

the Journalist

a departmental newsletter for journalism majors & minors

NOV/DEC. 2010 EDITION

Nearly \$53,000 Donation Received

Diana Peckham, retired journalism teacher, donates money to the Journalism Department

By Elizabeth Edwards

The Journalism Department has received a donation of more than \$52,000 that will double the department's gift account, said James Tidwell, chair of the journalism department.

Diana Peckham, retired high school journalism teacher, willed EIU the money following her death Sept. 22, at age 59.

Peckham was a yearbook and newspaper adviser for Morton High School and Pekin Community High School. She participated in summer workshops for high school students at Eastern Illinois University from 1988 to 1995.

"Peckham touched a lot of lives. She affected hundreds and hundreds of students," said Tidwell.

Tidwell described Peckham as an "no nonsense type of women who would tell you



Diana Peckham and Journalism Department Chair James Tidwell are pictured as Peckham received a lifetime achievement award from the Illinois Journalism Education Association in June 2007 in Springfield.

Photo Courtesy of the Journalism Department

Donation

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Gisondi's sports textbook published

'Field Guide to cover Sports' published last spring, includes new media

By Jennifer Brown

Congressional Quarterly Press recently published Professor Joe Gisondi's book, *Field Guide to Covering Sports*.

Gisondi, a sports journalist for the past two decades, said his book discusses the rules of 20 sports and how journalists should cover them.

Gisondi started the book in September 2009 and completed it in 2010. He said he focused on content because he said he wanted to give journalists a good sense of the sports they would cover.

Gisondi said he caught the attention of the CQ editors through the sports blog he had been writing.

Gisondi relied on other sports journalists to give him information for his book.

"I talked to 90 sports writers and coaches across the country to get advice and these suggestions are part of this book," he said.

He focused on concepts to teach reporters how to cover a variety of popular sports. These range from basketball, soccer and volleyball to rugby and tennis.

"I didn't want it to be a textbook," Gisondi said. "I wanted people to carry it in their back-



Joe Gisondi, journalism professor at Eastern, holds his Field Guide to Covering Sports, which he wrote. It was published last spring.

Photo by Jennifer Brown

pack and read it ahead of time."

According to Amazon.com's product page on Gisondi's book, the book also covers how to write sports stories. It shows the reader how to write about statistics, key plays and the analysis of a sports story.

The book is divided into

three parts. The first part concentrates on news writing. The second part concentrates on the individual sports, where Gisondi breaks each sport down into rules and observations. The final and third part covers ethics and broadcasting.

Gisondi said, "I focused on

sports journalists."

The book includes important tips based on author interviews with athletes, coaches and experienced sports reporters.

Digital Assist boxes showcase models to emulate when reporting with new media. Check out cqpress.com.

Student Publication Board officers named

By Kaitlin Sullivan

Three SCJ members were elected chair, vice chair and secretary of the Student Publications Board. Kayleigh Zykowski was nominated and won the position of chair, vice chair is Ashley Hoogstraten, and Barbara Harrington is secretary.

Also, the board met to

report on the progress being made among student publications including *The Daily Eastern News*, *The Warbler* Yearbook, *Fresh* (formally *Minority Today*), and *The Vehicle* Tuesday, Nov. 16.

All of the publication reports indicated the student media outlets have been doing well, with *The Daily Eastern*

News having a great year so far, including a couple of special issues; *The Warbler* welcoming new staff members, writers and designers and winning CMA awards; *Fresh!* was praised for its recent consistency; and members of *The Vehicle* staff said they're moving forward by receiving online submissions from all over campus.

Ad sales, which provide most of the funding for Eastern's student publications, have continued to increase, and the budget is on track. But Business Manager Betsy Jewell told the board the publications will continue to "tighten their belts" in order to support high expenditures, such as printing costs and stay within budget.

Emily Steele, new DEN editor in chief

Steele prepares for her position as editor in chief of the Daily Eastern News

By Kelsey Karstand

Emily Steele, a senior journalism major, will take over as editor-in-chief of *The Daily Eastern News* in the spring. She has been involved with student publications since her freshman year, which Steele said helped prepare her for the position.

Steele said her responsibilities as the new editor-in-chief involve working closely with reporters and editors.

"Editors have a goal in mind where they want the paper to go and it is his or her job to make sure it goes in that direction," Steele said.

Lola Burnham, adviser for the *DEN*, said to be considered for the position, a student needs to have a strong sense of news judgment and good people skills. When picking the next *DEN* editor in chief, Burnham said she was looking for someone who would be a good leader in the newsroom, emphasize building good working relationships within the newsroom and would bring new people into the newsroom

to help rebuild the staff.

"Emily has experience both with the *News* and with the *Warbler*, Eastern's yearbook. She began working on student publications as a freshman and has been active ever since. She knows the production side, but she is also an excellent reporter and has strong editing skills," Burnham said.

Steele said her experience at multiple student media outlets not only helped her become a better writer, but it showed her how to do well in the industry.

This semester, Emily has the role as the managing editor, which means she works very closely Sam Sottosanto, who is the current editor-in-chief. Sottosanto said Steele is very responsible and very confident in her abilities:

"[Steele] is the most responsible person in the newsroom that I know. She cares about the staffers and wants to help them learn, which is very important," Sottosanto said. "The most important thing



Emily Steele, senior journalism major, has been involved in student media since her freshmen year which she believes has prepared her for her upcoming position.

Photo by Kelsey Karstand

about being EIC is making sure your staff is learning a lot out of their jobs, and I know Emily really cares about each and every person on staff. I think she will be a great editor in chief,"

Steele plans to graduate in May. She said she then wants

to apply for graduate school in South Korea. She is also determined to obtain an internship and hopes for a job as a copy editor at a newspaper or magazine in Illinois.

Steele's appointment was approved last spring.

Donation

Continued from page 1

exactly what she thought."

Sally Renaud, journalism professor, described Peckham "as a crusader for high school journalism in Illinois."

Renaud added that students loved working with her.

Peckham was one of the founders of the Illinois Journalism Education Association and received a lifetime achievement award from the group in 2007.

In 1994, Peckham told Tidwell that she was planning on leaving a donation to

the Journalism Department, though she never specified an amount.

"The donation is an testament to Tidwell's work for high school journalism," said Renaud.

Renaud believes that Peckham respected Tidwell's work with high school journalism and that inspired her to help.

The donation went into the gift account and the department does not have definite plans for the money, Tidwell said.

He also said faculty mem-

bers will have on-going discussions on how to spend the money.

Tidwell said the department might use some of the money to buy new photography and multimedia equipment for students, since the university is not expected to provide adequate equipment money. Another idea is remodeling the journalism lab classroom in 1842 in Buzzard. The lab classroom would be increased in size.

Another idea is providing

scholarships to students interested in teaching journalism in high school because of Peckham's dedication to teaching and journalism.

While Tidwell was aware that Peckham intended to give to the department, the amount was a surprise and a very welcome addition to the department's funds. Much of the extras department members enjoy, including the numerous scholarships, are the result of such donations. The exact amount donated was \$52,603.91.

SCJ Induction to be this week

28 Students are invited into the Society of Collegiate Journalists this fall

By Jennifer Brown
The Society of Collegiate Journalists, a national, invitation-only journalism organization on campus, has invited 28 new members for this year's induction on Dec. 7.

Emily Steele, senior journalism major and president of SCJ, said students are selected based on the media they have worked for on campus.

"They're not required to be journalism majors," Steele said. "We're just looking at their contributions and what they have done."

SCJ helps to acknowledge the journalists' skills, Steele said.

Once inducted into SCJ, students are in the organization for a lifetime. There may also be a discount when they join the professional organization, Society of Professional Journalists, once they begin their careers.

"There is a one time fee of \$35; \$30 goes to the national organization and \$5 goes to the student organization," Steele said.

After the inductees are sworn in, on Dec. 7, SCJ will also



Society of Collegiate Journalists induction ceremony will be Dec. 7. The picture above is of the induction ceremony last year.

Photo Courtesy of Sally Renaud

elect new officers.

One thing students can look forward to with joining SCJ is getting to know other journalism majors from other student media.

"I think it's a good way to recognize students for their talents and to represent their talent in a positive manner," Steele said.

Students are able to be involved in SCJ until graduation, and then they have the opportunity to join SPJ, which is for professionals.

Kim Foster, a junior journal-

ism major, decided to join SCJ because it's an on-campus and national organization.

"I got a letter from SCJ president Emily Steele that informed me I was invited to join," Foster said. "I do photography for the *DEN* (including *Fresh!* and *The Verge*), and the *Warbler*."

Foster just began in photography this semester, and said she's excited to join in December.

"My work and dedication are being recognized by my peers," Foster said. "Not everyone who

works on student media gets invited, so it's a huge honor."

Foster decided to join SCJ as soon as she received the letter from Steele.

"I'm not one to turn down an opportunity like this," Foster said.

Foster said it's more important to get inducted and involved before anything else.

"I'm sure there are going to be plenty of things to do. Definitely service or fundraising, if I get the chance," Foster said.

Social networking trend taking over

Changing the Face of Communication

By Ellie Sternaman
EIU journalism professor and social networking expert, Bryan Murley, said knowing how to use social networks will help PR and journalism students in the job market.

Advanced technology and changing consumer behavior has fundamentally shifted the way we communicate. Over the past few years' social media has exploded, becoming the No. 1 activity on the web.

Social networks have the ability to reinforce a brand, drive traffic, introduce organizations to new audiences and open up new networks.

Twitter, Facebook, Blogger, LinkedIn, and WordPress are some of the most popular social media networks used for spreading messages and sharing content.

In addition to promoting content, maintaining presence on these sites is extremely beneficial for gaining influence and maintaining a business' public relations.

Pamela Seiple, PR/social media professional and author of *How to Leverage Social Media for Public Relations*, said communicating with influencers through social networks is the best way to spread your

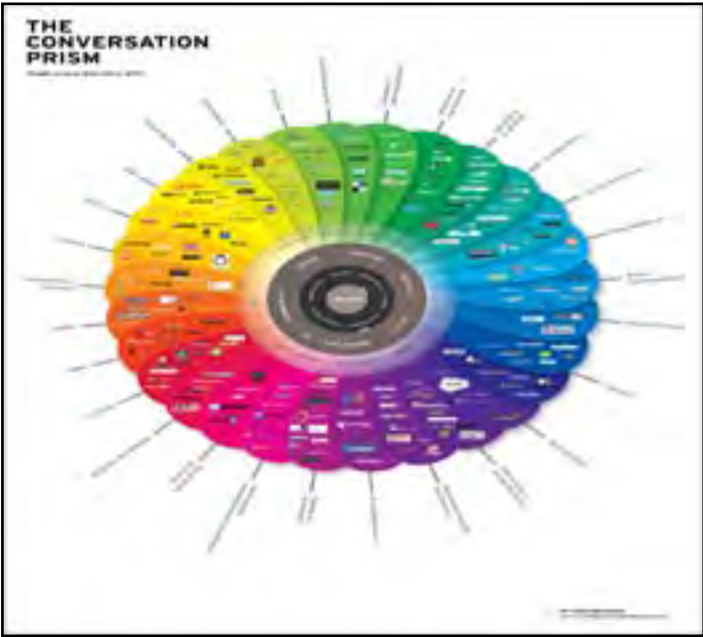
message and ensure you or your business is top-of-mind when opportunities arise.

"Social networks have made it easier for PR professionals to connect and build relationships with influencers, generate media coverage, and communicate their messages to customers, prospects and other valued constituents," Seiple said. "As a PR professional, you need to know how to implement an effective social media strategy that enhances relationships, builds trust, cultivates communities and increases your company's sales."

According to Erik Qualman's book *Socialnomics*, 80 percent of companies use social media for recruitment.

"It's important for students to connect with experts in their industry and create content that is of interest to them," Murley said. Students should use social networks together to enable readers to further promote their posts, he added.

Alex McNamee, sophomore journalism major and sports editor for *The Daily Eastern News*, said social media will continue to evolve and it's important for students to learn how to communicate on the social web via social networks.



The Conversation Prism gives you a whole view of the social media universe, categorized and also organized by how people use each network.

By Brian Solis and Jesse Thomas

<http://www.theconversationprism.com/about/>

McNamee picked up blogging in January and has been doing it ever since. "I have always had an opinion about sports and blogging is a fun and different way to report," McNamee said.

McNamee's blog covers any and every sport he is interested in. He said he tries to update it once a day.

"The goal of social networking is simple," social media expert, Chris Kieff, said in one of his posts featured on *Social Media Today*. "Identify advocates who are active and have a following in social media, build relationships with these people and enable them to spread your message virally," Kieff said.

Journalism to graduate 13 students this fall

By Elizabeth Edwards

13 journalism students are graduating at the end of the semester and officially saying goodbye to Eastern.

To celebrate the graduate's accomplishments, the Journalism Department will be hosting a holiday luncheon Wed., Dec 15, in the journalism conference room.

Elizabeth Kastl, secretary of the journalism department, said that department is inviting current faculty, retired faculty, and

graduating seniors.

Samantha Sottosanto, current editor in chief of *The Daily Eastern News*, emphasized that Eastern has strengthened her love for journalism.

"I love journalism -- I love what we do and the type of people that we are. It's a different job every day. You get to tell stories. You get to meet people you would have never thought you'd ever get to meet. Nobody else stays up until the late hours of the night trying to get their

product out — on weekends, holidays, every single day of the week," Sottosanto said.

Sottosanto, was recently hired as a page designer for the *Times* in Ottawa, Ill.

Leon hopes to work at a public relations agency when he graduates. Leon emphasized that the opportunities given to him at Eastern will help him in the business world. Leon is now interning at Sarah Bush Lincoln Health Systems.

Piurek believes the most im-

portant thing Eastern has taught him is not being afraid to go outside his comfort zone. He is now interning at Consolidated Communication.

Others graduating include: Joe Astrouski, Ashley Corbett, Megan Cruz, Phillip DeGrandis, Brittni Garcia, Miranda King, Kathryn Neeves, Brandy Provaznik, Alycia Rockey and Cari Wafford.

The Fall Commencement will be Saturday, Dec. 18.

**Warbler
Sundays, 5 p.m.
Journalism
Conference Room
Buzzard Hall 2522**

**DEN/DEN online
Newsroom
Monday – Friday
Buzzard Hall 1802**

**WEIU-TV & FM
Visit the newsroom
and ask
Buzzard Hall 1620**

**The Agency
Wednesday, 6:40,
Buzzard Hall 2434**

Homecoming North fun time for all

Alumni Celebration will be held Feb. 19, 2011

By Megan Johnson

Seeing friends from the past, eating great food and being in the great windy city are just a few things alumni can experience when going to Homecoming North.

Homecoming North will be Saturday, Feb. 19, 2011, from 8 p.m. until 11 p.m. at Seven Ten Lounge, 274 7 N. Lincoln Ave., Chicago.

The journalism department's Homecoming North is held every year in the Chicago area, so alumni can catch up on what's going on in their former classmates' lives. Homecoming North has been held for 25 years and the idea was started by John David Reed, former journalism department chair.

Homecoming North has been held in various locations. The last two years faculty and alumni have connected with the

Alumni Association and have been holding a more formal gathering, with invitations, said Eastern journalism professor John Ryan. Teaming up with the Alumni Association has brought out a bigger crowd; last year may have been the largest one ever.

All journalism, student publications and student media alumni are invited. This includes majors, as well as students who majored in something other than journalism, but were involved in student media.

"Getting together with alumni is always a blast. Not only are they fun and interesting people, but it allows the faculty to catch up with their former students and find out what they've been up to. It's always an enjoyable evening," said Ryan.



Students and alumni gather in Chicago every February to share what is going on in each other's lives.

Photos Courtesy of the Journalism Department

Upcoming Events

**Fall
Commencement
Dec. 18, 2010**

**Spring Semester
Classes Resume
Jan 10, 2011**

**Homecoming
North Feb. 19, 2011**

CONTACT INFORMATION

Editor: Elizabeth Edwards

Agency Director: Barbara Harrington

Agency Faculty Adviser: Terri Johnson

E-mail story ideas to:

eaedwards@eiu.edu



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