



Excellence in Journalism 2015

The Excellence in Journalism Conference was held September 18-20 in Orlando, FL

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New Liberal Arts Minors Available!

The College of Liberal Arts now has several new minors available. Read all about them on page 6.

What's New at JMC?

New Faculty Editor & SPJ Advisor, Gabriel Scala joins the JMC team

Dr. Gabriel Scala joined the Journalism and Mass Communications team in August and is serving as *JMC Student Review* faculty editor and the SPJ faculty advisor. Our gratitude and best wishes go with former faculty editor, Dr. Anna Copeland-Wheatley.

New Initiatives in the JRN Classroom

Starting this month, you'll be seeing some new initiatives in the JRN classroom. Most notably, students will now be required to make use of Grammarly and Turnitin for all discussion posts and assignments. You'll also start seeing announcements about many new publishing and networking opportunities available to JMC majors and minors.



Dr. Gabriel Scala, JMC Student Review faculty editor, reflects on her experience at the 2015 Excellence in Journalism conference held earlier this month in Orlando, Florida.

There aren't secrets one person can pass to another. You have to do it. You have to do it over and over.

—Leslie Stahl on how to conduct a good interview

For this English professor recently turned Journalism attaché, there's a whole new world out there. In the study of literature, we focus primarily on texts, thesis statements and MLA format. While accuracy and clarity are important tenants of all good writing, brevity is not often the strong suit of the literary scholar. And dealing with walking, talking,

living subjects is completely foreign. We English majors would just as soon stay inside with a good book. Still, as the new faculty editor of this publication and the new faculty advisor of the SPJ@Ashford chapter, it's vital that I jump right in and begin learning the ropes of this exciting and dynamic field. I did just that earlier this month at the 2015

Excellence in Journalism conference held in Orlando, Florida.

Among the many items of note I was able to learn (including a list of "Jaw Droppingly Cool Online Tools You Will Love to Use" – look for a post about these on the SPJ@Ashford blog), I was most struck by the

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Top 5 Terms to Master Ethics in Journalism

Transparency – Ensure honesty by avoiding plagiarism, distortions or omission of relevant information. Disclose feasible sources and focus on certain facts.

Accuracy – Undertake verification of facts and figures. Check for grammar and spelling mistakes.

Ethics – Ensure harm is minimized

and show good taste. Avoid making judgements and respect pertinent privacy.

Balance – Ensure all views are expressed by avoiding bias and falsehoods. Remain open to comments and different viewpoints.

Accountability – Be responsible for meeting deadlines, correcting stories and following the principles of professional journalism.



JMC Student Review student editor, Elsie Goycoolea, sits down with Ashford JMC professor Nicole Carr.



An Interview with Instructor Nicole Carr

Nicole Carr stands in front of the camera awaiting the cue coming from her earpiece ready to report the breaking news to thousands of anxious viewers. She works as a journalist within the Eyewitness News team of Fayetteville/Fort Bragg for ABC 11. After earning her masters degree in broadcast journalism, Carr, has covered notorious stories such as the confirmation of U.S. Attorney General and North Carolina native, Loretta Lynch, and the memorial service of Maya Angelou. Most recently she travelled to China where she was able to experience first hand the hardships that the profession has to face every day. She is a member of the National Association of Black Journalists and Alpha Kappa Alpha, Sorority, Inc. and has served on the WSSU Board of Visitors.

She is also one of Ashford's estimable journalism instructors and was delighted to be featured in the first issue of the *JMC Student Review* sharing some advice for future professionals in the field. She shares her motivation for becoming a journalist, some words on how to choose a journalism path and how she took in the recent passing of two Virginia journalists, amongst many other things. Carr even shares a headline about the future of journalism that definitely does all the talk!

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I have had the pleasure of having you as an instructor. During the class you shared bits and pieces from your work at ABC 11. What motivated you to become a journalist?

I really believe my upbringing as a military child contributed to this love of journalism. We travelled so much growing up, and we were exposed to so many cultures and issues of international concern.

I began journaling in elementary school to keep up with our experiences, and my parents were really big on watching CNN in its infancy. We were just always taught to be well-versed in global and local issues. I love to write, talk and meet people. This career just fit my personality!

Can you please share an anecdote from your job as a journalist that became a strong learning experience?

You know, I have this mantra- Everyone has a story. In my decade as a professional journalist, I've learned that you never judge a book by its cover. What may seem one way on the surface is much more involved and unique if you take the time to learn about someone's journey.

I guess I'll take one of my most unique experiences to share about the importance of cultural awareness. In 2012, I travelled to China on a fellowship to report on North Carolina exports. The center that granted this opportunity was really good about providing fellows with mentors to guide us through the

journalistic and travel experiences.

I was prepared to be received a certain way as a journalist, where freedom of the press does not exist (at one point a security guard in front of a furniture store tried to take our camera. We weren't even shooting at the time), but I was also prepped to be received as a black woman. My mentor warned about the differences in the way black Americans are received in China and the way Africans are perceived given a strained, hostile relations history (it's tied to economics, race and relationship between Chinese women and African men, particularly in the '80s).

There was an instance in a tailoring shop when a man threw my travel bag across the store, stomping and cursing out the employee who was helping me before she assisted him (even though he entered the shop after me). There were the racial epithets thrown our way across from the Forbidden City (I was traveling with my Nigerian-American friend), and the pushing and shoving that weren't just a part of navigating a busy, metropolitan city like Beijing.

Conversely, there were the travelers who wanted to take pictures with us because they'd never seen a brown person before and, in some instances, I was called "Beyoncé" by children. Many of the people involved in our stories were very interested in the American culture and economy, and they'd ask a ton of questions about what it's like here.

I navigated the cultural nuances while turning my stories. It was just as important to know the rules of

tipping a waitress in a restaurant, or how to compose myself in the face of adversity, as it was to make a deadline. In China, tipping is not a custom and the wait staff may even chase you down to return the money.



You know, I have this mantra:
Everyone has a story.

-Nicole Carr

In doing business, even a slight display of emotion can be interpreted as a sign of weakness or a lack of self control. To be aware of one's culture is imperative because it's the only way to show respect.

"When in Rome.....". I was grateful for the opportunity, the mentorship, the experience and the difficulties and the rewards.

You focused your career on broadcast journalism after graduating from Syracuse University. What advice do you have for those who may not have decided upon their area of journalism?

Get your foot in the door somewhere,

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and ask questions. You have no idea what you like or what you dislike until you've been gifted the opportunity to experience it. For me, it began with travel abroad and internships as early as high school. In college, I didn't have a ton of time to squeeze in a television internship, so I made time at 5 a.m. Most of the time I was answering phones on the assignment desk, or helping to re-write overnight scripts, but I was always soaking in the newsroom. I decided immediately it was for me, and I picked others' brains to carve a path to my current position.

How would you say that journalism has changed since you first started?

The audience drives content more than ever. With the evolution of digital platforms, particularly social media, people are able to share their stories like never before. What used to take handwritten letters, phone call and visits to reach a media outlet is now available to reporters via a viral post.

News organizations know that the digital world is one in which they must master. They no longer decide what's newsworthy. People do with what's at their fingertips: a phone.

We were saddened to hear the recent news about the death of two journalists from Virginia. How was the news received within the community?

It was devastating for all journalists, particularly television reporters and photojournalists who have

been through that routine countless times before—early morning live shots, where the top priority seems to be making sure your interviewee is in place before the producer begins talking to you via your earpiece, or where the live truck is placed so that you may have access to a bathroom during a 3 hour morning show.

Often times we take our vulnerability for granted. We do what we do at any cost, but it's the deadline that reigns supreme in our minds (although we're all versed in safety techniques). It's just kind of a part of that grind.

For me, it was an uncomfortable, eerie reminder of what people feel like when we step on their doorsteps in their most vulnerable, 'So this is what that gut-wrenching feeling is like,' I thought. Even though I didn't know Allison Parker or Adam Ward, they were family. We're all family.

Working as a journalist and teaching journalism surely requires different skills. How do you approach your courses as an instructor? What would you like your students to take away from the course?

I really approach my course as a journalist. I want you to soak in as many real-world concepts as possible. I challenge my students to think beyond the text, and to think what it would be like to navigate the field under daily deadlines.

It's very easy to say what a news organization should do, or what you would have done to enhance a story. In our Discussion Boards and in

Instructor Guidance, I present real situations and foster the conversation that challenges you to think about 'How' this would really go down.

I'd love my students to walk away feeling equipped with an enhanced writing and delivery skill-set, but also critical thinking skills that journalists must carry each day.

Finally, it has been recently taken to debate the future of journalism. As a journalist how would you head a story that describes the future of journalism?

THE HEADLINE: MURROW QUALITIES ARE STILL ESSENTIAL, BUT THIS ISN'T WHAT YOU LEARNED IN J-SCHOOL 101.

Sociology – A minor in Sociology will provide students with the tools needed to become an agent of change in society. Students will learn to highlight social problems, research why and to whom these problems occur, and provide solutions that advocate social change. The courses in this minor will provide increased knowledge of societal issues and cover the unique experiences of key groups in society that experience unequal access. Students will also learn more about the varied tools of applied research used by Sociologists to understand social phenomena as well as increase skills in critical thinking, problem solving, and communication. This minor may be a good fit for students interested in career roles in Activism and Advocacy, Policy, Government and Social Services, Non-Profits and Charities, Human Resources, Labor Relations and Organizational Management, Media, Communications and Journalism, Marketing, and Business Analysis.

Speech and Language Disorders – This minor focuses on the increasing demand for speech pathologists and special education teachers. The courses taken with a minor in Speech and Language Disorders will help to satisfy the specific course prerequisites for enrolling in graduate programs accredited by

the American Speech Language Hearing Association and for obtaining ASHA's Certificate of Clinical Competency. This minor may be a good fit for students in the Colleges of Education and Health who are interested in receiving additional training in speech and language disorders.

Global Studies – A minor in Global Studies will provide a rigorous multi-disciplinary education that focuses on the most challenging issues facing global leaders today, while encouraging a holistic approach to the effects of globalization and a cosmopolitan view of these issues. The minor introduces the basic concepts and theories of comparative politics, the political implications of international security matters, and the international political economy. This examination of global issues will be put into context by studying social culture and politics in Europe, Latin America, the Arab world, India, East Asia, and other international writing. This minor may be a good fit for English, Linguistics, or Journalism and Mass Communication majors who are interested in learning more about globalization and international affairs.

Writing – With a minor in Writing, students will develop the skills needed to be competitive in today's

job market. They will learn to utilize time-honored intellectual approaches, composition techniques, and rhetorical devices. This will increase the ability to convey ideas

There are many benefits of choosing a minor and doing so will better prepare students for the job market or even graduate school. According to Slatalla (2008), a secondary area of study can show job interviewers and graduate school admissions officers that an applicant has multiple areas of expertise and has done more work than other undergraduate students. Contact your academic advisor today to inquire about these new minors offered by Ashford University.

-by Kristy Dougay

effectively and communicate across a wide array of audiences and techniques. This minor may be a good fit for Linguistics and Journalism and Mass Communication majors.

Literature – A minor in Literature will increase students' ability to think critically. Students will learn to decipher the meaning of complex works of literature and shape their ideas around the perspectives of other credible literary scholars. Courses in this minor will provide students with the skills to interpret nuanced rhetoric and analyze themes

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A minor...can be a good marketing tool, or it can be a way to explore a second interest and still graduate in a reasonable time.

Joe Cuseo, author of “Thriving in College and Beyond”

universal to the human experience. These courses will also help students to develop expertise in sustained and focused reasoning. This minor may be a good fit for Linguistics and Journalism and Mass Communication majors but is not available to English majors.

Anthropology – A minor in Anthropology will provide students with the skills and knowledge

necessary to compete in today’s job market, which has shown an increasing demand for anthropologists in large corporations, governmental organizations, and non-governmental organizations (NGOs). This minor emphasizes the analysis and research of cultural dynamics in family and kin groups as well as the anthropological implications of war, religion, and many other cultural

contexts. In an increasingly multicultural and global society, a strong foundation of anthropological knowledge will help prepare students to meet the needs of the job market today and in the future. This minor may be a good fit for English, Linguistics, or Journalism and Mass Communications majors but is not open to Cultural Anthropology majors.

Pierre Thomas on Advice to Young Journalists: “One story will not make your career. Your career will be made by the body of your work. But one story can destroy your career.”

Leslie Stahl on How to Figure Out What Kind of Journalism to Pursue: “There are all different kinds of reporters. You have to know your strengths and weaknesses. Take your own style and find out what works for you.”

“Since I got my first job, I’ve loved every day. Every day. Every day is learning.”

-Leslie Stahl

Excellence in Journalism 2015 (continued)

sincerity and dedication with which the many professional journalists approached and dealt with the many journalism students in attendance. Specifically, in a rare opportunity for a Q&A with journalism rock stars Lesley Stahl and Pierre Thomas, the vast majority of questions from the gallery came from current JMC students, and the responses were

invaluable (see box above).

And here’s where I noted the biggest difference between literary scholarship and the study of journalism: as an English major, we have one or two, if we’re lucky, professors who will take the time to mentor and guide us through our education and into our early career.

In journalism, it seems the entire field is dedicated to lifting up young journalists, to ensuring their voices are not censored, to being available for workshops and talks and internship opportunities. It’s all right there for the young journalist hungry enough to reach out and grab it.



Yes, Definitely Choose Print Journalism

By Elsie Goycoolea

If you are a journalism student with a strong interest in newspaper and magazine reporting, reading headlines like “Is print journalism dead?” will definitely build up some worries.

Print journalism, the oldest form of modern journalism dating back to the 1800s, is struggling to survive in the new information environment. It was first shaken up by broadcast journalism, a much more dynamic medium that took away some of its audience and advertisers. Later it saw the introduction of the Internet and its ability to speed up news publishing as well as reach greater audiences. However, according to the Pew Research Center, last year newspaper circulation only fell by 3 percent and magazine circulation by 1 percent (Barthel, 2014; Matsa & Shearer, 2014). It is evident how much the Internet has affected journalism but perhaps it hasn’t completely taken over.

The Internet led the way to mass communication making it possible to reach bigger markets yet failing to secure a target market. It is the consumer who has been forgotten,

and it is the one that print journalism focuses on best. For instance, *Wired* magazine was first published in 1993, since then it has entered the digital world but still sends out physical magazines. For a price of five dollars readers can receive in their mailbox six issues covering a range of technological, business and design articles. It is ironic that a semi-print magazine covering technology news, last year saw their subscription rates increase by 7 percent (Matsa & Shearer, 2014). *Wired* has a very defined niche audience and has nurtured its readers by delivering quality articles that will meet their interests.

Journalists create their work for people and they need to know who they are. Only by having a defined target audience can they meet the quality standards that characterize valuable content. As mentioned by Vu (2014), “Scholars have discovered that it is becoming common for online journalists or gatekeepers to monitor web metrics and track readers’ behaviors, hoping to learn more about their audiences.” Online media organizations are starting to realize that

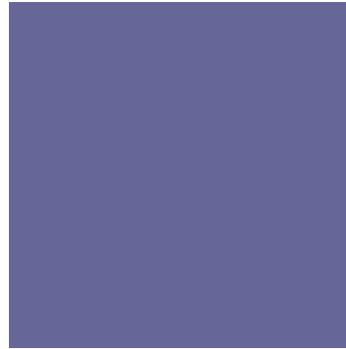
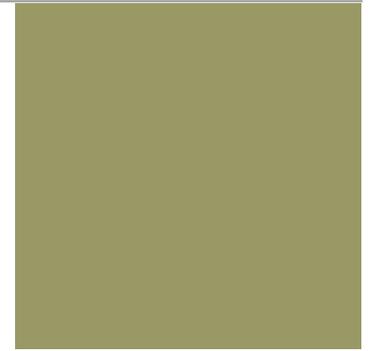
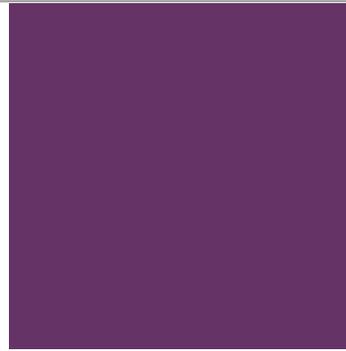
audiences have the power. No matter how fast a story is published, how much it is spread on social media or how many interactive features it has, if it isn’t made for a specific audience it will be lost in the crowd.

Quality journalism, journalism that is produced for people, never grows old. Whether that is in digital or print format, whenever quality is prioritized over quantity and content is neatly crafted to meet the needs of an audience, then journalism will still continue to live on.

Barthel, M. (2014). *Newspapers: Fact Sheet*. *The Pew Research Center*. Retrieved Sept 7, 2015, from www.journalism.org/2015/04/29/newspapers-fact-sheet/

Matsa, K.E., & Shearer, E. (2014). *News Magazines: Fact Sheet*. *The Pew Research Center*. Retrieved Sept 7, 2015, from www.journalism.org/2015/04/29/news-magazines-fact-sheet/

Ostfeld, M., & Mutz, D. (2014). Revisiting the Effects of Case Reports in the News. *Political Communication*, 31(1), 53-72. doi:10.1080/10584609.2013.799106



In this September issue of the *JMC Student Review*, Lyndsey Carr, Secretary/Treasurer for SPJ@Ashford reflects on the changes in journalism since 9/11

A Word from SPJ@Ashford

When people think of the change brought by the attacks on 9/11, many think of the stricter security polices when traveling and the changes to our military. While these changes are more notable, they are not the only changes brought on by this tragedy. Media and journalism have also evolved. The Pew Research Center states that domestic issues like drugs and crime went down in minutes on air by 47-66% after the attacks in 2001. Since the attacks foreign policy and terrorism make up a large portion of news programming

The attacks and the wars that followed have brought foreign policy and global conflict into the spotlight and are sometimes used to highlight

a newscast. The rise in coverage minutes of foreign policy was up an estimated 102% according to a study released by Project for Excellence in Journalism by ADT Research in 2006. Terrorism coverage increased by 135% according to the same study. The attacks on September 11th changed coverage; today, foreign policy and terrorism are an unfortunate normalcy when it comes to what is newsworthy.

Technology available that day was a large part of what brought the horror to life for many. The media had access to small fragments of conversations as families called for help in searching for their family and friends. This was heartbreaking and

brought the story of devastation to life, as if the video footage was not enough. Now cell phones capture more than just phone calls. They capture the act or event, and the audience has become desensitized to the devastation. This causes more want for user-generated media. According to Statistica.com over 52% of U.S. citizens share user-generated content like photos on the Internet, and cell phones have contributed to a society of citizen journalists. *The Times* estimates nearly half the people reading their publication are doing so from a mobile device

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When something of great negative impact occurs our thoughts immediately go to terrorists. Terrorism itself has become a part of journalism. Twitter and Facebook are now being used as tools to spread terrorist's messages as well as propaganda. ISIS is the most well known group to exploit social media sites not only to spread their ideas, but they also use it as a means to gain support and even recruit. That has changed the way news is delivered. Since 9/11 social media sites and online publications have developed and become popular. Even Google credits updates to the timeliness of their searches to the events that occurred that day.

With the public's ability to get information quickly and their insatiable appetite for news, it is essential that journalists be the first to bring that information to the audience to prevent propagandas and biased information. Orville Schell stated that this event reminded Americans what media was meant to do, "to keep an eye more on the public's need to know than on ratings. "Although the events of that day were horrendous and can never be forgotten, they changed America and helped mold journalism into what we know it as today.

"Today, foreign policy and terrorism are an unfortunate normalcy when it comes to what is newsworthy."



Not a Member of SPJ@Ashford?

Check out the great work your student organization is doing and learn how to get involved at www.spjashford.org



Elsie Goycoolea is a Spanish student pursuing a career in journalism and psychology to help connect news and people together.



Lyndsey Carr is a senior Journalism and Mass Communication major at Ashford University. She is also the Secretary/Treasurer for SPJ@Ashford.



Dr. Gabriel Scala is the faculty editor for the *JMC Student Review* and faculty advisor for SPJ@Ashford. She has been teaching at Ashford since 2013.