of journalism at AU and a member of SPJ since 1987, will serve as the faculty adviser for the AU student chapter. Rollins received the green light to charter the chapter in February during her attendance at the Ted Scripps Leadership Institute in Fort Worth, where she was one of 20 chosen to attend the region's SPJ-sponsored event.

A full-time faculty member with AU since January 2013, Rollins said she first requested that AU be granted permission to charter a student SPJ chapter while she was still an associate faculty member. Each time, she said, SPJ denied the request because they did not feel that online learners could feasibly meet all chapter requirements, including the creation and delivery of annual ethics, diversity and Freedom of Information programs.

Nonetheless, Rollins said she remained determined to one day be able to offer AU's online journalism students the chance to connect with SPJ at the student level. In turn, when she attended the journalism leadership institute in Texas, she once again petitioned SPJ's headquarters staff to allow the university to found a student chapter.

“I have founded and revitalized student SPJ chapters at on-ground universities, and I really wanted my online learners to be able to participate in this organization that has meant so much to me as a professional journalist and journalism educator,” Rollins said.

“Honestly, I figured I would be told ‘no’ again. But at the same time, I had nothing to lose, so I decided to again ask SPJ to allow me to charter a student chapter at Ashford. And this time, to my delight and surprise, they agreed!”

Tara Puckey, SPJ's chapter coordinator, said the organization has “looked at chapters for virtual students for several years and couldn't always find a way to make



From left, Eddy Gallagher, SPJ's Region 8 director, congratulates Dr. Lisa L. Rollins on her graduation from the 2014 Scripps Leadership Institute. (Photo credit: Tony Peterson/SPJ)

it work. There were concerns about how chapter members would connect with each other and how they would host programs. However, the industry is constantly changing and it's important that we adjust to allow SPJ to flourish in any area that is needed.”

Moreover, Puckey added, “We're excited to receive Ashford's application for a charter and already encouraged about the success that we're sure they will enjoy.”

Rollins has begun recruiting student SPJ members, with six students and one AU alumna now dues-paying members at the national level. Once AU has at least 10 paid members, including five chapter officers in place, she will then present AU's application to SPJ's Indiana-based headquarters staff for approval.

“I have benefitted by my association and membership with SPJ for years and want my students to have that same opportunity,” said Rollins, who currently serves as an Oklahoma Pro Chapter board member and is a previous Region 12 director and Student Representative at Large at the national level.

■ *For more information about SPJ, please access www.spj.org. Students, alumni and faculty who join SPJ and want to be part of the AU chapter are asked to email Rollins with their SPJ membership numbers at Lisa.Rollins@faculty.ashford.edu.*

Faculty Spotlight -*Dr. Sharon Albert Honore*

Note: *This article was written by Ashford University's Promoting Awareness and Wellness Initiative.* -**Student Health 101 Magazine**
http://readsh101.com/ashfordu.html?hq_e=el&hq_m=2822428&hq_l=7&hq_v=b2c5f2d791

Every February, we as a nation observe African-American History Month; a time meant to honor the gifts given, the traditions kept, and the sacrifices made by African Americans. This month, we would like to introduce you to Dr. Sharon Albert Honore, assistant professor and chair of the Journalism and Mass Communication program in the College of Liberal Arts at Ashford University. We were given the opportunity to have Dr. Honore share her story, her unique educational experience, and her thoughts regarding culture and education.

Dr. Honore was the first African American to earn a Doctor of Philosophy in Mass Communication and Journalism from University of Iowa. She also holds a Master of Arts in African American World Studies from University of Iowa, a Master of Arts in Mass Communication from Southern University A&M College and a Bachelor of Arts in Speech Communication from Southern University.

Dr. Albert-Honore has taught at the college level for more than two decades, working at University of Iowa, Strayer University, University of Phoenix, and several historical black colleges and universities. While her credentials may be intimidating, her kindness, honesty, and down-to-earth approach to interactions with her students quickly reassure those seeking her advice. "I would like my students to realize that there are more similarities between us than differences. Every day, and in

each class session, I open my mind and heart in an effort to learn from them as they learn from me."

When asked about her experience as the first African American to earn a PhD in Mass Communication and Journalism from University of Iowa, Dr. Honore admits that she was initially intimidated. "There was some sexism, ageism, and racism, but I didn't really concentrate on that." Dr. Honore, who was 34 years old when she was accepted to her graduate program, also describes one of her biggest challenges as a student adjusting to the language and terminology of higher learning. "I actually had to sit in class with a dictionary and write down the words that I wasn't familiar with."

While the language posed a challenge, Dr. Honore didn't shy away from her studies. "I made a point that I was going to get this, learn this, and get through this program, and now I can interview anywhere and can compete with the best of them." Her experience also impacted what she focuses on now that she herself is an educator. "I was determined that when I finished, I was going to teach my students that these were just words, and that they can decipher them and be okay."

Dr. Honore's passion for cultural awareness is never more palpable than when she is asked about African American History Month. "The purpose of Black History Month is celebrating the

struggles that a group of people have had in America and highlighting their contributions and achievements." Dr. Honore goes on to describe how important it is for everyone to honor these achievements. "To be a truly great person, you have to embrace all of the contributions of everyone." When asked how we might best observe African American History Month, her advice was simple. "Just learn one fact, or just talk to your kids for ten minutes about what African American History Month is about."

Dr. Honore's knowledge of the importance of cultural awareness links back to a valuable lesson she encountered in her own education. "A lot of the issues in my education that were obstacles had their foundations in cultural misunderstanding. But when students accept and embrace their own individuality or diversity, it makes them better students."

Bessie Coleman Aviator



Bessie Coleman was the first Black female pilot who earned her license from the Federation Aeronautique Internationale. Coleman also established the Bessie Coleman Aero Club in Los Angeles in 1929 to teach African Americans to fly.

On the Lighter Side

What color is your news?

By Teresa R. Taylor-Moore, Ph.D.

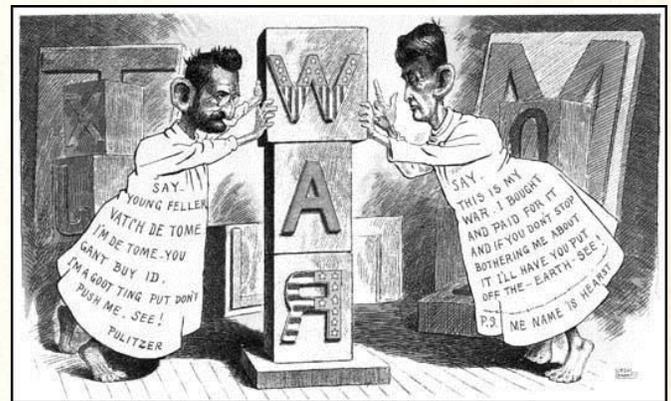
Any student of journalism and mass communication is taught that many times journalism is not just black and white—where truthful, accurate and timely black type is positioned on a white background to inform and effect change. They learn that often it can even be *yellow*.

Yellow journalism is a concept that grew out of the competition between two men in the publication of their papers in the 1890s. Specifically, William Randolph Hearst and Joseph Pulitzer (yes, that is the same Pulitzer Prize creator) engaged in an all-out war for newspaper readers by sensationalizing their content to increase sales of Hearst's *New York Journal* and Pulitzer's *New York World*. As depicted in the cartoon to the right, Hearst and Pulitzer were in a war of words to gain readers.

The concept of yellow journalism has stood the test of time, however. Take a look at these classic examples of yellow journalism, and then consider things you see in today's media that you use that have the characteristics of yellow journalism.



“The Yellow Kid” was one of the first cartoon images and is where yellow journalism got its name.



\$50,000 REWARD.—WHO DESTROYED THE MAINE?—\$50,000 REWARD.

EDITION FOR GREATER NEW YORK
NEW YORK JOURNAL
AND ADVERTISER.

NO. 3321 THURSDAY, FEBRUARY 17, 1898.—10 PAGES. PRICE ONE CENT

DESTRUCTION OF THE WAR SHIP MAINE WAS THE WORK OF AN ENEMY

\$50,000! Assistant Secretary Roosevelt Convinced the Explosion of the War Ship Was Not an Accident.

\$50,000 REWARD! For the Detection of the Perpetrator of the Maine Outrage!

\$50,000! For the Detection of the Perpetrator of the Maine Outrage!

The Journal Offers \$50,000 Reward for the Conviction of the Criminals Who Sent 258 American Sailors to Their Death. Naval Officers Unanimous That the Ship Was Destroyed on Purpose.

The image above shows the front page of Hearst's *New York Journal*, where stories were exaggerated about big events to increase readership. This is a classic example of yellow journalism.

1,011,068 The World 1,011,068

DEWEY SMASHES SPAIN'S FLEET

Great Naval Battle Between Asiatic Squadron and Spanish Warships Off Manila.

THREE OF THE BEST SPANISH VESSELS WIPED OUT, OTHERS SUNK.

The Damage Done to the American Boats Engaged Only Nominal—Hundreds of the Enemy Slain in the Encounter.

LISBON, Portugal, May 7, 11 P. M.—The Spanish fleet was completely defeated off Cavite, Philippine Islands, according to trustworthy advices received here.

WASHINGTON, May 6, Midnight—President McKinley expresses entire satisfaction over the reported battle between Commodore Dewey's squadron and the Spanish fleet. He says the news is true, but believes it is worse for the Spanish than they will admit. There has been no official confirmation of the news. Nothing official is expected for forty-eight hours.

THE THREE SPANISH CRUISERS COMPLETELY DESTROYED.

ADMIRAL MONTEJO ADMITS HIS UTTER ROUT.

In His Report to Spain He Says Many Ships Were Burned and Sunk and the Losses in Officers and Men "Numerous."

THE SPANISH REPORT ADMITS DISASTROUS DEFEAT

MADRID, May 7, 11 A. M.—The Admiralty in the last of the official dispatches from the Governor-General of the Philippine Islands to the Minister of War, Linares-Caena, regarding the engagement off Manila, says that the Spanish fleet was completely routed and that the American fleet was victorious. The report also says that the Spanish fleet was completely destroyed and that the American fleet was victorious.

This front page of Pulitzer's *New York World* is an example of the stories that were said to have great impact on the Spanish-American War.