

# The Journalist

NEWSLETTER FOR JOURNALISM MAJORS & MINORS

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## Professors emphasize need for student lap top initiative

By Cory Dimitrakopoulos

Eastern's journalism department has announced that beginning fall semester 2009, all journalism students will be required to purchase and use an Apple Macintosh laptop for their classroom work.

Eastern is among several universities to implement a mandatory laptop initiative in its journalism curriculum. Universities like Ball State, Missouri and Purdue have all requested that students purchase laptop computers.

EIU's recommended laptop, a 15-inch MacBook Pro, will cost students roughly \$2,053 with the education discount. Additional costs include \$349.95 for the recommended Adobe software.

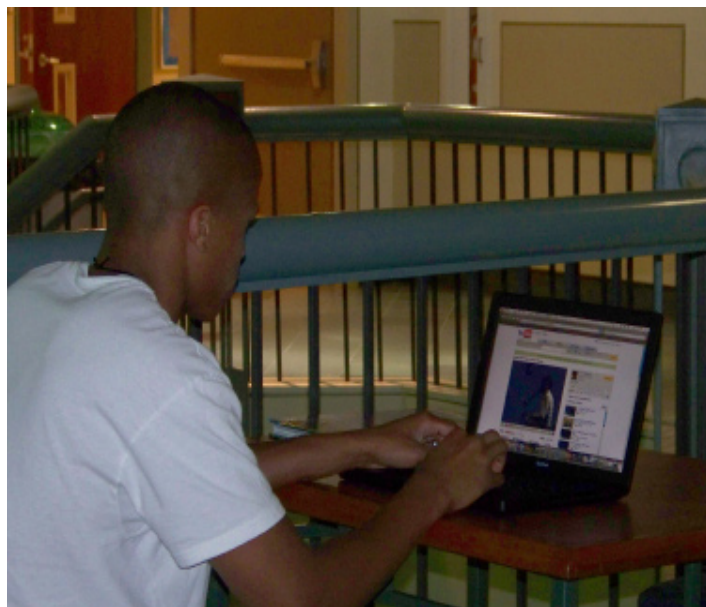
Bryan Murley, assistant professor of new and emerging media at Eastern, puts the price into perspective. "If students buy the laptop their freshman year, they will be using the laptop for at least eight semesters. At

\$2,000, it comes out to about \$250 a semester. If Eastern didn't have the textbook rental system that it does, students would be paying significantly more than that a semester to buy their books. It's worth it in the long-run."

Cost and affordability have been among concerns of students who will have to buy the recommended laptop for next year.

"I know that the MacBook will be a good investment for journalism students, but all [students] I've talked to about it have seemed concerned about how they will pay for it," said Michelle Simek, senior journalism major.

"I understand," said Doug Lawhead, journalism professor, member of the Academic Technology Advisement Committee (ATAC) and Macintosh microcomputer specialist in the College of Arts and Humanities. "I didn't have a lot of money when I was in school either. But there is a reason we want students to invest in these."



Senior journalism student Derrick Johnson browses the Internet on his lap top in Buzzard Hall. With the new laptop initiative, all journalism students will be able to do this.

Photo By Katrina Zaret

The benefits of the laptop proposal, suggested Murley, outweigh the drawbacks. "Rather than relying on the department to provide labs that will be infrequently updated, this will allow students to have the best tools they can get and have it with them at all times, even when they're not in a lab," he said.

Until the fall 2009 semester journalism students, as well as those taking classes in Buzzard Hall, will have access to a number of desktop computers in the six computer labs available in the building. While these labs offer students the ability to ac-

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# Journalism department student code of conduct emphasizes professionalism

By Christina Guadiana

The journalism department has adopted a new student code of conduct. Faculty members decided to create the code after several professors commented on the lack of professionalism in the classrooms.

For example, teachers found students with iPods not removing their headphones during class. Lack of attendance and tardiness also highlighted the need for a student code of conduct, said professor Joe Gisondi.

The idea of creating a code of conduct is nothing new. Many other programs, including teaching and medicine, have established codes outlining standards and expectations.

“Talent alone won’t get you ahead,” Prof. Brian Poulter points out. Values like professionalism and common courtesy are equally important in advancing your career. “Part of being a professional... is holding yourself to higher standards,” Poulter said.

In addition, the behavior of journalism students reflects on the entire department. This is one reason Dr. James Tidwell emphasizes the importance of basic courtesies like making an appointment, arriv-

ing on time and dressing appropriately. “It reflects on us,” said Tidwell, “and it’s embarrassing outside the department.”

Many parts of the new code are simply restatements of basic rules that students should already understand and follow.

Plagiarism and cheating are both addressed briefly. These rules are not only included in the department’s code of conduct, but the university’s code as well. Students must adhere to both codes at all times.

So far, the reaction to the code seems positive. Dr. Wanda Brandon asked some of her students for their thoughts. “They thought it was an excellent idea,” Brandon said. “It helps make sure every one is on the same page.” She noted that the only part of the code that was not as well-received concerned the rules about food and drinks in the classrooms.

Copies of the Journalism Department Student Code of Conduct were handed out at the department welcome. A number of copies are also available in the journalism office.

Electronic copies were distributed to students via their EIU e-mail accounts.

How can *you* be professional for an interview?

Address e-mails appropriately  
Dress for the occasion  
Make an appointment  
Prepare questions  
Arrive on time  
and always...  
Be respectful and courteous

## Panther Palooza gives students opportunities to research, join on-campus organizations



Above and Left: Student members of The Agency, PRSSA and UMADD recruit members of the student body during Panther Palooza.

Photos by Katrina Zaret

# Pham completes summer internship in California



Angela Pham (right) poses with her mentor and managing editor in California. Submitted photo.

By Emily Hartwig

Angela Pham, a senior journalism major, jetted off to Orange County, Calif., this summer for a once-in-a-lifetime internship opportunity.

Pham began searching for an internship related to copy editing on the Internet and the newsroom bulletin board in the journalism department.

After applying to numerous places and completing phone interviews, she received an offer for a magazine publishing company called Bow Tie, Inc.

She became an editorial intern who worked with copy editing, calendar events, reporting and even attended seminars for a veterinarian practice news magazine.

This hands-on internship experience allowed her to work in all aspects of the magazine which will benefit her in future career opportunities.

Pham explained the importance for college students to have internships

on their résumé because “real world” experience is gained and it helps determine what field is most enjoyable for the individual.

EIU’s Career Services center can also help students find the perfect internship. Its Web site suggests that employers will look to their interns first to fill open positions.

Although Pham did not receive school credit for the internship, she has gained valuable experience and the networking skills that are beneficial in obtaining the ideal job when graduation is near.

Pham is glad that she did not limit herself to one geographical location and would encourage others to look outside of their comfort zone.

Even though she had never been to California, she enjoyed the people she worked with and has kept in contact with them.

To learn more about her California internship, visit her blog at [smellsofsunshine.blogspot.com](http://smellsofsunshine.blogspot.com).

# New laptop initiative costs, benefits

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cess all the necessary software and tools to do their assignments, students are forced to work around the schedule of the labs, not their own.

“If students have a laptop, they will have the tools they need to complete their work at their fingertips at all times. It opens up the possibilities of what journalism students will be able to do,” Lawhead said.

Being able to shoot pictures and e-mail them instantly to a professor, Lawhead said, will give students a better feel for what it is like to be on deadline while in the field — an important aspect of the journalism field.

The laptop initiative comes at a time when the journalism field is expanding greatly into new technology. “The (journalism) industry is obviously having to deal with new media and reporters now have to work with multi-media

more than ever before,” Murley said. “It’s about staying relevant.”

“Ninety-four percent of students who come to Eastern’s campus have a computer and we are seeing more and more laptops,” said James Tidwell, professor and chair of the journalism department. “We want to get out there in front and let students and parents know, if you plan to major in journalism, you need to have a laptop.”

As for students taking classes in Buzzard Hall who are not journalism majors, Tidwell explained, “Five or six computers will remain in each lab and the ITC will continue to be maintained.”

Laptops and software can be purchased in the EIU Bookstore located in the east side of the Martin Luther King Jr. University Union.

For more information, visit <http://www.eiu.edu/~journal/text/laptop.html>.

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## Are *you* looking for an *internship*?

There are many sources...

*Bulletin Boards around Campus*

*Potential Employers’ Web sites*

*The Journalism Dept. Office*

*EIU Career Services*

*Your Panthermail*

# Journalism graduates to visit week of Oct. 13-17

By K. Ryne Turke

Amy Carr and Matt Mansfield will be visiting campus in October as part of professional journalism week.

Carr will be on campus Wednesday and Thursday during Homecoming week to talk with and guide students who have decided to transition from newspaper to magazine work.

Mansfield will be here during the whole week to talk about his past experiences and answer any questions students may have.

Amy Carr is an EIU journalism graduate, class of 1989. While at

EIU, Carr was an editor of the *Daily Eastern News*. Since she graduated, Carr has held multiple editor positions. One of those positions was as editor of the *Houston News*.

She also held the position of assistant features editor at the *Daily Herald*. As the assistant features editor, Carr oversaw two feature sections each week.

Carr is also part of the team of journalists that started the magazine *Time Out Chicago*. She is currently the managing editor at *Time Out Chicago* and has a part in the entire editing aspect of the magazine.

Matt Mansfield graduated from EIU in 1990, where journalism was his major. During his time at EIU he was also an editor for the *Daily Eastern News*.

After he finished college, Mansfield worked for two years as an art director for the *State Journal-Register* in Springfield, Ill. Mansfield's credentials also include an editor position at the *Munster Times* in Munster, Ind.

Mansfield was also a deputy managing editor for the *San Jose Mercury News* for more than eight years. During that time, *Columbia Journalism Review* named the *Mercury*

*News* among the top ten newspapers in the United States.

The newspaper is also known as one of the best-designed papers in the country. While Mansfield worked at the *Mercury News*, he worked on design, photography and business reporting. With his experience in design work, Mansfield took a job within *The Society for News Design* as vice president of *The Society for News Design*. (EIU has a SND chapter.)

Mansfield is currently co-director and associate professor, Medill/Washington, Northwestern University.

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## Journalism Department Calendar of Upcoming Events

### For October

**Wednesday, Oct. 1:** The Agency's Publication Design Workshop lead by Prof. Liz Viall. Buzzard Hall, Rm. 2434 – 6:30 p.m.

**Oct. 6-10:** On-campus visit by Robert Corn-Revere, a Washington, D.C., communications attorney and EIU journalism graduate.

**Oct. 13-17:** On-campus visit by EIU alumni Amy Carr and Matt Mansfield (funded by the Fox-Thornburgh Visiting Professionals

Fund).

**Oct. 15:** Broadcast Jobs Fair, University Ballroom, MLK. Jr. Union, 10 a.m. – 12 p.m. & Communications Career Day.

**Oct. 17:** EIU Homecoming activities begin.

**Saturday, Oct. 18:** Journalism Department's

annual Chili Bash, 5-9 p.m. at A.J.'s.

**Oct. 24-28:** PRSA/PRSSA International Convention, Detroit. All PRSSA members welcome to attend.

**Oct. 29 – Nov. 2:** College Media Convention, to be held in Kansas City.

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## The Journalist

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