

Toward 2020: New Directions in Journalism Education

Rogers Communications Centre

Ryerson University, Toronto

May 31, 2014

**Sponsored by the Ryerson Journalism Research Centre
and the Faculty of Communication and Design**

Conference program

8:30 – 9 a.m.

Registration, coffee

9 – 10:15 a.m.

Keynote address (Robert Picard, Director of Research, Reuters Institute for the Study of Journalism, University of Oxford)

Deficient tutelage: Challenges to contemporary journalism education

Journalism and higher education have always had an uneasy relationship. The inclusion of journalism education in higher education has been based on acceptance of its professional status and its equivalence to professional schools such as law, business, and medicine. The declining state of journalism accentuates the fundamental question whether journalism deserves the status of professional education in colleges and universities and, if so, how it needs to change to prepare students for the new environment in which journalism will be practiced.

Coffee break

10:30 - 11:45 a.m.

Session 1

Using analytics to produce better journalism

Kenny Yum (Managing Editor, AOL Canada, Huffington Post Canada), Marissa Nelson (Senior director of digital media, CBC News), Ali Rahnema (VP digital media, Toronto *Star*)

Moderator: Gene Allen (Ryerson University)

Session 2

The teaching-hospital model for journalism education

Kelly Toughill (University of King's College), Peter Klein (University of British Columbia), Adrian Lee (*Maclean's*), Mary Lynn Young (UBC), Rob Cribb (*Toronto Star*)

Chair/Moderator: Kelly Toughill

Session 3

Data journalism: Integrating it into the curriculum

Stuart Thompson (*Globe and Mail*, Ryerson University), Fred Vallance-Jones (University of King's College), David McKie (CBC, Carleton University)

Moderator/chair: Fred Vallance-Jones

Session 4:

Institutions and structures of journalism education

Maija Saari (Centennial College), Barry Waite (Centennial College), and Donna Lindell (Centennial College) "Selling Journalism: The Public (Web) Face of Canadian Journalism Programs in an era of Differentiation and Destruction"

Sally Haney (Mount Royal University), "Erasing our memories, axing our templates, and scaling the walls of the box we call journalism education: A primer on 'program review'"

Gavin Adamson (Ryerson University), Lisa Taylor (Ryerson University), "What is 'core' to journalism education today? Reconfiguring the foundational curriculum of a large undergraduate program"

Chair: Janice Neil, Ryerson University

Session 5

Global and multicultural perspectives on journalism education

Sherry Yu (Simon Fraser University), "Multicultural mediascape and journalism education: Challenges and prospects"

Rachel Pulfer (Executive Director, Journalists for Human Rights), "Journalists for Human Rights and the journalism curriculum"

Renaud de la Brosse (Linnaeus University, Sweden), Annelie Ekelin (Linnaeus University, Sweden), "Rebuilding the journalism curriculum in Sweden"

Chair: Ann Rauhala, Ryerson University

Session 6

Understanding and teaching news literacy

Jennifer Fleming, "Exploring a 'Demand Side' Journalism Education Idea: A Discussion of News Literacy at Stony Brook University" (California State University, Long Beach)

Jordan Press (*Ottawa Citizen*), "News literacy across the university"

Chair: Jagg Carr-Locke, Ryerson University

Noon – 1:15 p.m.

Lunch (Thomas Lounge, Oakham House)

Business meeting, Canadian Committee for Journalism Education

1:30 – 2:45 p.m.

Session 7

Selling Digital Dreams: A critical appraisal of entrepreneurial journalism and the decline of public service reporting

Paul Benedetti (Western University), Mike Gasher (Concordia University), Meredith Levine (Western University), Thomas Rose (Wilfrid Laurier University)

Moderator/chair: Paul Benedetti

Session 8

Top trends in journalism education

Susan Harada (Carleton University), Mary McGuire (Carleton University), Janice Neil (Ryerson University)

Moderator/chair: Mary McGuire

Session 9

The role of the developer/journalist: How are schools reacting to the growing need in newsrooms?

Shauna Rempel (Toronto Star, Ryerson University), Melanie Coulson, Gavin Adamson (Ryerson University), William Wolfe-Wylie (Canada.com, Centennial College)

Moderator/chair: Shauna Rempel

Session 10

Critical perspectives and disruptions

Cale Bain (University of Technology, Sydney) and Chrisanthi Giotis, "Framing, Frame Analysis and Discourse in Journalism and Society"

Chantal Francoeur (Université du Québec à Montréal), "Foucault to analyze power relationships between PR professionals and journalists?"

Ivor Shapiro (Ryerson University), "Beyond denial: Toward a new Paradigm for Journalism education"

Joyce Smith (Ryerson University), "Embracing the threat: Teaching creative problem-solving to new journalists"

Chair: Brenda Thompson, Thompson Rivers University

Session 11

Teaching journalism I: Skills

Gavin Adamson (Ryerson University), "Live blogging as a digital journalism teaching tool"

Duncan Koerber (York University), "Teaching Writing Skills to Journalism Students with Personal Writing"

Anne McNeilly (Ryerson University), "In Search of the Comma"

Karen Owen (CTV Calgary, Mount Royal University), "Even the digital savvy generation can improve its social media literacy"

Chair: Diana Pereira, Ryerson University

Coffee break

3:00 – 4:15 p.m.

Session 12

Collision point: When professional and pedagogical imperatives conflict

Tim Currie (University of King's College), Shauna Snow-Capparelli (Mount Royal University), Lisa Taylor (Ryerson University), Fred Vallance-Jones (University of King's College), Christopher Waddell (Carleton University)

Moderator/chair: Shauna Snow-Capparelli

Session 13

The next wave of journalism curriculum reform: Principles and process

Ivor Shapiro (Ryerson University), Romyne Smith Fullerton (Western University), Brian Gabriel (Concordia University), Maggie Jones Patterson (Duquesne University)

Moderator/chair: Ivor Shapiro

Session 14:

Local and rural journalism

Tony Veltri (Madhunt Publishing Co.), "A successful local online news site"

Mary Baxter (AgMedia.Inc [*Better Farming*]), "Opportunities in agricultural and rural journalism"

Randy Boswell (Carleton University), "Reworking the 'localization' story for the digital era"

Chair: Brenda Thompson, Thompson Rivers University

Session 15

Learning from students

Cheryl Vallender (Sheridan College), Nicole Blanchett Neheli (Sheridan College), "Gen Y journalism students driving curriculum"

Kanina Holmes (Carleton University), "Flipping the classroom"

Amanda Williams (Mount Royal University), "Negotiating current and future practices: How third-year journalism students talk about research literacy learning"

Bruce Gillespie (Wilfrid Laurier University) and Tamara Baluja (J-Source.ca), “Best practices for working with journalism students on a national news site”

Chair: Ann Rauhala, Ryerson University

Session 16:

Teaching journalism II: Angles of approach

Paul Knox (Ryerson University), “What is to be taught: why we need a corpus of Canadian journalism”

Marlene Murphy (Senior News Writer, CBC Television), “The Intern Experience: The Role CBC Television News Plays in Journalism Education”

Shawn McIntosh (Columbia University), “A Bright Side to the Dark Side: The Value of Teaching PR in Journalism Education”

Brian Gorman (MacEwan University), “The value of The Idea”

Chair: TBA

4:30 – 6:00 p.m.

Session 17

Working as a journalist in 2020: What will it take? (Round table)

Derek Chezzi (Editor-in-Chief, Yahoo! Canada), Steve Ladurantaye (Twitter Canada), Jennifer McGuire (Editor-in-Chief, CBC News) Gerry Nott (Senior vice-president, Postmedia Inc.)

Moderator: Gene Allen (Ryerson University)