

# the Journalist

a departmental newsletter for journalism majors & minors

OCTOBER/NOVEMBER 2010 EDITION

## Two honored as Alumnae of the Year

*Amy Carr Burke and Jean Wright Medina visit Eastern, honored during Homecoming*

*By Elizabeth Edwards*

Amy Carr Burke and Jean Wright Medina were awarded the Journalism Alumnae of the Year Award at a luncheon Oct. 22 in the Martin Luther King Junior University Union in the Effingham room.

Burke is currently the executive editor for *Time Out Chicago* magazine, which is an arts and entertainment publication.

Medina is currently the managing director of external communications at United Airlines in Chicago. Her duties include global and crisis communication. Medina also worked on United's 38-month bankruptcy crisis.

The award is given yearly to journalism alumni whose contributions have enhanced the reputation of the Journalism Department.

Recipients must be a graduate.  
*Alumnae continued on page 5*



**Amy Carr Burke and Jean Wright Medina smiled amid the flowers by Old Main after being honored at the journalism department Alumnae of the Year luncheon Homecoming weekend.**

*Photo by Elizabeth Edwards*

---

**Inside  
the  
Edition**

College Media  
Convention

page 2

A Day in the Life  
of Charleston

page 4

Reaccreditation

page 5



# Students, faculty attend CMA convention

Warbler, WEIU-FM, WEIU-TV honored in national competition

By Meredith Mueller

Trading ideas, great speakers and awesome host cities are just a few of the enticing things about the College Media Advisers Convention.

Every year, students and faculty from colleges and universities from all over the country gather together at the CMA Convention.

This year's convention in Louisville, Ky., was especially meaningful for several reasons. First, Dr. Sally Renaud is the president of CMA.

This year was special for EIU's Warbler staff members, which Renaud advises, as they brought home three awards. First place was awarded in cover design. The book received second place for the athletic section divider page and an honorable mention in layout for the swim team page.

As part of the broadcast por-

tion of the convention, WEIU's Newswatch won first place for best newscast, WEIU was a finalist for best television news story and WEIU-FM was a finalist for best sports play-by-play.

CMA is a national association that represents the people who advise the nation's collegiate publications, and several other EIU professors are members. Eight faculty and advisers, along with 12 students, attended the conference.

Besides Renaud, other EIU faculty attending were John Ryan, James Tidwell, Bryan Murley, Joe Gisondi, Brian Poulter, Lola Burnham and Betsy Jewell.

Ryan and Tidwell led a session on April Fool's issues. Ryan says that he and Tidwell "usually get themselves a full house" at their session. The April Fool's session is a very popular one because sometimes papers go too far with the jokes, Ryan said.

According to Ryan, EIU has always been very active in CMA. Networking, connecting with other advisers to talk business practices and trade ideas are among some of the things that Ryan looks forward to about the CMA convention.

College advisers are not the only ones who benefit from the CMA convention. Among the 12 EIU students attending was junior journal-



Chatting at this year's CMA Convention in Louisville, Ky. are clockwise from top Dan Cusack, Chris O'Driscoll, Prof. Brian Poulter, Prof. Joe Gisondi, Doug Graham and Alex McNamee.

Photo by Danny Damiani

ism major and Warbler editor-in-chief, Kristin Jording. This was Jording's first year attending the convention. Since Jording oversees the staff of the Warbler, she hoped to learn leadership and communication skills at the convention, and also how to handle various situations.

Jording also hoped to make some contacts for her future and receive design ideas that could be brought back to EIU and shared with other students and staffers.

Other students attending, in addition to Jording, were journalism majors Jordan Boner, Dan Cusack, Danny Damiani, Doug Graham, Shea Lazansky, Alex McNamee, Sam Sotosanto, Anna Sprague, and Kayleigh Zyskowski. Allison Twaits, a double major in journalism and communication studies and Anna Sprague, a junior marketing major, also attended.

Taking advantage of professional development opportunities and networking were the two activities appreciated most.



CMA president Dr. Sally Renaud checks her watch to keep everything on time at the CMA convention.

Photo by Danny Damiani

# SCJ shows 'All the President's Men'

The journalists' role as the Fourth Estate discussed after the movie

By Jennifer Brown

Society of Collegiate Journalists presented the movie "All The Presidents Men" earlier in October. SCJ sponsored this event to help raise the awareness of Watergate to students and help them realize its impact on society.

The movie is based on a book by Washington Post reporters Bob Woodward and Carl Bernstein. It tells how they unraveled and reported the Watergate scandal that led to the resignation of President Richard M. Nixon in 1974.

Emily Steele, president of SCJ, was approached by Herb Meeker, reporter for the Mattoon Journal-Gazette, Charleston Times-Courier who wanted to present the film on campus.

"Herb Meeker came up with the idea and passed it along to us about a month ago," Steele said. "He was so excited and it sounded like a good idea so we went along with it."

Steele said student journalists do not realize the impact Watergate has had on the journalism industry.

"The industry received a lot of credibility following the work of Woodward and Bernstein, and the field today is what it is because of them," Steele said. "They tried to do it as an accurate portrayal of the Washington Post newsroom."

Meeker, an Eastern alumnus of '81, was in junior high when Watergate broke the news coverage. Meeker has also been an adjunct professor here.

"The Post won a Pulitzer not for investigative reporting, but for community service," Meeker said. "It's significant because they took a stand to tell a story that needed to be told."

Meeker said the impact of the story was about making a difference. The film is a good tool for reporters to learn the values of reporting and what it takes to complete the job.

"The movie can teach them virtues," Meeker said. "The virtues of fairness, of working to be accurate, of caring about their community, and/or their country."

This movie can also teach reporters about how people have risked their lives in order to win Pulitzers.

"It's one of the biggest events in journalism history



Herb Meeker, journalist for Mattoon Journal-Gazette, Charleston Times-Courier and Emily Steele, president of Society of Collegiate Journalists, discuss "The Secret Man," Bob Woodward's book, which focuses on the Watergate scandal.

Photo by Jennifer Brown

that everyone in the industry can be proud of," Steele said.

Reporters have gone into dangerous situations and extreme weather conditions in order to get the story. This movie shows the extremes reporters will go to bring the facts to news stories.

This story had impact on Meeker because he covered meetings within his hometown.

"That's when I started to think about newspapers," Meeker said.

"The film makes it real for a generation which can't even begin to imagine what that time period was like," Steele said.

A discussion of the events and the activities involved in investigative reporting followed the movie.

Come join the Agency — a student-run PR firm!  
Every Wednesday at 6:40 p.m.  
Buzzard Hall, Room 2434  
Work PR campaigns  
Write stories for newsletters



# A Day in the Life of Charleston

*Students and faculty participate in photography event now on display*

By Kyle Piurek

Until Nov. 18 in the Doudna concourse, about 80 photos will be displaying “A Day in the Life of Charleston.”

Prof. Brian Poulter, other faculty, students, local residents and different professionals all collaborated to document an entire 24 hours in Charleston.

Professionals included Mark Hoffman, *Milwaukee Journal Sentinel*; Stephen Haas, *Decatur Harold & Review*; and Jay Grabiec, online specialist in the EIU Center for Academic Technology Support. Everyone was asked to participate because not everyone has the same perspective as to what exactly goes on in Charleston.

“It was good because students had to do a lot of research and prepare and know what they were going to shoot at a certain time,” said Poulter.

All the photos had to be taken between 12:01 a.m. and 11:59 p.m. within the city limits of Charleston. Each person participating could submit a maximum of five photos.

Kim Foster, sophomore journalism major, was one of the students who took part in the project. She got to work with Grabiec and went out to the animal shelter to take photos.

“One of my photos that made the cut was of a dog who’s nose was sticking through his cage that looked like it was sad and just wanted a walk,” said Foster. “It was sad but Poulter said pictures that can strike an emotion are good.”

To help get the word out about the project, information was put up on a website, a Facebook page was made, releases were sent to the *Charleston Times-Courier* and the *Decatur*

*Harold & Review* and the information was spread by word of mouth.

Community residents might know about events that Poulter and others from on campus might not know about. This helped get a variety of different photos so not everyone was going to the same places.

Between 300 and 400 photographs were submitted. Photos that were taken early in the morning or late at night had a better chance of making the cut because not as many photographs were submitted during those time periods.

All the photos had to be submitted in a 4x4 Polaroid format, which means the photos had to be cropped tightly.

“It cropped out a lot of stuff but it worked because then you start to get down to what that photo is really all about,” Poulter said. “Making yourself try different techniques helps you learn and even if you don’t like it, and either it confirms you don’t like it or maybe it makes you think it could work.”

Once all the photos were submitted, Poulter eliminated the ones that he knew weren’t going to work. He then sat down with the students and photo editors at the *Daily Eastern News* to narrow the photos down even more until they got the 80 now on display.

All the work the students submitted even if they didn’t make the final cut were great to add to their portfolios.

“It was tons of fun and all my photos can be used for my portfolio,” Foster said. “I get to go out and take pictures all day for my job, it’s completely fun and not everyone gets to do that.”

Photos continued on page 5



Austin Glass kickflips to fakie at Charleston State park. This photo was taken by David Parks.



Sara Cassady of Mattoon seems to be an unlikely candidate on the race track, but appearances can be deceiving. Cassady has been racing with the guys over a year and owns her own 1979 Camaro 28 to compete with. This photo was taken by Cody Rich.

# Reaccreditation process beginning

*Journalism faculty begin to prepare for ACEJMC reaccreditation*

By Jennifer Brown

The 2010-2011 school year begins the process of reaccreditation for the journalism department at Eastern. The process will continue until next fall when the department will complete a self-study.

The department has been accredited by the Accrediting Council for Education in Journalism and Mass Communication since 1982.

A team of outside evaluators will then visit campus three days next fall to confirm standards are met.

Dr. James Tidwell, chair of the journalism department, said the standards of the department are important to students and parents.

“Students and parents can be confident that the program is meeting stringent standards enforced by an outside national evaluator,” Tidwell said. “Certain contests are available only to students who are enrolled at accredited

journalism programs.”

ACEJMC accreditation is based upon nine standards, according to the organization’s handbook:

- **Mission, Governance and Administration.** The policies and practices of the unit ensure that it has an effectively and fairly administered working and learning environment.

- **Curriculum and Instruction.** The unit provides a curriculum and instruction that enable students to learn the knowledge, competencies and values the Council defines for preparing students to work in a diverse global and domestic society.

- **Diversity and Inclusiveness.** The unit has a diverse and inclusive program that serves and reflects society.

- **Full-Time and Part-Time Faculty.** The unit hires, supports and evaluates a capable faculty with a balance of academic and professional credentials appropriate for the unit’s mission.

- **Scholarship: Research, Creative and Professional Activity.** With unit support, faculty members contribute to the advancement of scholarly and professional knowledge and engage in scholarship (research, creative and professional activity) that contributes to their development.

- **Student Services.** The unit provides students with the support and services that promote learning and ensure timely completion of their program of study.

- **Resources, Facilities and Equipment.** The unit plans for, seeks and receives adequate resources to fulfill and sustain its mission.

- **Professional and Public Service.** The unit advances journalism and mass communication professions and fulfills its obligations to its community, alumni and the greater public.

- **Assessment of Learning Outcomes.** The unit regularly assesses student learning

and uses results to improve curriculum and instruction.

“Each tenure track faculty member has been assigned a portion of the self-study to work on,” Tidwell said. “All faculty members are involved in writing the self-study.”

“Accreditation validates to students, parents, the state, the College of Arts and Humanities and to the university that the program meets or exceeds standards set by a nationally recognized accrediting organization,” Tidwell said.

Each accreditation lasts six years and then the program must again demonstrate excellence. The last one completed was in 2006. The journalism department is accredited through fall semester of 2012.

EIU is one of only five journalism programs in Illinois accredited by ACEJMC. The others are University of Illinois, Northwestern, Southern Illinois University-Carbondale and SIU-Edwardsville.

## Alumnae

*Continued from page 1*

ate of Eastern, demonstrate professional experience, and have supported the department following graduation.

Unlike past years, two alumni were chosen for the award.

“The faculty thought having two winners this year was certainly appropriate given their contributions to the department since they graduated and their success in the profession,” said James Tidwell, chair of the journalism department

Burke, a 1989 graduate, received a B.A. in journalism and a minor in sociology. Medina,

a 1988, graduate, earned a B.A. in journalism as well.

Both Burke and Medina were editors in chief of *The Daily Eastern News* during their Eastern careers and described their careers at the DEN as a “real life experience” that opened opportunities for them.

Both Burke and Medina had advice for aspiring journalists at Eastern.

Burke said that the multimedia experience is important for young journalists.

She said it is important to show your video and social

networking skills. Young journalists with these skills will be more likely to be hired because they possess skills older journalists typically do not have.

Medina said the most important skill journalists should have is the ability to write well.

She gave advice to public relations students as well.

“Public relations is about promoting and protecting your employer,” said Medina.

She said also that public relations is about being able to think in different ways.

Burke and Medina received

a certificate and plaque for the award, which will be placed in the Journalism Department office.

Both recently returned to Eastern as Fox-Thornburgh Visiting Professionals, spending a week teaching classes, mentoring students, offering advice and helping faculty keep up with the many changes in the journalism and public relations professions.

Both attended the Saturday Chili Bash after the Homecoming game to visit with other alumni, faculty and students.



# Brittney Ferris presents research paper

By Megan Johnson

Brittney Ferris, senior journalism major, presented her paper entitled "Men look and Women are looked at" at the EIU Capital Campaign Kickoff event Oct. 22.

She wrote the paper for her Women and Media class spring 2010 under the supervision of Dr. Eunseong Kim, assistant professor of journalism.

"I wanted to see how women were perceived in men's magazines compared to women's magazine," Ferris said.

For eight months, Ferris looked at two magazines, *Esquire* and *Maxim*. She looked at how women were portrayed in both magazines, excluding the covers because in most cases the cover picture has a long story to follow in the actual magazine.

She broke the pictures into nine categories which were location, feature, description of each photo, age, hair type, body type, how much of the body was shown, seriousness and violence.

Ferris found two types of women in each of these magazines: glamorous and a tomboy. She found that the most images were of women in their 20s and the second highest pictures were of women in their 30s.

Ferris also found that in men's magazines, women were considered to be more fit than thin.

The women were still seductive, but not as much as they are in women's magazines. She also found that in men's magazines, women were portrayed in a more realistic light.

Ferris only complaints about

this project was the fact she had a hard time finding sources. This is a new topic that not many people studied.

When asked what made her decide on this project, Ferris re-

sponded, "I'm a visual person, I wanted more visuals than context. I was interested in finding out more on why women had insecurities, more so than men."



**Brittney Ferris created a poster of the research she did on how women are viewed in men's and women's magazines for a student research presentation.**

## Day

*continued from page 4*

**An oil change at the Valvoline in Charleston gives a unique perspective. This photo was taken by Jay Grabiec, a summer 2008 journalism graduate and a visiting professional on Eastern's campus, helping with the Day in the Life of Charleston event.**



## CONTACT INFORMATION

Editor: Elizabeth Edwards

Agency Director: Barbara Harrington

Agency Associate Director: Beth Steele

Agency Faculty Adviser: Terri Johnson

E-mail story ideas to:

eaedwards@eiu.edu



The Journalist is a newsletter produced by the student-run PR firm, and printed in the Journalism office located in Buzzard Hall.

October/November 2010